



Board of Trustees - Study Session

Tuesday, March 14, 2023 at 5:45 pm

**PLEASE SILENCE ALL CELL PHONE AND ELECTRONIC DEVICES.
THANK YOU**

1. Meeting Information

207 Muegge Way, Bennett, CO 80102

For a live stream of the meeting use the information below:

<https://us02web.zoom.us/j/82969043900>

Meeting ID: 829 6904 3900

Passcode: 166365

One tap mobile

+13462487799

2. Communications and IT Department Update

Alison Belcher, Communications and IT Director

Attachments:

- **Communications and IT Department Update** (0_-_Dept._Update.pdf)

3. Colorado Department of Transportation (CDOT) Guests/Discussion

Peter Kozinski, Town Transportation Consultant

Anthony Meneghetti, CDOT Resident Engineer for Region 1 North Program

Caroline Johnson, CDOT Region 1 North Program

DEPARTMENT PROGRESS REPORT



welcome neighbors.

TO: Mayor and Town of Bennett Board of Trustees
FROM: Alison Belcher, Communications and IT Director
DATE: March 14, 2023
SUBJECT: Communications and IT Department Update

Management Summary

IT Updates

The Town of Bennett entered into a contract with VTI Security - Paladin Technologies to install four solar powered security cameras at parks, security and surveillance at our new public works facility, NOMCOM, and updated security and surveillance at Town Hall.

NOMCOM

Most of the work has been completed at NOMCOM, with some exceptions due to supply chain delays. All equipment installed includes cables to the cameras and the door access control keypads. All cameras have been installed, are in place, and are ready for use. The remaining equipment needed includes the head end, which consists of the server, the control panel and the card reader at each entry point.

Town Hall Security

All equipment has been ordered and received by VTI. The equipment was delivered to Town Hall on Wednesday, March 8, 2023. The technicians performed the building's final walk-through with Staff to acquire the information needed to perform the installation. The next steps are to schedule a date for VTI to come out with the required lifts and equipment to begin installation. We anticipate installation happening by the end of March.

Park Solar Cameras

All equipment has been procured and delivered to the Town. Staff and the VTI project manager decided that due to inclement weather and improper ground conditions, installation should be delayed until better conditions are present. Staff is working with VTI to schedule a time in early spring to begin the installation process for the cameras.

Communications Updates

Current Communication Tools

After the Board retreat discussions on communication, staff felt it important to share all of the current avenues of communication that the Town utilizes. Here is a summary of these various areas for the board's review.

Print Communications

- Ads/Publications in Local Newspaper
- Water Bill Inserts
- Posters/Flyers
- Direct Mail Postcards
- Banners

Digital Communications

- [Town Website](#)
- Electronic Message Board
- [E-Newsletter](#)
- Social Media – [Facebook](#), [Instagram](#), [Twitter](#), Nextdoor
- Town Produced Video
- CodeRED Alerts

Media Communication

- [Press Releases](#)
- Media Advisories

In-Person Communication

- Daily face-to-face interactions with residents, community partners, and stakeholders
- Community Input Meetings: Engage.Shape.Build
- Community Events: Bennett Days, Bennett Arts Council, State of the Town, etc.
- Town Committee and Advisory Board Meetings
- Public Meetings: Board of Trustees, Planning and Zoning Commission, etc.
- Networking Functions

Communication Categories

Event/Programming

When events and programming are held in the Town of Bennett or coordinated by Town staff, pertinent information and updates will be provided using some or all of the following resources:

- Press Release/Media Advisories
- Website Updates
- Posts to Social Media
- Details in the E-Newsletter
- Direct Mail Postcards
- Water Bill Inserts
- Poster and Flyers
- Electronic Message Board
- Newspaper Ads

- Town Banners
- Town Produced Videos
- CodeRED Alerts

Local and Regional Partners and Stakeholders

When information is given to us from our regional and community partners that is of value to our residents (information on road closures, access to county services, updates to food bank distribution, etc.) information updates will be provided using some or all of the following resources:

- Press Release/Media Advisories
- Website Updates
- Posts to Social Media
- Details in the E-Newsletter
- Direct Mail Postcards
- Water Bill Inserts
- Poster and Flyers
- Newspaper Ads
- Community Input Meetings
- Public Meetings
- Advisory and Committee Meetings
- Networking Functions

General News and Information

When the Town needs to share general news updates and information to residents and stakeholders (information on Board of Trustee meetings, water rates, land purchases, development, code updates, budget, public works notices, public hearing notices, etc.) information updates will be provided using some or all of the following resources:

- Press Release/Media Advisories
- Website Updates
- Posts to Social Media
- Details in the E-Newsletter
- Direct Mail Postcards
- Water Bill Inserts
- Poster and Flyers
- Newspaper Ads
- Community Input Meetings
- Public Meetings
- Advisory and Committee Meetings
- Networking Functions
- CodeRED Alerts

Positive Storytelling

When the Town wants to celebrate community and government topics and accomplishments (information on Board of Trustee accomplishments, staff and department updates, holiday greetings and business and resident recognition) information and updates will be provided using some or all of the following resources:

- Press Release/Media Advisories
- Website Updates
- Posts to Social Media
- Details in the E-Newsletter
- Direct Mail Postcards
- Water Bill Inserts
- Poster and Flyers
- Newspaper Ads
- Community Input Meetings
- Public Meetings
- Advisory and Committee Meetings
- Networking Functions

Internal Communications

When the Town or staff needs to communicate internally to staff, department heads or Trustees, information and updates will be provided using the following:

- Emails
- CodeRED Alerts/Texts
- Updates on the Smartsheet project update dashboard
- Internal E-Newsletter
- In Person Meetings
- Smartsheets

New Communication Tools

Social Media Calendar

The Communications department has created a social media calendar for 2023. The team fills the calendar with content based on what is being talked about in the community, current and upcoming events, project updates and “feel good” posts that coincide with our goal of creating positive storytelling in the community. Our team also brainstorms ideas for content with the management team as well as during quarterly communication department check-ins.

File Automation Forms Social Media Calendar ☆

Grid View Filter Arial 14 B I U G A

	Published	Post Title	Post Copy	Platform	Staff Design	Post Date
1		+ JANUARY				
34		+ FEBRUARY				
69		- MARCH				
70	✓	Get to know our team! (JD)	<p>GET TO KNOW OUR TEAM!</p> <p>Say hello to one of our crew members, JDI</p> <ul style="list-style-type: none"> You will find JD out and about in Bennett. He spends his days improving and maintaining roads and buildings in our community. We appreciate JD's hard work. Give him a wave the next time you see him! 🙌 	Facebook Instagram Twitter	Tiffany Chaput	03/01/23
71	✓	Arts Council Giveaway #1 - March	<p>Celebrate Women's History Month by recognizing the art of quilting, and enter to win a beautiful lap sized quilt! Two winners will each receive a lap sized quilt, created and pieced by a Bennett quilter and finished by Prairie Fire Quilting.</p> <p>Winners will be announced on March 28th</p> <ul style="list-style-type: none"> See a photo of the quilts and enter to win here: https://townofbennett.colorado.gov/community/bennett. Learn more about the history of quilting: http://www.womenfolk.com/quilting_history/pioneer.htm http://www.womenfolk.com/historyofquilts/ 	Facebook Instagram Twitter	Tiffany Chaput	03/02/23
72	✓	Street Sweeping	<p>As the snow begins to melt, we will have the opportunity to sweep dirt and debris from the streets. If you are notified that we will be in your neighborhood, please remove your vehicles from the street so our crew is able to get through.</p>	Facebook Instagram Twitter	Tiffany Chaput	03/03/23
73	✓	Revive grant reminder	<p>REVIVE 🏡</p> <p>The REVIVE grant program helps residents pay for exterior home improvements including painting, replacing siding, upgrading fencing, roof repair, water-wise landscaping and more.</p> <p>Funds are available! Grant application and a full list of qualifications can be found here: https://townofbennett.colorado.gov/revive-residential-171</p>	Facebook Instagram Twitter	Tiffany Chaput	03/04/23
74						
75	✓	Community Gardeners Needed	<p>🌸 We are looking for community volunteers to plant and care for the Bennett Community Garden in Civic Center Park.</p>	Facebook Instagram Twitter	Tiffany Chaput	03/05/23

Get Connected Business Cards

As a quick way to show residents all the different ways they can receive information from the Town, communications staff created a business card for Board Members and Town staff to hand out. These contain QR codes leading to the Town website, social media accounts, E-Newsletter sign up and CodeRED emergency notification sign up.

