

May 29, 2009

MEMORANDUM FOR MAYOR AND CITY COUNCIL

FROM: Toni Messina, Director, Public Communications

SUBJECT: 2009 Council Retreat – Council Communications Services

Current Services for Council

E-Government online services

- Post and maintain web content for Council as a whole, for Mayor and for individual Council members (web pages)
- Posting agendas, minutes and meeting information
- Facilitating CityStream

Broadcast services

- City Council meeting
- P & Z meetings
- Board of Adjustment meetings
- Special meetings and news conferences
- Get interpreters

Print/Mail services

- Print hard copy, when requested
- Weekly and special Council mail deliveries (hard copy)

General communications services

- News releases and online postings for “office hours
- Talking points for events, upon request
- Arranging Council photo shoots
- Staffing Submarine Committee and Sister Cities

On the Horizon

Nixle...pushes messages out to social networking sites and electronic devices, for those who subscribe...can send messages to email, mobile phones and computers using the Nixle-sponsored website. Please see attachments for basic information, partners and sample messages.

- Free to those sending messages, but subscribers may have varying text message rates for cell phones
- Most immediate and obvious use: communicating emergency messages
- If acceptable, plan to roll out in September – have a health-and-safety oriented committee working on this - Fire is taking lead

Potential Council Services

Broadcast: “Walks in the Ward,” periodic video segments with individual Council members on characteristics of ward, issues and people

- Could engage more people using a medium already at hand
- Should avoid political content and perception that segments unreasonably favor incumbents during – could do after each election for those just elected – could do one segment on 2 -3 groups of Council members each year but not within some threshold of election (maybe 6 months before?)
- Cost: about \$2,000 for a 10-minute segment, depending on amount of graphics used (does not include overhead)

Broadcast: Pre-Council sessions, live

- Costs less if only run on City Channel – about \$15/hr.
- If streamed and archived on Internet, could involve additional cost with Granicus
- Would not do until new addition is finished, assuming one of the new conference rooms is equipped for broadcast – otherwise, could only do live from Chamber

E-Government: Could post more Council content on your web pages, including your meeting notices, news releases relating to you, policy papers and other information you want to share; links to other information on City web page (neighborhood association contacts; who to contact for a complaint; ward map; other)

- Tailors some content to individual wards
- Also must avoid political content – would not advise blogs at this time – can consider links to social networking or other sites, with disclaimer that they are not City-sponsored
- Probably would have to limit our involvement in preparing some material, due to time constraints

- Would have to maintain security standards and fit within E-Government policy

Public Communications Generally

Historical Objectives

- Increasing opportunities for citizens to communicate with City government;
- Improving the clarity and consistency of City communications both internally and with external constituencies;
- Providing high-quality service that helps all aspects of communications; and

New Objective

Establishing, “branding,” capturing and otherwise facilitating and operating a City communications network. Public Communications already operates or helps facilitate the CitySource newsletter to Water & Light Department customers; the City Channel; CityStream; CityInsider (employee newsletter); E-government services; Community Line; the Internet and Intranet sites; and other services that keep people connected.

- Plan for an increasingly electronic and tech-based future while maintaining other services as long as needed.
- Could include: more communication through social networks; adapting to “paperless” trends; making more internal services available electronically; helping City departments with their service connections to the community.

Att:

Consumer Frequently Asked Questions

http://www.nixle.com/customer_faqs.html

What is Nixle?

Nixle is a Community Information Service dedicated to helping you stay connected to the information that matters most to you, depending on your physical location. You stay connected to your local police department, your children's schools, your local community agencies and organizations, and the important information from other locations throughout the country that are relevant to you. Our service is built on the most secure, reliable, and high-speed distribution platform, ensuring that you receive trusted and immediate, geographically relevant information. Information is immediately available over your cell phone by text message, by email, and over the web. Your account can be customized so you receive the information that matters most to you. Whether it is where you live, work, or have friends or family throughout the country, the information is immediately available to you over your mobile phone, email and computer.

What does it cost?

Nothing. Nixle is FREE to users but text message rates may vary based on your mobile phone plan.

What messages would I receive through Nixle?

Only authenticated agencies and community organizations can securely publish information. There are four types of messages; Alerts (many would refer to this as an emergency type alert), Advisories (less urgent need-to-know information), Community Information (day-to-day neighborhood to community-level information), Traffic (very localized traffic information).

Do I have to register to use Nixle?

Anyone can view information by going to www.nixle.com without registering. However, to customize the information you receive and the locations you receive it from, in addition to receiving information by text message and/or email you must set up an account. Once registered you can personalize your locations and your preferences, making the service fit your needs.

How does registration work?

We ask for routine information in the registration process. First set-up a user name and password. Then enter your address or closest cross-street. Then choose where you want to receive your information, whether by text over your mobile device or e-mail. Add as many locations as you would like at no additional cost. It's that simple!

Do I have to give my mobile phone number?

No. However, the strength of the Nixle system is the delivery of real-time messages when you're on the go. The best way to stay up-to-date with important information that could affect you and your family is to receive notifications by e-mail and mobile device.

Can anyone track my location by using the system?

No. Nixle does not track users. See our Privacy Policy for more details.

