

Get Connected
Stay Connected
Arlingtonma.gov

Arlington Town Communications
January 10, 2011



Communication Channels

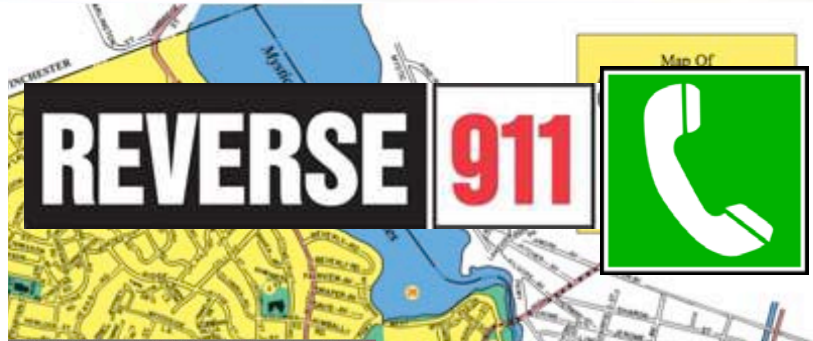


Arlington Town Communications

January 10, 2011



Communication Channels



A screenshot of the Arlington Town website's 'Request/Answer Center'. The page has a brown header with navigation links: Home, Departments, Request/Ansv, Home, Departments, Request/Answer Center. Below the header is a search bar with 'Google Custom Search' and a 'Search' button. The main content area is titled 'Request/Answer Center' and includes a 'My Account' section with links for 'View My Account', 'Update My Contact Information', and 'Logout'. There is a form for submitting a request, with fields for 'Service Request Type' (set to 'Snow & Ice'), 'Description' (with a text area for reporting snow plow issues), 'Contact E-Mail' (set to 'jroman@town.arlington.ma.us'), and 'Address' (with a dropdown menu and a text input field). A 'Submit' button is at the bottom of the form. On the left side of the page, there is a sidebar with various links like 'Subscribe to Notices', 'Calendars', 'Residents', 'Businesses', 'Town Governance', 'Recreation', 'Schools', 'Library', 'Community', and 'About Arlington'. A 'Town Meeting' section lists dates and topics. A 'Residents' section lists services like 'Newcomers' and 'Property Assessmen'. A 'Businesses' section lists 'Doing Business Hot' and 'Renovate Your Business'.

Arlington Town Communications
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Get Connected

Arlingtonma.gov Overview

Welcome to
Arlington, Massachusetts

Home Departments Request/Answer Center Google Custom Search Search

Subscribe to Notices

Calendars

Residents

Businesses

Town Governance

Recreation

Schools

Library

Community

About Arlington

Notices

- 1.5.11 Plan a Private Event at an Historic Arlington Facility
- 1.3.11 Water Main Work Jan 5 – Section of Park Ave Closed
- 12.29.10 Snow Reminders: Keep Sidewalks and Roadways Clear
- 12.21.10 Cardboard Collection at DPW Yard To Be Removed Jan. 15
- 12.21.10 Christmas Tree Collection Week of Jan 10-14
- 12.21.10 Drunk Driving: Over the Limit, Under Arrest
- 12.20.10 Adopt A Fire Hydrant This Winter
- 12.17.10 2011 Warrant Article Submission Packet Online
- 12.14.10 Town Manager Reviews Town's Financial Status
- 12.13.10 APD To Develop Mental Health Program

Town Meeting MORE>>

- 2010 Town Meeting Information

Residents MORE>>

- Newcomers
- Property Assessments
- Look Up Bills
- Sex Offender Registry
- Energy Tips & Rebates
- Snow & Ice Information
- Trash, Recycling & Composting
- Elections/Voting
- Look Up A Building Permit
- Vital Records
- Dog Licenses
- Maps (including FEMA Floodmaps)

Businesses MORE>>

- Doing Business Hot Sheet
- Chamber of Commerce
- Register Your Business
- Restaurants/Retail Food Licenses