Project Update Postcards

The communications department has created a project update postcard as a way for the Board Members as well as Town staff to provide residents and other interested parties updates on current projects going throughout Town. Printed and electronic versions are available so the updates can be easily shared. They also include contact information for the department head or project lead so if they would like more information, they know who they can reach out to.

Branded Social Media Toolkit

We have created a social media toolkit with different topics to incorporate into the Town's social media calendar. This allows us to be consistent in our messaging.

Board of Trustees Meeting *Tonight!*



GET TO KNOW...

BRENDA RECTOR

Utility Billing Specialist



Where are you from? I grew up and graduated from Byers. I now live in Strasburg.

How long have you worked for the Town?
4 months

What do you do for the Town? I manage the utility side of water and sewer accounts, including billing, payments and meter reads.

What would you like to share with the community? My heart has always been with our community. I am the fourth generation in my family to grow up out here. Change and growth is inevitable. Embrace it! Bennett is a great community!



PROJECT UPDATE

MARKETPLACE SIGNALIZATION

Fact *OR* Fiction



Here is what we have heard around Town recently.



Additional Communication Tools Research

The communications department has also been researching and meeting with outside companies including Granicus (Bang the Table) and Slate Communications.

Communications Moving Forward

The communications department is committed to the Board of Trustees' priority 3 of expanding communication efforts and engagement.

2023 Board of Trustees Strategic Plan

PRIORITY 1

ENHANCEMENT OF THE TOWN OF BENNETT'S REUSABLE WATER PROGRAM

Continue infrastructure investments for the Town's reusable water program to include expansion of the purple pipe distribution system and repurposing of the east lagoon for expansion of reuse water storage capacity.



PRIORITY 2

PLANNING AND RESEARCH FOR KIOWA BENNETT ROAD IMPROVEMENTS

Explore options for improvements to the Kiowa Bennett Road segments within the Town's control. Seek out financial remedies, including refinancing of existing debt, exploration of new bonds, and short term remedies as finances allow.




PRIORITY 3

EXPAND COMMUNICATION EFFORTS AND ENGAGEMENT

Increase engagement and communications with local business, strategic stakeholders and community members in our town. Share information about town projects, expand economic development tools and engage with additional consultant resources.



The Town Board of Trustees will proactively manage community needs to develop the Town of Bennett into one of the premier "rural town centers" of Colorado providing optimum levels of service to our citizens.



Next Steps: Board Engagement Sessions

We want to continue giving the Board of Trustees the tools and information needed to serve our community best. We are striving to continue to build our communications toolbox. We want to set up one-on-one meetings with the Board Members to gather input and feedback and understand each member's communication needs. From here, we will continue to expand our communication efforts within the community and implement best practices among our team and Board members.

Communications and Strategic Plan Goals Update

Increase visitors to the Town Website by 10% annually.

- We met this goal last year. Some of the most frequented pages include Current Job Openings, Utility Billing Division and Building Department.

Increase Facebook followers by 8% annually.

- We continue to increase our Facebook followers and have seen a 3% increase since October 2022.

Increase the number of subscriptions to the Town's newsletter by 7% annually.

- Bennett Broadcast: Currently at a 32% increase from October 2022.
- Board Update: Currently at a 11% increase from the October 2022.

Ensure responses through social media and the website are answered within two business days.

- The current staff response rate on Facebook is within a day of receiving the message.
- The Town has a fillable form on the "Contact Us" page where residents can submit questions and inquiries. Those inquiries are answered within one business day of receiving the request.

Increase attendance for all Town run events, meetings and programming by 5% annually.

- The Town will evaluate attendance for Town-run events and compare them to 2022's attendance going forward throughout the year.

