

## Communications & Outreach






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Outcome Measures		<ul style="list-style-type: none"> <li>• 1. Signature Event Attendance</li> <li>• 2. Digital Community Engagement</li> </ul>
Initiatives	<ul style="list-style-type: none"> <li>• <a href="#">Department Initiatives</a></li> </ul>	<ul style="list-style-type: none"> <li>• 1. Implement public participation platform that enhances community engagement and supports reliable data collection to help inform Town decisions</li> <li>• 2. Implement strategic communications efforts that increase awareness about and participation in Town special events and programs.</li> </ul>
Milestones		<ul style="list-style-type: none"> <li>• Pilot begins</li> <li>• Town Manager, Council and Department Heads Engagement and Input</li> <li>• Committee Engagement and Input</li> <li>• Public outreach and engagement buy-in</li> <li>• Evaluation</li> <li>• 2020 Morrisville SpringFest - May 16</li> <li>• 2020 Morrisville July 3rd Fireworks</li> <li>• 2020 S'Morrisville - August 10</li> <li>• 2020 Trick or Treat the Trail/Trunk or Treat - October 24</li> <li>• 2021 Morrisville SpringFest - May 16</li> <li>• 2021 July 3 Fireworks - Family Fun Festival</li> </ul>


















**Department Purpose Statement**

Build relationships with those who work, play, live, and travel within the Town of Morrisville, through ongoing, effective, and open communications.

**Department Measures**

Objectives	Outcome Measures
 <b>Obj 3.2 Increase awareness of activities and opportunities for engagement</b> Morrisville	 <b>1. Signature Event Attendance</b>
 <b>Obj 3.2 Increase awareness of activities and opportunities for engagement</b> Morrisville	 <b>2. Digital Community Engagement</b>
 <b>Obj. 3.4: Provide opportunities for meaningful public engagement and collaboration</b> Morrisville	

Department Initiatives

Objectives	Initiatives	Initiative Measures
<p> <b>Obj. 3.4: Provide opportunities for meaningful public engagement and collaboration</b> Morrisville</p>	<p> 1. Implement public participation platform that enhances community engagement and supports reliable data collection to help inform Town decisions</p>	<p> Pilot-begins</p> <p> Town-Manager, Council and Department Heads Engagement and Input</p> <p> Committee Engagement and Input</p> <p> Public outreach and engagement buy-in</p> <p> Evaluation</p>
<p> <b>Obj 3.2 Increase awareness of activities and opportunities for engagement</b> Morrisville</p>	<p> 2. Implement strategic communications efforts that increase awareness about and participation in Town special events and programs.</p>	<p> 2020 Morrisville SpringFest – May 16</p> <p> 2020 Morrisville July 3rd Fireworks</p> <p> 2020 S'Morrisville – August 10</p> <p> 2020 Trick or Treat the Trail/Trunk or Treat – October 24</p> <p> 2021 Morrisville SpringFest – May 16</p> <p> 2021 July 3 Fireworks – Family Fun Festival</p>



# 1. Signature Event Attendance

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## Description

Morrisville's signature events include SpringFest (May), July 3 Fireworks, S'Morrisville (August), and Trick or Treat the Trail (October). Other Town events include the Easter Egg Hunt (April), Music in the Park (April-May), July 4 Pancake Breakfast, Morrisville Movies in the Park (Various).

Event success outcomes are based upon qualitative and quantitative metrics:

1. Number of people who attend events
2. Social media activity before and during events
3. The number and nature of positive or constructive comments from residents and attendees (surveys)

## Why It Matters

Data provides insights on customer satisfaction.