Town Meetings

January 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	01	02	03	04	05

Wed January 5

7:00 PM
Board of Youth Services
Robbins House

7:30 PM
Open Space Committee
Town Hall Annex, First Floor
Co

Support Selectmen Goals

- Inform, educate, engage, improve via technology

6K Pages, 42K Residents

Supporting

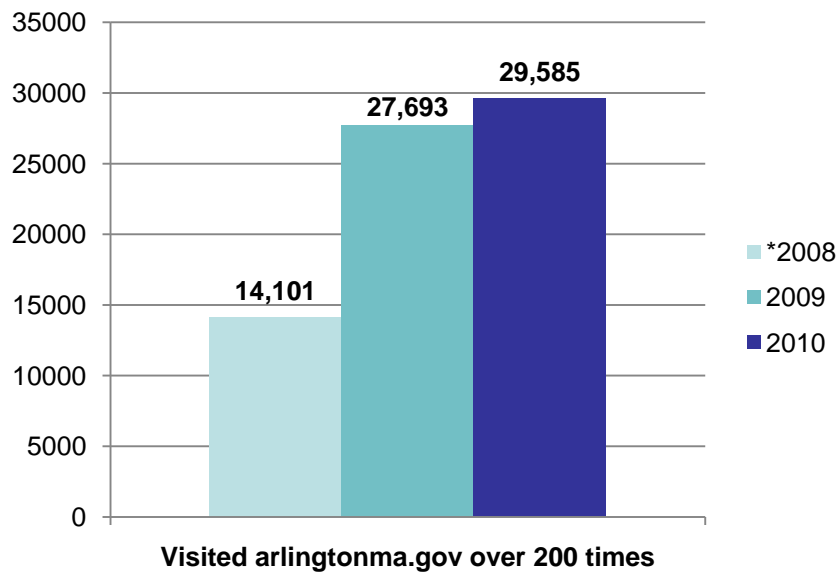
- Community Requests
- 15 Departments
- 65+ Boards/Committees
 - OML 1,500 pages annually



Get Connected

Arlingtonma.gov Overview

Visitor Loyalty



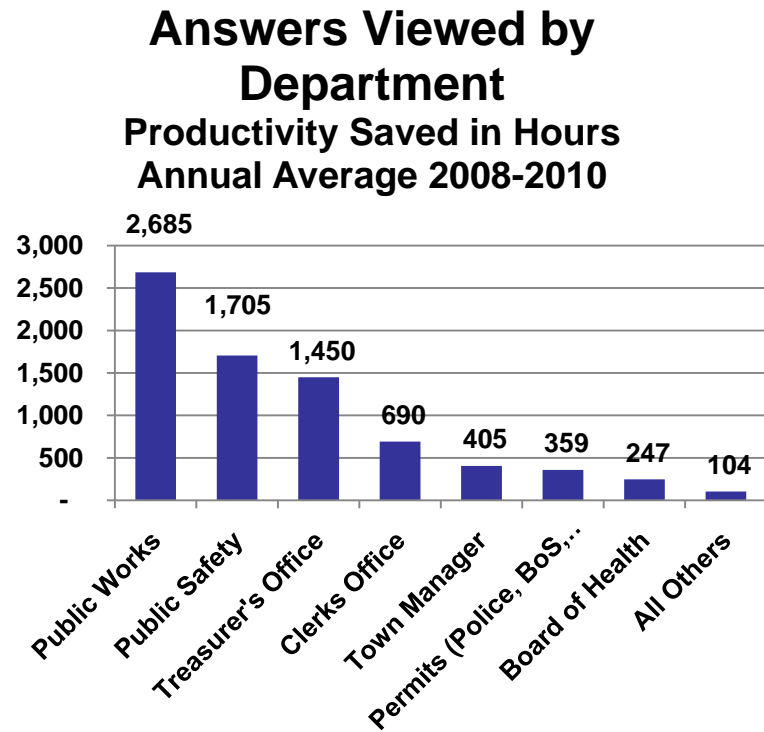
Consistent Traffic 2010

- 1.3M Pageviews
- 511K Visits (sessions)
- 258K Visitors (people)
- 21K Visitors (avg. p/mo.)
- Visitors are Local
- Visitor Loyalty Doubled
 - Approx 30K unique visitors stopped by over 200 times during the year



