

Town of Medway

CITIZEN ENGAGEMENT STRATEGY

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Introduction

The Town of Medway recently signed a Community Compact agreement for Citizen Engagement as an IT Best Practice. This spring, a team from the Office of Municipal and School Technology (OMST) and GovNext, MassIT's innovation group, conducted several meetings with Medway's administrative staff to discuss the goals of the Compact, assess how the Town has implemented technology as a means of improving citizen engagement, and develop a roadmap for continuous improvement in this area.

The Citizen Engagement Best Practice includes a strategy for deploying technology solutions, including a public communications strategy and a professional development plan. This collaborative effort between the Commonwealth and the Town should result in residents feeling that Town government is more responsive to their needs and concerns. Opening up new channels of communication and new ways to make transactions with the Town should benefit both residents and Town staff.

Medway Community Profile

Medway has a population of almost 13,000 residents, with a median age of 42.1, while the median household income is \$106,132 (source: Bureau of the Census, American Community Survey, 2013).

Town Government

Medway government officials include the five-member Board of Selectmen, the Town Administrator, and boards of assessors, health, and library trustees, and the five-member School Committee, who oversee the administration of the corresponding aspects of Town governance. The Parks & Recreation Commission, Planning & Economic Development Board, Redevelopment Authority, and Water & Sewer Commission are also elected boards. An annual Town election gives registered voters a chance to vote on the candidates for elected Town office and on referendum questions.

In addition, Town Meeting is a direct citizen legislative body in which all registered voters are eligible to participate. Town Meeting takes place over one or two nights, presided over by the Town Moderator. At Town Meeting, registered voters discuss and vote on Town bylaws, the Town budget, supplemental appropriations, and a range of articles sponsored by one or more of the elected and appointed Town boards. Town Meeting affords voters a chance to participate in decisions involving fiscal policy, community preservation, education, and public services.

Medway has a public high school (grades 9-12), a middle school (grades 6-8), and two elementary schools.

Broadband and Mobile

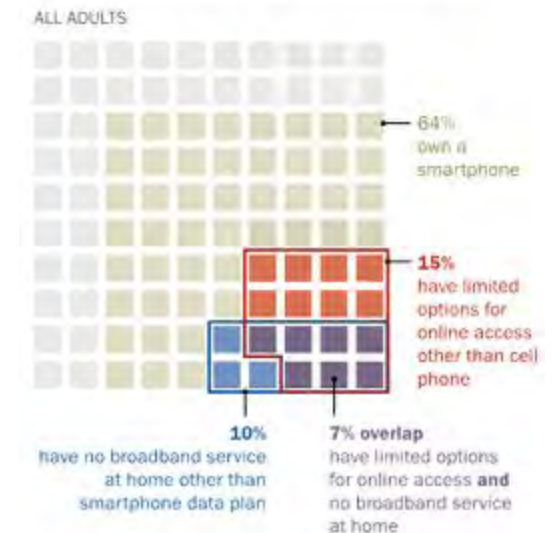
In 2016, the interesting trend is that an increasing number of people use smartphones exclusively, with no fixed broadband or desktop/laptop computer in the household. [Pew Research](#) says that nationwide home broadband connectivity has actually gone down from 70% to 67% from 2013 to 2015, while the percentage of households using smartphones but no home broadband has risen dramatically, from 8% to 15% of all households during the same period.

As this [Pew Research Center](#) graph shows, mobile devices are becoming almost ubiquitous among online adults and in fact are the only online access point for many people. It's essential for public entities to take advantage of the widespread mobile adoption as well as social media and use both as a means to get in closer touch with constituents.

This means that mobile apps and responsive Web design are a high priority for any technology initiatives. Medway's new Web site, developed with Virtual Towns & Schools, uses responsive design principles and looks great on a smartphone. Notably, this includes the Town's online permitting and bill payment applications. These important Web services work easily with a smartphone or tablet -- this puts Medway ahead of the curve, relative to many other cities and towns.