What do you do with my contact information? Will third parties contact me?

Information shared by users with Nixle is stored on a secure server in a secure facility. The company does not sell personal information to third parties. The privacy of your personal information is extremely important to us.

Can I enter multiple addresses?

You initially enter one address to begin the registration process. Once registered, you can click on "Locations" and add as many additional addresses (locations) as you would like at no cost.

Can I use the system while traveling outside the United States?

If you can access your e-mail or the Internet, you can access Nixle messages anywhere in the world. You will also receive messages on your mobile device while overseas. Some mobile provider plans charge extra for overseas text messages; you may want to log in and change your preferences prior to international travel.

Can I register with an international telephone number?

No. Currently the service is only available with United States phone numbers.

How many SMS (text) messages will I receive in a month?

This will vary depending on the number of notifications published. The service is simple to change SMS (Text) and email options.

Can I limit the number of SMS (text) messages I receive?

You can limit the number of SMS (text) messages by adjusting the type of messages you receive. You can opt out of any service except public safety Urgent and Important messages. For example, you can choose to receive Urgent and Important messages on your mobile device and e-mail and community news in just your e-mail.

How do I know an SMS (text) message I received is real?

Nixle goes through an extensive identity certification and authentication process before authorizing any agency or organization to publish information into the service.

Can I respond to a message?

No. However, if you wish to share a crime tip or information with the agency that sent you the message, contact details can be found by accessing the alert online. Go to www.nixle.com. Look for "Forgot My Password". Click on it and enter your e-mail address. A new password will be sent to you immediately.

How do I change my password?

Log in and click "Account." On the "Account" page, click on "Change My Password" and follow the instructions.

Who do I contact for consumer support?

Please send all consumer support questions to: support@nixle.com Please send all general inquiries to info@nixle.com.

How do I unsubscribe

Log in to www.nixle.com and click on "Devices." There you can adjust which messages you receive and on which device(s) you receive them. There is also an option to completely unsubscribe from the service. Even after unsubscribing, you can still view Nixle information in real-time by visiting www.nixle.com.

When will Nixle be available in my area?

Nixle will roll out nationwide in 2009. If we have not come to your area, you can still register for the service. You will be notified when the service is available for locations you have chosen.

Consumer Information

http://www.nixle.com/about_consumer.html

Nixle is a free service that allows you to receive **trusted, up-to-the-minute, neighborhood information** for where you live, work, visit or for where your family and friends are located throughout the country.

➤ You choose the information you want, for the locations you want, from urgent public safety alerts to less time sensitive advisories and community information.

➤ You choose how you want to receive the information, whether it is over your cell phone by text message, by email, or over the web.

➤ You stay connected to what is happening in the communities and the locations that are relevant to you!

➤ Registration is **FREE, SIMPLE, and SECURE.**

Location	Agency Name	Priority	Entered	Headline
A	Chula Vista, CA Police Department	Alert	2/20/09 2:46 PM	Missing senior at risk, Maria Gomez, last seen leaving house at 125 Palmbar Rd. 72-years old, 5'4", 115 lbs. More »
B	Akron, OH Health Department	Advisory	2/20/09 2:31 PM	Residents of Creeksview Development, possible Meningitis outbreak has been issued following last weeks... More »
C	Berlin, WI Police Department	Advisory	2/20/09 2:11 PM	Caution: Attempted child abduction in Valton Area. Details and precautionary measures in full story. More »
D	Las Vegas, NV Fire Department	Community	2/20/09 1:58 PM	LVFD is hosting a fundraiser for the Jones family who lost their home to a fire last week. More »
E	San Antonio, TX Roads Dept.	Traffic	2/20/09 1:52 PM	Fatality accident E Houston St. Please avoid area until 7pm. Detour routes included in full story. More »



Advisory

Entered Friday, February 13 2009 2:51 p.m.

Report of stranger attempting to lure children in North Twp. Incidents happen 7-830a. Suspect: male, bwn hair, red Ford pickup

Lone Township Police are warning residents about several attempted lurings of elementary-age school children. Police say the all of the attempted lurings occurred within the last two weeks in the North part of the township between 7-8:30am when children are walking to school. The suspect approaches the child while in his vehicle and asks them to get into the car to help him find his lost puppy. Authorities say there have been 7 cases reported to date and fortunately no reported injuries. The suspect is described as a white male, medium build, no facial hair, with a scar over his right, and is driving a red late model pickup truck. Police are asking parents and guardians to encourage their children to walk in groups or with an adult. Anyone with information about the suspect is asked to call police.



Sample Messages

http://www.nixle.com/about_consumer.html

Advisory

Entered Friday, February 13 2009 2:49 p.m.

Thieves breaking into unlocked cars in Chalfont subdivision, stealing valuables. Reminder: keep garages closed, doors/windows locked

A series of break-ins in the Chalfont subdivision have been reported to the Anywhere Police Department. Victims estimate the value of the stolen items to be between \$25 and \$950.

Investigators note that in each case, the thieves went into cars left unlocked or into garages in which the door was left open.

Police want to remind residents not to lock their vehicle doors and not leave valuables in plain sight. Further, residents are advised to practice good common-sense home security by closing garage doors and locking doors and windows on their homes.



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