Request/Answer Center

Answers Viewed – Self Serve



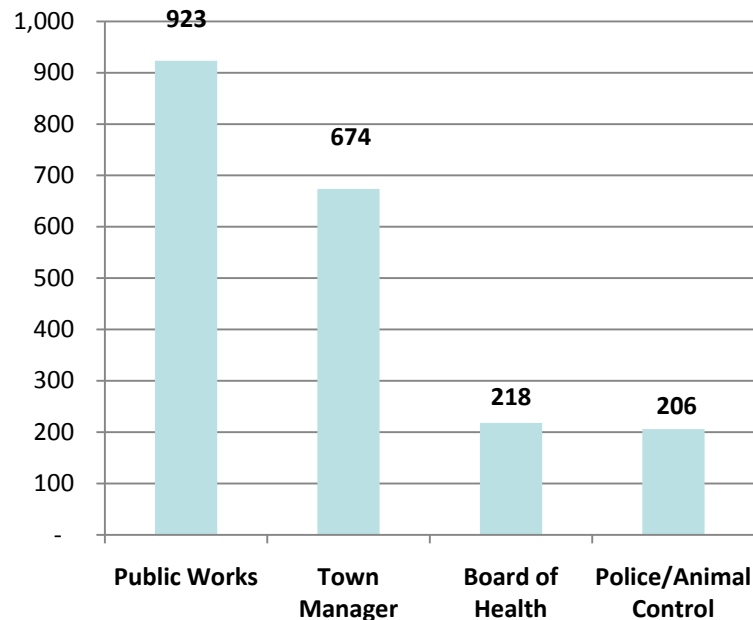
- 275K Answers Viewed
- Only 1K Questions Asked (.4%)
- Productivity Equivalent
 - 7,644 hours annually
 - 4.18 FTE per year
- Top Departments
 - DPW, Public Safety, Treasurer, Clerk