The "Smartphone-Dependent" Population: 7% of Americans Rely Heavily on a Smartphone for Online Access

% of U.S. adults who have a smartphone, but lack other broadband internet service at home, and/or have limited options for going online other than their cell phone



Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER



GovNext: Our Citizen Engagement Philosophy

This infographic was developed to illustrate the essential ingredients for successful citizen engagement. The big picture is that we see three levels of engagement within a town as it embarks on a program to get residents more closely involved in their government:

1. **Communication**
2. **Transaction**
3. **Co-creation**

Communication

The first, and broadest, level of engagement, is communication; this is the level we addressed with our social media campaign for Medway. In this layer, the Town is using a variety of media to “broadcast” information and is engaging in two-way communication (Facebook timelines, the ability to receive Twitter messages and replies, and other media).

An important aspect of this type of communication is that feedback from residents -- especially when it takes the form of complaints and service requests -- requires a fair amount of staff time to monitor and reply to. In the marketing world, companies with active Facebook pages often find that they need to devote a lot of staff time to this. For a smaller organization such as the Town of Medway, this may not be a problem -- the existing Town,

Police and Fire Department pages do not appear to have major issues with negative feedback, “trolls,” or otherwise difficult user comments.

Transaction

The next step, after establishing active communication with Town residents, involves things like online payments and permit applications. The Town of Medway has an online payment system in place via UniPay Gold, which lets residents pay bills for property taxes, trash collection, water and sewer, motor vehicle excise taxes, dog license fees, and other Town bills. The system also accepts payments for events at the Thayer Homestead.

The Town also lets residents and businesses apply for several types of permits online. This includes building, trench, water/sewer, but also consumer items such as yard sale permits and park and field permits.

In implementing online permitting, Medway has taken an important step to improve customer service, saving both consumers and businesses a lot of trips to Town Hall. This also frees up Town staff to spend more time on long-term tasks that add value to the services the Town provides to its residents.

Co-creation

The ultimate goal of citizen engagement initiatives is to achieve a state where residents are so heavily “engaged” that they become actively involved in governing their Town. With Medway government being centered around Town Meeting, where voters act directly on legislation, this greatly amplifies the voices of individual residents, provided they participate! Social media can be a powerful component of a citizen engagement campaign by providing real-time information about Town issues, so voters can get involved earlier and take a pro-active role, instead of finding out late in the process and having to say, “Why didn’t we hear about this sooner?”

Ongoing Citizen Engagement

The recommendations made here are intended to expand upon the initiatives already undertaken by Medway's recently hired communications director, and to provide a guide for Medway to follow when rolling out future public-facing technology initiatives. It's also intended to help other Town staff who may be involved in public communications, so they'll be able to put out messaging consistent with Medway's ongoing citizen engagement efforts.

In our citizen engagement planning, the basic idea is that the Town's Web site is the main source of detailed information, while social media outreach is a way of broadcasting time-sensitive news items. Many residents will be attracted by the Town's social media presence, make their initial contact there, then go to the Web site to drill down for more information on such topics as public board meetings and real-estate development project documentation, as well as Town services like online bill payment and permitting.

One goal identified by the Town's administrative team is to develop a strategy for increasing traffic to the Town's Web site and increasing the volume of transactions performed online instead of in person at the Town Hall. Related goals include increasing voter turnout and resident involvement in Town government, such as volunteering to fill vacancies on Town boards when they occur.

In a nutshell, OMST/GovNext's recommendations emphasize using social media techniques borrowed from the marketing industry, to alert residents to the wealth of information available on the Town's Web site and the transactions they can make there. The desired outcome is increased community involvement resulting from a better-informed citizenry.

