



Town of Perdido Beach

Communications Plan

Perdido Beach, Alabama

03/23/16

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Town of Perdido Beach

Communications Plan

1. Purpose

The Town of Perdido Beach recognizes the value of citizen involvement and the wealth of good information and resources that the citizens of Perdido Beach possess. It is the purpose of this plan to increase the Town's understanding of citizen concerns, ideas and values so they may be considered in the Town's decision making process. The Town will strive to identify, create and budget adequate resources to engage citizens and citizen groups in order to realize that purpose.

2. Goals

- Develop guidelines that will promote open two-way communications between the Town and its citizens.
- Identify potential communication tools.
- Identify effective ways of communicating with town citizens.
- Develop a communications plan.
- Develop strategies for implementation of the plan.
- Introduce processes for communicating in a timely, accurate and useful manner to the Town's citizens that will help to strengthen connections between the Town and its citizens.
- Develop a two-way flow of information that enhances community problem solving.
- Present strategies to follow when providing information to the citizens.
- Establish manner and guidelines in which information is distributed.

3. Public Information Materials Guidelines:

• Purpose

The objective is to specify guidelines to follow when creating public information materials.

• Goals

- Present public information in a consistent manner.
- Maximize economy and efficiency in the creation and distribution of public information materials.

4. Strategies

Use interactive communication tools and techniques wherever and whenever possible to involve citizens in the communication process and to increase their commitment to the idea of community problem solving and 2-way communications.

5. Communication Audit

The communications committee will review the plan annually.

6. Potential Communication Methods/Information

Method	Description
Email	Information emails.
Focus Groups	A facilitated small-group discussion used to learn more about community opinions and needs to guide future action.
Information Brochures	Printed material (long shelf life)
News Release	News release to local media
Open Door Policy	Open Door Policy
Other 2-Way Communications Options	Other 2-way communication methods that may be determined
Phone Call	Phone Call List
Phone Text	Phone Text List
Postings at Town Hall	Postings at Town Hall (Meetings, Announcements etc.)
Public Hearings	Will be the responsibility of either, ZBA, Town Council or Planning Commission and held at the Town Hall, PBVFD or elsewhere.
Public Meetings	Public Meetings (Council meetings, workshops, committee meetings, etc.)
Signs	Information Signs
Social Media	Social media communications (Facebook, Twitter, etc.)
Town Hall Meetings	Public meetings held at the Town Hall or PBVFD
USPS Mailings	Information mailings.
Video/Cable TV	Communications via electronic technology.
Website	Information

7. Basic Information Design Criteria

The following basic design criteria will be used when designing postings, mailings, mass emails, brochures, signs, news releases and other forms of information being distributed to the citizens of Perdido Beach, AL.

1. Indicate Information Origination: Town of Perdido Beach with Address (If applicable)
2. Include the Perdido Beach Logo (If possible or appropriate)
3. A Point of Contact for the Information

8. Detailed Guidelines and Strategies for each Communication Method.

Email

POC: Mayor, Town Clerk, Communications Committee

- Header Information: Include Town Name and Logo
- Footer Information:
 - Email originated from the Town of Perdido Beach, Perdido Beach, AL.
 - This email address is not monitored. Replies to this email address will not be received.
- The Town Clerk has the final responsibility to maintain the master email listing and to execute the sending of mass emails.
- Mass Email/E-Newsletter Format: [See Attachment \(A\)](#)
- A list of citizenry who have requested information be sent to them via email is compiled by the town clerk and volunteers.
- This information should be text with minimal graphics to control the size and ease the ability of sending.
- This communications tool is provided to ensure all those requesting this ability are included in the town news and can be used to send complete information packages.

Focus Groups (small group discussion with a specific subject)

POC: Mayor, Town Clerk

- Determine need to use a focus group

Information Brochures

POC: Mayor, Town Clerk, Communications Committee

- Many brochures are for information or education and may be obtained from other than local sources such as the county or state governments and support groups.
- Brochures on various topics are available at town hall and/or the town website

News Release

POC: Mayor, Town Clerk

- Determine the need
- Compile the news release
- Send to news media as appropriate

Note: News releases in the name of the Town are made by the mayor. Such releases, generally, are informational or related to safety matters, such as during a nationally declared disaster or prior to landfall of a hurricane.