Request/Answer Center

Request Submitted – Full Serve

Average Annual Requests
Submitted by Dept.
2008-2010

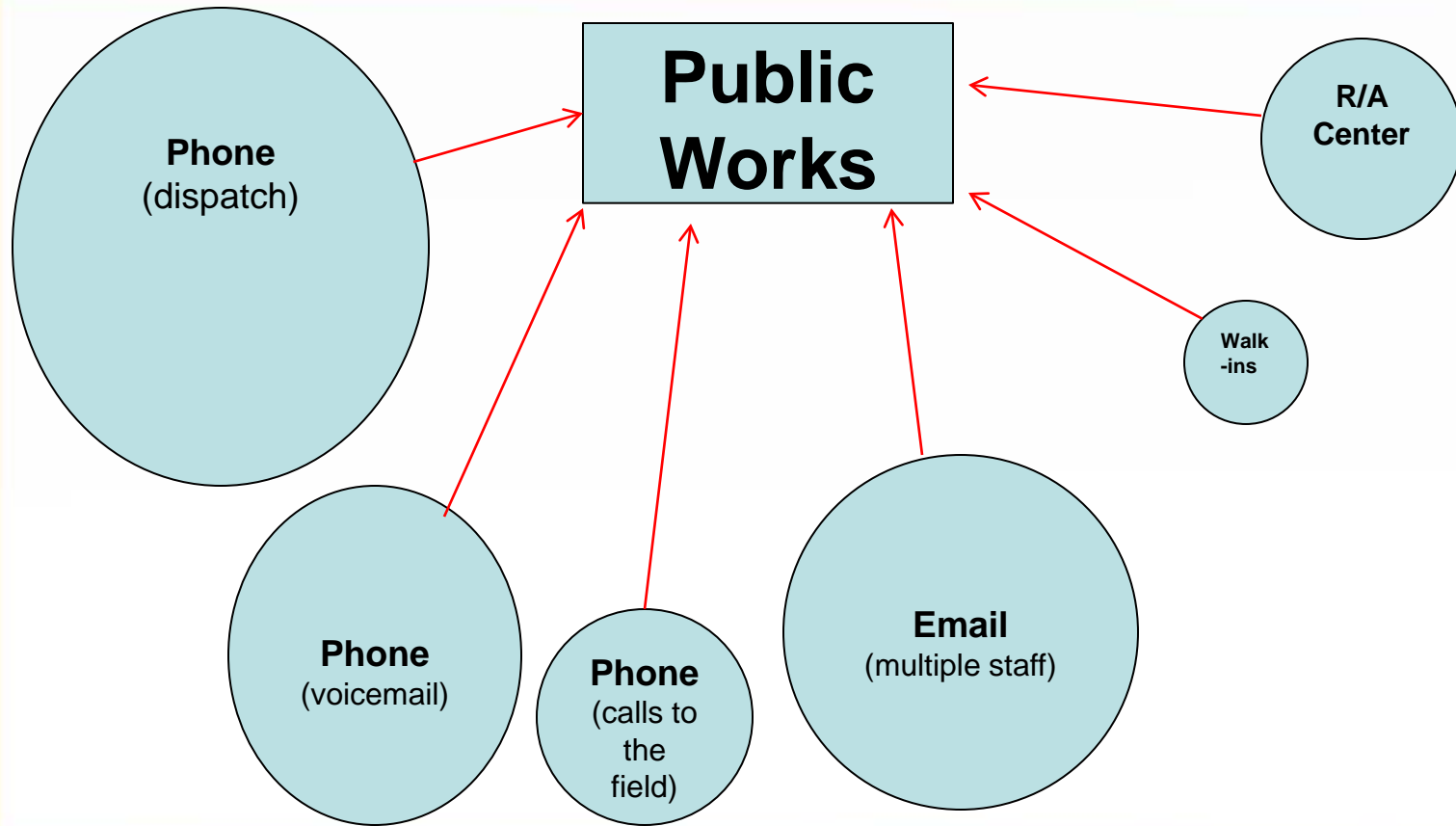


- Since service launch
 - 6,000 Request created.
 - 5,800 Requests closed.
- Annual Avg. by dept
 - DPW, Town Manager, Board of Health, Public Safety
- Who submits?
 - Evenly split between staff and resident.