Social Media Audience Reach

The citizen engagement strategy currently being implemented by Medway involves a consistent social media campaign to get people following the Town regularly, so they'll be aware of what's going on, whenever it's happening. It also involves being engaged through traditional local news media in encouraging residents to vote, to volunteer or run for positions in Town government, and generally to get involved in serving the Town of Medway.

According to the [Pew Research Center](#), an increasing number of people use multiple social media sites regularly. In 2014, 52% of Internet users used two or more sites, compared with 42% in 2013. Social media audience reach is growing in all demographics -- the same Pew Report noted that 56% of online adults 65 and older were Facebook users; this translates to 31% of all seniors.

Despite the increasing audience reach of social media, it's still important to run a blended campaign, maintaining frequent contact with traditional media outlets such as the *Milford Daily News*, the *Millis Medway News*, and the *Country Gazette*. The advantage of social media, however, is the potential for tighter integration (via direct linking) with the Town's Web-based information resources.

Social Media Usage: Current “As-Is” and Recommendations

The Town of Medway currently has a Facebook page and a considerable Twitter presence. These resources can be used both to broadcast information about Town events and to drive traffic to the information available on the Town's Web site.

Facebook Disclaimer Requirement

Please note: Facebook's Government Terms state as follows: “If you have an official website, your Page must contain, in a prominent location: ‘If you are looking for more information about the Town of Medway, please visit www.townofmedway.org.” Since Medway has a great Web site, the Facebook page is an excellent way to drive traffic -- Facebook and other social media allow the Town to keep in touch with residents and broadcast news updates on a day-to-day basis, while the Web site has the detailed information and is the more “official” source of information, documents, forms, etc.

Twitter and Facebook Presence

The Police and Fire Departments have almost 2,000 followers, and the the Town IDs attract a comparable following.

In Medway, as in other towns we've worked with, there are a lot of Twitter, Facebook, and other social media users with varying degrees of connection with town government: everything from “official” school IDs, those of related organizations such as athletic departments, individual athletic teams, performing arts groups, student activity groups, to school officials like the Superintendent of Schools and principals or teachers at individual schools, to students and parents. Local businesses, political organizations (such as the Democratic and Republican Town Committees), and residents make their voices heard.

The important difference here is that social media conversation is highly decentralized; there isn't a “bright line” between official Town communications and those from Town staff members expressing their individual professional or personal views, and those not speaking “for” the Town at all but simply communicating as members of the general public. So the breadth of Medway's social media presence is actually much broader than it might appear just from looking at the official IDs. This is why we recommend using

hashtags such as #VoteMedway, #MedwayMA, #MedwayHS, or other town-specific tags geared toward the subject matter you're tweeting (or posting) about. Doing this will maximize the chance that someone else in Medway will retweet or share the message, thereby amplifying it.

Recommendations: Drive Web traffic via social media drip campaigning

Medway does a great job publicizing local news via social media, frequently tweeting announcements that link to news articles on the Town's Web site. We recommend building on this success by adding periodic social media posts drawing attention to evergreen content on the Web site. This would drive Web traffic related to things like:

- **Forms and documents**
- **Town services**
- **Online permit application and payment**
- **Online payment of Town taxes and bills**
- **Other online transactions such as donations to Medway Christmas Parade or Pride Day booth signup and payment.**
- **Town newsletter**
- **Town committees and boards that need volunteers**
- **Town Calendar that can be added to your Outlook calendar**

What we have in mind is social media "drip" campaigning aimed at gradually engaging residents to go to the Web site as their first stop when looking for information or services from the Town. By highlighting something different every couple of days or so, the idea is to keep the site in the public eye; one subject may not be of interest to a given resident, but something else will, and over time, traffic will increase, and with it, the volume of Town business done over the site. Here are a few example tweets that might make up such a drip campaign:

- **Medway Board of Selectmen meeting minutes are online, all the way back to 2006! bit.ly/1WFhbpj #MedwayMA**
- **Medway's Web site lets you apply for building, water, yard sale and other permits online! bit.ly/1WFkrBc #MedwayMA**
- **Need info on Medway trash pickup? It's on the Web: bit.ly/2539dYQ #MedwayMA**
- **Medway's Affordable Housing Committee meeting minutes are online: bit.ly/1XCA0cm #MedwayMA**

These are examples of how a social media drip campaign works. Posting tweets or Facebook messages that link to the Town Web site on a regular basis -- at least a few times a week is recommended -- will gradually get residents to find the site and to get in the habit of coming back when they're looking for information about the Town.