Open Door Policy

POC: Mayor, Town Clerk

- All meetings are open to the public
- Officials are accessible through the website
- Town hall open to all during regular business hours

Other 2-Way Communications Options

POC: Mayor, Town Clerk, Communications Committee

- Other 2-way communications options that may be employed.

Phone Call

POC: Mayor, Town Clerk, Communications Committee

- Phone call list not currently in use.

Phone Text

POC: Mayor, Town Clerk, Communications Committee

- Phone text list not currently in use.

Postings at Town Hall

POC: Mayor, Town Clerk, Communications Committee

- Meetings – Meetings of the Council, Planning Commission, Zoning Board of Adjustment and Committees.
 - Establish meeting places, dates and times
 - Regular Meetings – post at least seven days prior to the meeting
 - Special Meetings – post at least twenty-four hours prior to the meeting
 - Emergency Meetings – post at least one hour prior to the meeting
- Announcements – post as information becomes available
- Vendor Bulletin Board
 - Vendor purchases business license
 - Vendor is invited to place business cards on bulletin board
 - Direct inquiring residents to information on the vendor bulletin board
- Community Bulletin Board

Public Hearings:

POC: Mayor, Town Clerk

- Determine nature of Public Hearing
- Notify adjacent property owners by certified mail, as is appropriate
- Post the public hearing in compliance with Alabama law
- Hold Public Hearing

Note: Public hearings are held by the Town Council, the Planning Commission and the Zoning Board of Adjustment. They are held to give the public the opportunity to be heard in favor of or opposed to decisions coming before the above named town bodies.

Public Meetings

POC: Mayor, Town Clerk

- Establish meeting place, date and time
- Prepare agenda
- Post meeting.
- Hold meeting

Signs

POC: Mayor, Town Clerk, Communications Committee

- Communications Committee designated contact will assume responsibility for setting up signs.
- Town Marquee: Town clerk posts meetings and town information.

Social Media

POC: Mayor, Town Clerk, Communications Committee

- Social media not currently in use.

Town Hall Meetings

POC: Mayor, Town Clerk

- Establish Need to seek community opinions and participation.
- Obtain council approval
- Establish place and time for meeting
- Notify citizens of meeting
- Hold Meeting

USPS Mailings (Recipients determined by town administration)

POC: Mayor, Town Clerk, Communications Committee

- Include Town Name, Address and Logo
- Determine Urgency, Feed Back requirements, Method of Feedback if needed.
- Town clerk obtains materials/supplies for mailing.
- Staff, Communications Committee or other designated entity designs mailing.
- Submit to Mayor and/or Council for sending approval as appropriate.
- Communications committee or other designated entity schedules and executes the physical stuffing of envelopes, labels and stamping.
- Town Clerk or other designated entity executes delivery to the USPO.

Website

POC: Mayor, Town Clerk

- Website additions, updates, corrections, design changes or other alterations to the Town of Perdido Beach website shall be initiated by the Mayor or Clerk of the Town of Perdido Beach, AL. The Town of Perdido Beach Mayor or Town Clerk will be the sole points of contact for changes to the town website.
- Requested additions or alterations to the town website shall be submitted to the Mayor or Town Clerk.
- The Mayor or Town Clerk will contact the website developer to request execution of changes.
- The website developer will execute the request.

Video/Cable TV

POC: Mayor, Town Clerk, Communications Committee

- Video/Cable not currently in use.

Attachment A Mass Email Format:



E-News from the Town of Perdido Beach, AL

Dear Members of the Perdido Beach Community,

Purpose of news mailing: Special Information, Town Newsletter, Alerts etc.

Body of Message

E-News Format and Content Guidelines:

1. Message should be brief and to the point.
2. Do not include attachments such as Word Documents, Spreadsheets or PDF's

Some citizens may be unable or unwilling to open an attachment. If a document's information needs to be presented here and the file size is too large, contains lots of photos or graphics or is in an inappropriate format, (Spreadsheet, Word Document etc.), post it on the Town Website and place a link to the document here.

3. Do not include very large (file size) graphics that may cause a lengthy download time for recipients with slow internet download speeds.

Please do not reply to this message. Replies to this email address are routed to an unmonitored mailbox.

For more information or to make comments, contact:

Lynn Thompson, Town Clerk
9212 CO RD 97
Perdido Beach, AL 36530
[\(251\) 962-2200](tel:(251)962-2200)
clerk@townofperdidobeach.org