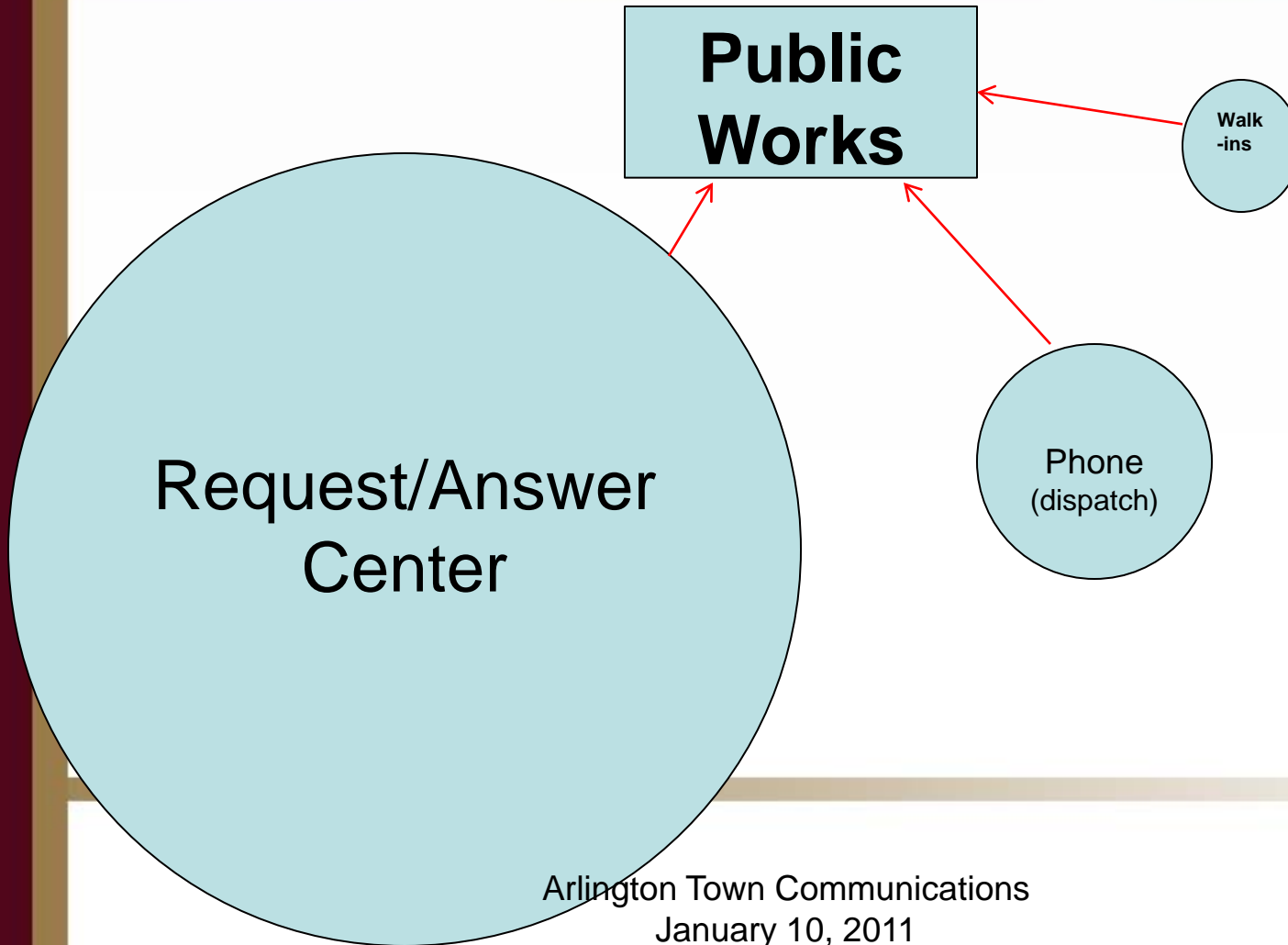
Request/Answer Center

Public Works Request Intake Now

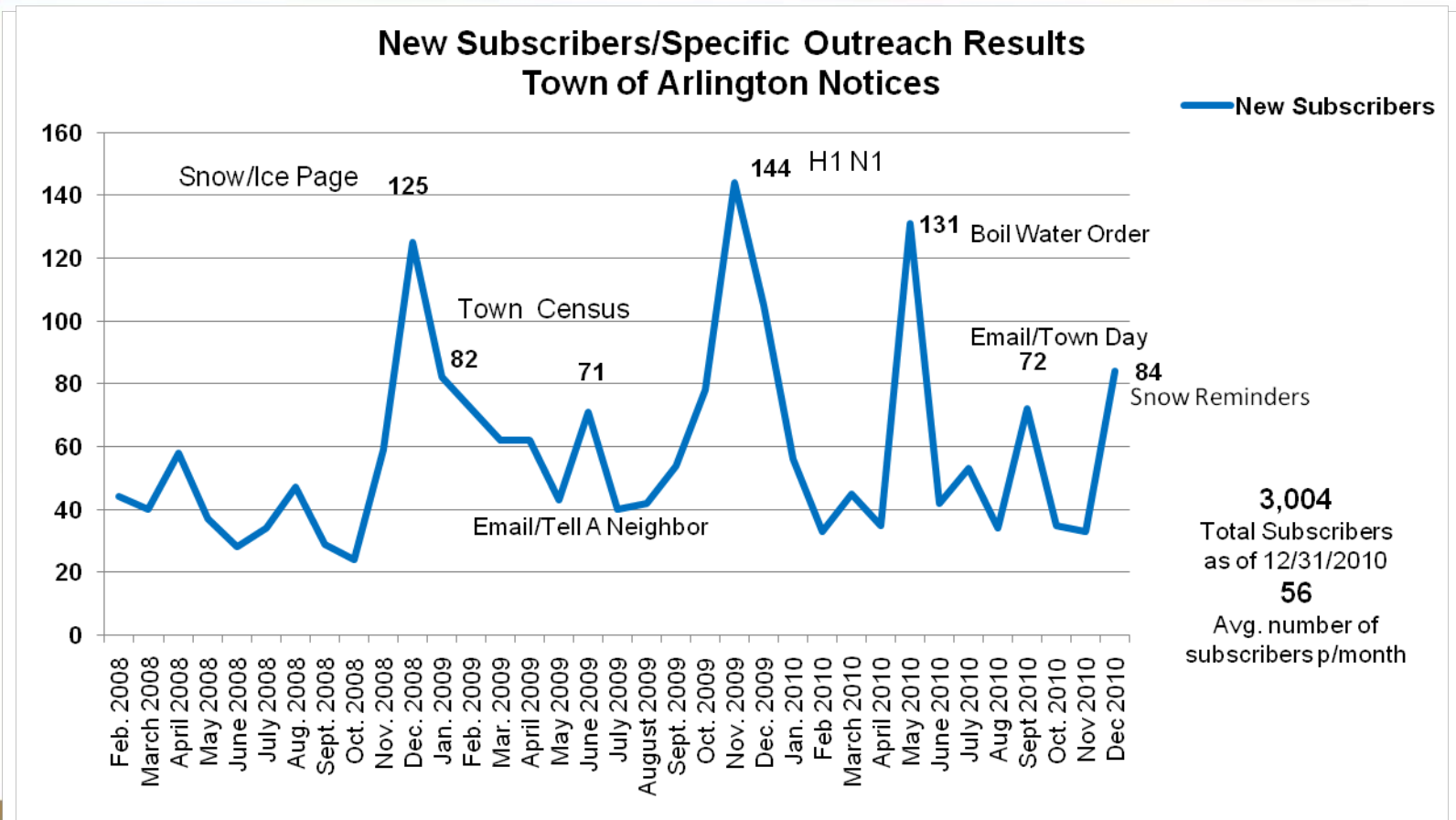


Request/Answer Center

Public Works Request Intake Future



Stay Connected Town of Arlington Notices



Stay Connected

Reverse911



- Reaches most Arlington households (14.5K).
- Multiple phone providers makes obtaining all households difficult.
- Residents should make sure they are subscribed.

Arlingtonma.gov/reverse911



Stay Connected

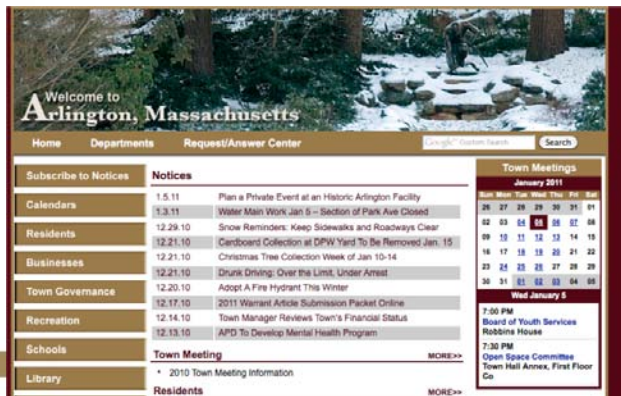
Emergency Communications



Coordinate public information from Emergency Personnel and disseminate via:

- Reverse 911
- Email
- Website

Be Prepared for Future Emergencies.



Stay Connected

Reverse911 & Email Notices



- Rev911 has greater reach than Email, but slower and costs more.
- Email Notices – instant with no incremental costs based on subscribers.
 - Easier to send, can reach more devices.
- Subscribe to Email Notices
Arlingtonma.gov/subscriber



Future Objectives

- Continue to provide timely information.
- Increase subscriptions: Notices/Reverse911
- Increase usage to Request/Answer Center.
- Preserve productivity.
- Review/Implement technology for efficiencies.
- Support staff in public communication and customer service initiatives.



Challenges

- Resources
 - Ongoing day-to-day operations
 - Adding content
 - Training/supporting existing staff
- Technology Limitations
 - Overall our channels are robust, yet technology is aging and we need to identify better solutions.
- Outreach
 - No marketing budget, help us spread the word.
 - Email Notices, Reverse911, Request/Answer Center



Get Connected
Request/Answer Center & more
arlingtonma.gov

Stay Connected
arlingtonma.gov/subscriber
arlingtonma.gov/reverse911

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