## Analysis CY Q2-21

Analysis based upon:

- Total attendee count of walk-bys
- Count of individuals waiting in line for concessions, food trucks
- Count of individuals using the shuttle transports
- Total car count (for drive-thru events)

## Collection and Calculation Method

Applications, registrations, sign-ups

## Data Collection Lead

Lynette Anderson

## Data Collection Point(s) of Contact (if needed)

Lynette Anderson

## Signature Event Attendance

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## Objectives

**Obj 3.2 Increase awareness of activities and opportu..**  
Morrisville

## Initiatives

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## Owner

Wil Glenn

CY Q1-19   CY Q2-19   CY Q3-19   CY Q4-19   CY Q1-20   CY Q2-20   CY Q3-20   CY Q4-20   CY Q1-21   CY Q2-21   CY Q3-21   CY Q4-21

● Actual   — Target

**Outcome Measure Data**

Last Calculated 16 hours ago

Period		Status	Actual	Target
CY Q1-19	—	Not Defined		
CY Q2-19	—	Not Defined		
CY Q3-19	—	Not Defined		
CY Q4-19	—	Not Defined		
CY Q1-20	—	Not Defined		
CY Q2-20	—	Not Defined		
CY Q3-20	↑	On Target		
CY Q4-20	↑	On Target		
CY Q1-21	↑	On Target		
CY Q2-21	↑	On Target		
CY Q3-21	↑	On Target		
CY Q4-21	—	Not Defined		



## 2. Digital Community Engagement

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### Description

#### Citizen Engagement Platform

The Town of Morrisville's citizen engagement platform, Engage Morrisville, is a strategic initiative designed to enable, encourage, and facilitate greater community involvement and engagement with Town initiatives, projects, developments, events, the Town Council, citizen committees, volunteer efforts and other Town supported efforts that keep Morrisville a wonderful place to live, play, and work.

<https://engagemorrisville.com/>

### Why It Matters

Reliable feedback from citizens and businesses helps the Town gain insights.

### Analysis CY Q2-21

Current overall engagement and response have been positive and supportive of the platform and its purpose.

### Collection and Calculation Method

Review compiled data from various collection points:

1. Vendor data repository
2. Direct communications received
3. Surveys sent

### Data Collection Lead

Brianne

### Data Collection Point(s) of Contact (if needed)

Brianne Gill

### Objectives

**Obj. 3.2 Increase awareness of activities and opportu..**  
Morrisville

**Obj. 3.4: Provide opportunities for meaningful public..**  
Morrisville

### Initiatives

**Init. 3C Maximize the use of technology to inform a...**  
Morrisville | 6/1/18 - 6/30/19

### Owner

Reuel Heyden

### Outcome Measure Data Last Calculated 16 hours ago

Period		Status	Actual	Target
CY Q1-19		Not Defined		
CY Q2-19		Not Defined		
CY Q3-19		Not Defined		
CY Q4-19		Not Defined		
CY Q1-20		Not Defined		
CY Q2-20		Not Defined		
CY Q3-20		On Target		

Period		Status	Actual	Target
CY Q4-20	↑	On Target		
CY Q1-21	↑	On Target		
CY Q2-21	↑	On Target		
CY Q3-21	↑	On Target		
CY Q4-21	—	Not Defined		

# Department Initiatives

Communications & Outreach

Objectives	Initiatives	Initiative Measures
<p> <b>Obj. 3.4: Provide opportunities for meaningful public engagement and collaboration</b> Morrisville</p>	<p> <b>1. Implement public participation platform that enhances community engagement and supports reliable data collection to help inform Town decisions</b></p>	<p> <b>Pilot-begins</b></p> <p> <b>Town-Manager, Council and Department Heads-Engagement and Input</b></p> <p> <b>Committee Engagement and Input</b></p> <p> <b>Public outreach and engagement buy-in</b></p> <p> <b>Evaluation</b></p>
<p> <b>Obj 3.2 Increase awareness of activities and opportunities for engagement</b> Morrisville</p>	<p> <b>2. Implement strategic communications efforts that increase awareness about and participation in Town special events and programs.</b></p>	<p> <b>2020-Morrisville SpringFest--May-16</b></p> <p> <b>2020-Morrisville July 3rd Fireworks</b></p> <p> <b>2020-S'Morrisville--August-10</b></p> <p> <b>2020-Trick-or-Treat the Trail/Trunk-or-Treat--October-24</b></p> <p> <b>2021-Morrisville SpringFest--May-16</b></p> <p> <b>2021-July-3 Fireworks--Family-Fun-Festival</b></p>





# 1. Implement public participation platform that enhances community engagement and supports reliable data collection to help inform Town decisions

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## Target

Launch the Engage Morrisville community engagement platform at the end of 2020 and build citizen participation and engagement on the platform.