Drip campaigns take time -- content marketers generally say that it takes around six months to achieve a significant increase in site traffic. But a consistent flow of social media messaging will gradually increase the proportion of Town residents who go to the Web site for information and to make transactions with the Town.

Time-Sensitive Campaigns: the Daily Countdown

Our recommendation that Medway use social-media drip campaigns to increase citizen engagement mirrors what we've seen work successfully in other Massachusetts cities and towns. Specific initiatives will differ, however, according to the time span and the type of campaign. With a short-term campaign oriented toward a specific event, such as a Town Meeting or annual town election, it may be possible to write a campaign's worth of content ahead of time, and post a series of daily "countdown" messages each day preceding the event you want to highlight. For example:

- **Seven days until Town Election. Info at: bit.ly/1TLdzMk #VoteMedway**
- **Six days until Town Election! Candidate profiles at: <http://medway.wickedlocal.com/article/20160505/NEWS/160507666> #VoteMedway**

This type of messaging is designed to create a groundswell of interest in the event, generate voter turnout, and at the same time, drive traffic to the Town Web site (which will have news items related to such a topical event as a town election or Town Meeting).

For longer-term or ongoing efforts, such as publicizing new Web features like expanded online payment and permitting, incident reporting, service requests, and the like, it may make more sense to write a week's worth at a time, or even just write and post one message at a time.

You can maximize the effectiveness of tweets by sending them on a schedule, using a tool. Studies have shown that the time of day tweets are posted has a significant effect on how widely they're read, and that if you post each tweet three times during the day, this further increases your audience reach. We use Hootsuite; a free account lets you schedule tweets ahead of time, so you don't have to do it in real time, when you might be busy with other responsibilities. As reported by [LifeHacker](#), the best time to post tweets, in terms of reader engagement, is between 2:00AM and 3:00AM -- if you don't want to stay up late, you can still get your tweets posted at this hour by using a scheduling tool.

Another aspect to keep in mind is that tweets scheduled in advance might not always be topical -- if there's a blizzard, your followers might not be that interested in a tweet about park and field rentals! So it's a good idea to have a content calendar, or at least review the schedule of tweets to make sure anything upcoming is compatible with real-time events such as weather and news that may be occurring on a given day -- particularly in case of "bad news" such as terrorist attacks at home or abroad, or other events that might make a humorous or light-hearted post seem out of place or insensitive. Keep scheduled tweets fairly neutral in tone.

Although the Town's current Facebook and Twitter presence do not tend to draw a large volume of complaints or negative feedback, it's important to be aware that such feedback may happen at times. When an angry resident posts a complaint, it's important to respond quickly and defuse potential disputes and misunderstandings. The upside is that negative feedback provides an opportunity for Town officials to show that they're responsive; after all, social media are just the newest way for people to "petition the government for redress of grievances."

UTILIZING TRADITIONAL MEDIA

Although most of the emphasis in "technology-based citizen engagement" tends to be on social media, it's important to keep in mind that print media still draw a wide audience, and that a blended campaign across will reach as wide a spectrum of town residents as possible.

In addition to the social media campaigning described above, towns can significantly enhance their audience reach by sending letters-to-the-editor to local publications such as the *Milford Daily News*. Why a letter to the editor? Most local newspapers will publish the vast majority of the letters they receive -- generally, they'll publish a letter from a town official as a matter of course. An op-ed article is less likely to be published, or at least will require a certain amount of selling, on the part of the author, to get the paper to publish it.