Increase use of press releases and media advisories sent to local news outlets by 10% annually.

- The Town will continue sending relevant press releases and media advisories to meet this goal.

Highlight the accomplishments of a Town department each month.

- The Town continues to highlight different departments monthly via the Bennett Broadcast, press releases, social media posts, etc.
 - 2022 Highlight - https://www.canva.com/design/DAFVbBVn2dU/awS0sj3kPEH1NGgn-vlk2g/watch?utm_content=DAFVbBVn2dU&utm_campaign=designshare&utm_medium=link&utm_source=homepage_design_menu
 - January 2023 – Public Works and Snow Removal & 2023 Budget <https://conta.cc/3HJ8o36>
 - February 2023 – Sales Tax Oversight Committee & Marketplace Update <https://conta.cc/3J4ghk6>
- Copies of the Bennett Broadcast with all the department/Town updates can be found online at <https://townofbennett.colorado.gov/happening-now/bennett-broadcast-newsletters>

2023 Town Events

Business Appreciation Event

Date/Time: May 2023

Location: Town Hall

Details: This event is to give back to the Bennett businesses. The love your Bennett Business event will highlight all of the businesses in the area as well as recognize a Bennett Business Volunteer and give awards to those who have been in the Bennett for “X” number of years.

Board Members Requested to Attend

Community Clean Up Day

Date/Time: Saturday, June 9, 2023, 9:00 a.m. – 12:00 p.m.

Location: Alpine East Regional Landfill

Details: The Community is invited to get rid of their trash at Alpine East Regional Landfill. Data Destruction for electronic recycling and paper shredding. CORE is a sponsor of this event.

State of the Town

Date/Time: Friday, July 21, 2023, 11:30 a.m. - 1 p.m.

Location: Bennett Community Center

Details: State of the Town is an annual luncheon held to inform elected officials and other stakeholders of the important accomplishments and projects the Town has completed in the past year. It also looks forward to what is to come for the Town.

Board Members Requested to Attend

Community Night Out

Date/Time: Thursday, August 10, 2023

Location: Town Hall

Details: The Town of Bennett Community Services Department partners with local law enforcement agencies to host Community Night Out.

Bennett Days

Date/Time: Saturday, September 9, 2023

Location: Trupp Park

Details: Based on the schedule of sponsored and community partner events.

Board Members Requested to Attend

Community Clean Up Day

Date/Time: Fall 2023

Location: TBD

Details: For National Clean Up Day, the Community Services Department will host a second clean-up day to encourage residents to maintain their neighborhoods.

Trunk – or – Treat

Date/Time: October 30, 2023

Location: Town of Bennett Town Hall

Details: Community partners, local businesses and residents are invited to participate in Trunk or Treat. Those participating will decorate their cars and invite kids to trick or treat from car to car as a safe place for kids to enjoy Halloween. Town Staff will also decorate the inside of Town Hall so kids can continue trick or treating inside. There will also be a photo booth and other activities throughout the event.

Veterans Day Celebration

Date/Time: Saturday, November 11, 2023

Location: High Plains Diner

Details: In order to honor veterans in the Bennett Community, the Town of Bennett will sponsor a free meal for veterans at the High Plains Diner. The Board of Trustees will also issue a proclamation for Veterans Day.

Breakfast with Santa

Date/Time: Saturday, December 2, 2023, 8:00 a.m.

Location: Bennett Community Center

Details: The Town of Bennett Board of Trustees are invited to host the community and cook breakfast. Santa will also be present to take pictures with the kids.

Bennett Holiday Help/Gift Distribution

Date/Time: Saturday, December 9, 2023

Location: Town Hall

Details: The Town will collect gift/toy donations throughout the year and then give them away to families who need extra help during the holiday season.

Other Events:

Public Input Meetings – Engage Shape Build

Date/Time: TBD

Location: Community Center or Town Hall

Details: Public input/information meetings are scheduled based on upcoming projects or events.

Ribbon Cuttings/Grand Openings

Date/Time: TBD

Details: Ribbon Cuttings, Grand Openings and Ground Breakings for new developments, businesses, buildings, etc.