## Description

Engage Morrisville is the Town's community engagement platform, designed to better connect our town departments to our community. <https://engagemorrisville.com/>

## Why It Matters

Reliable feedback from citizens/businesses helps the Town gain insights

## Analysis CY Q2-21

As of July 16, 2021:

- There are currently 124 site registrations on the platform.
- There are 110 activated participants.
- There have been 1,119 site visits to Engage Morrisville from the January 2021 launch date.
- The site saw peak visitors (99 visits) on July 3, 2021.

## Objectives

**Obj. 3.4: Provide opportunities for meaningful public..**  
Morrisville

## Collection and Calculation Method

Bangthetable.com site analytics.

## Data Collection Point(s) of Contact (if needed)

Wil Glenn

## Data Collection Lead

Brianne Gill

## Percent Complete CY Q2-21

80 %

## Start Date

1/21/21

## End Date

9/21/21

## Milestones

**Pilot begins**  
Communications & Outreach | Completed 3/29/21

**Town Manager, Council and Department Heads...**  
Communications & Outreach | Completed 3/23/21

**Committee Engagement and Input**  
Communications & Outreach | Completed 4/16/21

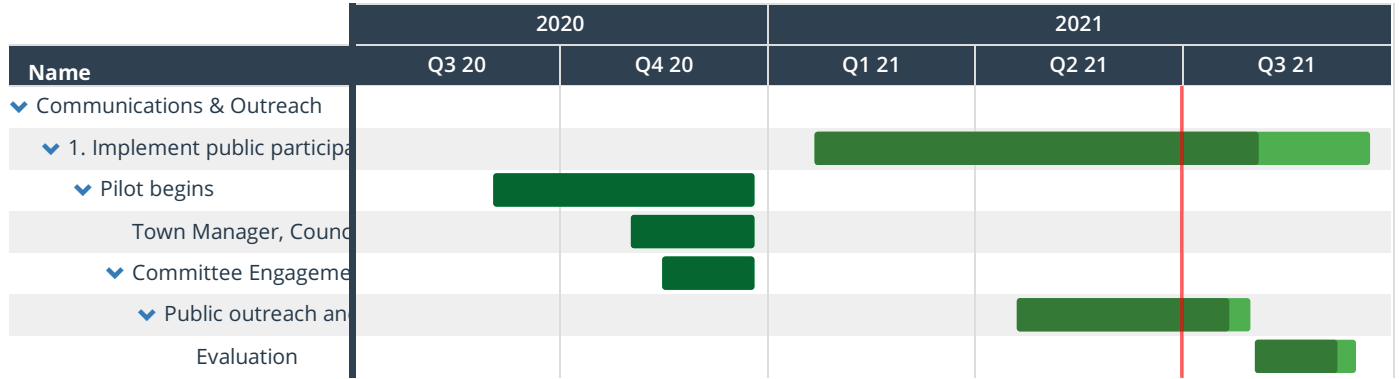
**Public outreach and engagement buy-in**  
Communications & Outreach | 4/19/21 - 7/30/21

**Evaluation**  
Communications & Outreach | 8/2/21 - 9/15/21

Owner

 Wil Glenn

Gantt Chart



**Owner**

 Wil Glenn

**Milestone Analysis** CY Q1-21

**Milestone Percent Complete** CY Q1-21

100 %


**Start Date**

9/1/20

**End Date**

12/25/20

**Initiative**

 1. Implement public pa... 1/21/21 - 9/21/21 CY Q2-21



**Owner**

 Wil Glenn

**Milestone Analysis** CY Q1-21

**Milestone Percent Complete** CY Q1-21

100 %


**Start Date**

11/1/20

**End Date**

12/25/20

**Initiative**

 [1. Implement public pa...](#) 1/21/21 - 9/21/21 CY Q2-21

**Owner**

 Wil Glenn

**Milestone Analysis** CY Q2-21

**Milestone Percent Complete** CY Q2-21

100 %


**Start Date**

11/15/20

**End Date**

12/25/20

**Initiative**

 1. Implement public pa... 1/21/21 - 9/21/21 CY Q2-21



# Public outreach and engagement buy-in

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Milestones

## Owner

Wil Glenn

## Milestone Analysis CY Q2-21

The Community Engagement Liaison has performed regular outreach with Morrisville HOA and apartment communities to create awareness and solicit and encourage engagement on the site.