Here's an example of a letter OMST/GovNext wrote for another town's manager in advance of its annual Town Meeting (we've changed the town to Medway for purposes of illustration):

Town Meeting on May 4th gives voters a voice in our town's future. When you go to Town Meeting, you become a legislator, in a legislative session to vote on the town budget, capital purchases, and bylaws. Keep in mind that there are also two budget override questions, which will be voted on in the annual town election on May 17th. Town Meeting on May 4th gives you a chance to see the big picture and vote on a wider range of individual items in the budget, and also on annual articles related to town contracts, community preservation, and other issues that affect Medway's character and quality of life.

Any registered voter can participate in Town Meeting. If you've never been before, try it. Town Meeting is a great way to learn about what's going on in Medway, who the players are, and how the town is governed. Town Meeting is one of the great institutions of democracy -- it's how New Englanders come together to make decisions, and for centuries, it's how we've been making our communities better. The meeting starts at 7:00 on Wednesday, May 4th, at the High School. Hope to see you there!

*Sincerely,
(Town Manager's Name)
Town Manager
Town of Medway*

Campaign Checklist for New Public-facing Initiatives

Follow these steps in any informational campaign, when trying to raise public awareness of a new Town of Medway public-facing initiative -- this would include technology rollouts, new features on townofmedway.org, or any other important town issue.

- Develop a timeline for the project.
- Identify the social media and traditional media outlets, and the audience segments to target with each.
- Write tweets and other social and traditional media content for each phase of the timeline. In each case, develop a timeline, and compose social media posts and letters to the editor designed to be sent on specific dates. Put together an email list of community leaders -- public officials, business people, teachers, parents, civic organization leaders, and other high-profile Town residents. Compose a set of Twitter/Facebook posts and put them together as one email, with a suggested posting date for each post indicated, to make it easy for your recipients to post the content on social media by just copy/pasting. Sending a series of pre-written tweets to an "amplification" list is an easy way to get a message out to a wider range of Town residents than just your own social media followers. Send the letters to the editor out to print media on their specified dates (approximately -- this is not an exact science!).
- Post the tweets to the Town's own social media on the scheduled dates. Send letters to the editor as scheduled.
- Be prepared to respond to public feedback on social media!

- Maintain a consistent campaign of social media messaging: Twitter and Facebook, to gain gradual increase in traffic to townofmedway.org. Marketing industry best practices show that posting consistently on social media leads to return viewership and increased Web site traffic (gradually -- as noted above, it usually takes several months to notice a significant increase in Web site traffic; that's why it's important to post on social media regularly).

Recommendations for Social Media Effectiveness

These are the Town's current digital channels:

- www.townofmedway.org
- [Medway's Facebook Page](#)
- [Medway's Twitter ID \(@MedwayFB\)](#)

There are also many decentralized Medway social media accounts -- police and fire, schools, and many individual public officials and other community leaders. In general, the Town of Medway social media (Facebook/Twitter) are for short-term/timely informational posts and for announcements designed to increase traffic to the Web site, where residents can find more detailed information about the Town.

Convey the voice of the Town of Medway to our key audiences through consistent messaging. Aim at showing all segments of the demographic and political spectrum that Town government is responsive to their needs, viewpoints, and concerns.

Style and Tone

- Always use subject's handle (ID) if possible, in upper/lowercase; for example, @GovNextMA
- Use a smart, personal voice. Do not use chat-speak (abbreviations like "2day," "4eva")
- Be gracious but modest. Don't retweet kind words; just thank people!