## Milestone Percent Complete CY Q2-21

91 %

## Start Date

4/19/21

## End Date

7/30/21

## Initiative



1. Implement public pa... 1/21/21 - 9/21/21

CY Q2-21



## Owner

Wil Glenn

## Milestone Analysis CY Q2-21

To date Engage Morrisville has tracked adoption in line with or slightly below expectations, with users preferring to engage and comment on their preferred social media over creating a new account on a new platform.

## Milestone Percent Complete CY Q2-21

82 %

## Start Date

8/2/21

## End Date

9/15/21

## Initiative



1. Implement public pa... 1/21/21 - 9/21/21

CY Q2-21



## 2. Implement strategic communications efforts that increase awareness about and participation in Town special events and programs.

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### Target

Increased citizen engagement at four (4) Town events:

- Morrisville SpringFest,
- Morrisville July 3rd Fireworks
- S'Morrisville
- Trick or Treat the Trail/Trunk or Treat

### Description

Track Attendance at special events, for those events that have this as a primary goal.

### Why It Matters

Data provides information on customer satisfaction and information from citizens and other target audiences that is useful for future planning.

### Analysis CY Q2-21

The COVID pandemic severely impeded community event participation. With the easing of restrictions, event attendance and participation is on track to meet and break records.

### Objectives

**Obj 3.2 Increase awareness of activities and opportu..**  
Morrisville

### Collection and Calculation Method

Registrations and on-site attendee counts.

### Data Collection Point(s) of Contact (if needed)

Lynette Anderson

### Data Collection Lead

Lynette Anderson

### Percent Complete CY Q2-21

70 %

### Start Date

7/1/19

### End Date

6/30/21







### Owner

 Wil Glenn

### Milestone Analysis CY Q2-20

### Milestone Percent Complete CY Q2-20

100 %

### Start Date

4/6/20

### End Date

5/22/20

### Initiative

 [2. Implement strategi...](#) Completed 7/16/21 CY Q2-21

**Owner**

 Wil Glenn

**Milestone Analysis** CY Q3-20

**Milestone Percent Complete** CY Q3-20

100 %

**Start Date**

6/1/20

**End Date**

7/10/20

**Initiative**

 [2. Implement strategi...](#) Completed 7/16/21 CY Q2-21

**Owner**

 Wil Glenn

**Milestone Analysis** CY Q3-20

**Milestone Percent Complete** CY Q3-20

100 %

**Start Date**

7/13/20

**End Date**

8/14/20

**Initiative**

 [2. Implement strategi...](#) Completed 7/16/21 CY Q2-21



### Owner

 Wil Glenn

### Milestone Analysis CY Q4-20

### Milestone Percent Complete CY Q4-20

100 %

### Start Date

10/1/20

### End Date

11/27/20

### Initiative

 [2. Implement strategi...](#) Completed 7/16/21 CY Q2-21



### Owner

 Wil Glenn

### Milestone Analysis CY Q2-21

Approximately 500 people participated in SpringFest onsite.

### Milestone Percent Complete CY Q2-21

100 %

### Start Date

1/1/21

### End Date

5/28/21

### Initiative

 [2. Implement strategi...](#) Completed 7/16/21 CY Q2-21

**Owner**

 Wil Glenn

**Milestone Analysis** CY Q2-21

Approximately 4,000 people participated.

**Milestone Percent Complete** CY Q2-21

100 %

**Start Date**

6/1/21

**End Date**

7/3/21

**Initiative**

 [2. Implement strategi...](#) Completed 7/16/21 CY Q2-21