Frequency and Dialogue

- Tweet when you have something to teach, or to announce timely news items.
- Conversations happen organically, but try to have the last word, even if it's "thx" (an exception to chat-speak rule)
- Make room for old-school RTs! Don't use all 140 characters; save 16 characters for someone else to "RT @GovNextMA"

- If you want to share info strategically, copy friends at the end of the tweet by adding their handles
- Use hashtags when tweeting during live events, for example, #MedwayPrideDay

Listening to the Conversation

- Use a robust app like Hootsuite or TweetDeck, to manage incoming streams. Twitter is more about listening than talking!
- Stay on top of what's being said about Medway, by searching for hashtags such as #MedwayMA, #MedwayMass, #VoteMedway, #MedwayOverride, or whatever's topical at the moment. Be proactive -- don't wait until someone sends you a re-tweet asking, "Why hasn't the town done something about this?"
- If possible, decentralize management of the Town's Twitter ID ("handle"), so that more than one person can check message traffic and reply or take action when necessary. It's important to reply -- especially to negative feedback -- within 24 hours.

Professional Development Plan

In conjunction with the citizen engagement strategy discussed in this document, we have developed a professional development plan, tailored to the staff Medway has available for social media and citizen engagement initiatives. Medway is fortunate to have a full-time director of communications. After creating this position in December, 2015, the Town experienced an immediate improvement in the amount of information being transmitted to local residents, media, businesses, and other interested parties. In addition, the recently released Virtual Towns & Schools Web site provides a state-of-the-art user experience and saves a lot of time for both residents and Town staff as they go about Town business.

The citizen engagement strategy recommendations presented in this document are intended to serve two purposes: to serve as a guide for all Town staff, when they need to get information out to the public, and to make it easier for the Town to maintain a consistent voice across a variety of media. Our goal is to expand on what the Town has already done with the new Web site and its social media presence. Our recommendations are designed to be as inexpensive as possible, in both money and time, to help the Town execute future citizen engagement campaigns while using staff time and technology resources efficiently.

There are two main components needed in order to stay current with citizen engagement:

- **Day-to-day citizen outreach via social media**
- **The Town of Medway Web site, where citizens go for detailed information and to transact business with the Town**

Social Media Training and Best Practices

The Town of Medway's social media presence establishes a conversation between Town government and the residents of Medway.

The basics of social media posting are pretty well known at this point, but if you're new at it, here are a couple of excellent tutorial resources on Twitter and Facebook. The first one is called "Twitter for Business," but it's a good introduction to how to use Twitter for anyone who wants to use it to broadcast information. The second one is called, "The Twitter Rules" and discusses the rules of behavior, etiquette, content, and overall social norms concerning how to use Twitter. Finally, the third one is Facebook's help center, which covers just about every topic of interest to a new user:

<https://business.twitter.com/en/basics/intro-twitter-for-business.html>

<https://support.twitter.com/articles/18311#>

<https://www.facebook.com/help/>

Once you're established as a social media user, there are some best practices to make sure that new employees are aware of:

- **Keep Twitter posts short -- well under the 140-character maximum, to allow for re-tweeting**
- **Facebook posts can be longer, and you can add images for more impact**
- **Shorten URLs using bit.ly or another URL-shortening service**
- **Voice -- being aware of Town's "official" stance; be consistent and politically neutral**

Probably the most important thing is just to spend time on social media regularly and keep up with what other cities and towns are doing. There are some municipal Web sites that set great examples for how to engage with the public on social media. For example:

[Bangor, Maine Police Department](#). This public-safety agency sets new standards for compelling, fun, and informative citizen engagement. In a Town of about 33,000 people, they have more than 159,000 Facebook followers -- an amazing level of interest for a remote town in Maine. The writer, "TC," posts on a daily basis, with amusing, philosophical, and practical observations based on real police calls and local incidents.

Updating Medway Web Site Content

There are a number of online resources available for learning how to create and maintain content using the tools provided by Virtual Towns and Schools (VTS). The site is designed to allow you to change content easily, without changing design elements or having to perform any coding tasks.

Virtual Towns and Schools training resources

- Virtual Towns and Schools has [free online tutorials every month](#). There are typically about four online training sessions a month, offering basic user training as well as more advanced topics related to creating new pages and maintaining site content.
- VTS also has a support site with a variety of documentation and online training, including video and written documentation intended to help users learn how to maintain content on the Web site.
- VTS offers unlimited Tier 1 support by phone as part of the vendor's ongoing support service offering. End-user support is available during business hours (M-F, 9-5), while technical support is available 24/7. Medway Town staff are responsible for editing and building new content, but Virtual Towns & Schools' Tier 1 support will answer questions related to how to maintain site content.

GovNext Monthly Cohort

The last Friday of every month at noon, the GovNext citizen engagement group runs an hour-long video conference call, where cities and towns are invited to call in, watch or listen to a presentation on a timely topic, then trade questions and answers on how their towns deal with the issues at hand. The best way to experience the Cohort is, of course, to join in real-time, but if you can't make it, we record the proceedings and will send them to you.



Appendix: Medway's Communication Strategy, Present and Future

In each Community Compact city or town that has adopted citizen engagement as one of its best practices, GovNext consults with the city or town to develop and document a citizen engagement strategy and a professional development plan.

The Challenge

Late in 2015, after signing the Community Compact agreement, Medway hired a local public relations consultant to assess the state of the Town's communications infrastructure and staffing, and make recommendations as to how the Town could improve citizen engagement. The agenda was to "do some informal research/communications auditing, bigger picture strategic thinking, and then [make] a determination of the best way to ramp up the Town of Medway's increased visibility and access, and improved communications channels. Our goal for this fall: to increase quality civic engagement and communication throughout the Town of Medway through a variety of new communication tools."

The assessment focused on four areas: Influencers; message; timing and budget; and Medway's past and future. Ultimately, the goal was "to improve, streamline and increase the volume of communications from the Town of Medway to its residents."

Solutions

As a result of the assessment, the consultant recommended a re-design of the Town Web site as well as a new Town of Medway newsletter, to be sent by email to people who signed up via the site. Both of these recommendations were implemented in 2016, by the Town's full-time communications director, who was hired in December 2015, also as a result of the assessment. She has implemented several active communication channels, through which the Town has significantly improved its online visibility to residents.

CABLE TV PROGRAMMING

As mentioned above, the communications director has started a monthly email newsletter; it's called *Medway Municipal Matters*. The newsletter is made up of a series of short illustrated news items, each with a link to more detailed information on the Town Web site. This is in keeping with our recommendation of using periodic "drip" communications as a means of driving Web traffic.

In tandem with the newsletter, the communications director has also embarked on a project with Medway Cable to produce a bi-monthly series of related news programs, also under the title "Medway Municipal Matters." Programs produced this spring have

included important topics such as:

- Rt. 109 Construction
- Exelon PILOT Agreement

SOCIAL MEDIA PRESENCE & ACTIVITY

The Town has established regular use of Facebook and Twitter to broadcast news about events in Medway. Before the director of communications was hired, the Town's Facebook page was not very active, receiving new posts only sporadically -- typically, at intervals of weeks if not months. Now, new items are posted several times a week; the page currently has just over 1,500 followers, or roughly 10% of the Town's population.

The Town's Twitter presence (@MedwayFB) sees even more activity -- frequently, several posts per day, highlighting the most time-sensitive issues such as school or office closings, road construction and weather updates, Town election announcements, and other local news notes.

WEB SITE UPGRADE

The Town's new Virtual Towns & Schools website launched in early April: <http://www.townofmedway.org/>.

A resident question feature has been added: <http://www.townofmedway.org/home/webforms/resident-qa>. The Town generally receives and answers 3-4 questions per week.

These recent initiatives put Medway in great shape, in terms of digital citizen engagement. We hope that the further steps recommended in this document will help the Town reach an even higher level of interaction with Town residents, which should result in higher satisfaction with local government.