

Springfield Communications Committee

Recommendations to the Board of Selectmen

Committee Purpose

Its purpose is to identify and implement means to provide greater citizen access to Town information.

Communication Survey Findings

- Households responding- 177
- 69% of the responding households get their mail through the Springfield post office
- Households satisfied with the town information they get- 56%:
 - 66% use local publications for a source of information with the Argus Champion, Kearsarge Shopper and Valley News topping the list
 - 54% use conversation as a source of information
 - 44% use the town message board as a source of information
 - 42% use the town website as a source of information
- Households not satisfied with the town information they get- 37%:
 - 74% use local publications for a source of information with the Argus Champion, Kearsarge Shopper and Valley News topping the list
 - 64% use conversation as a source of information
 - 41% use the town message board as a source of information
 - 36% use the town website as a source of information
- 119 would like to subscribe to the town e-mail list while only 34 individuals currently subscribe
- 20% of the responding households receive their mail from other than the Springfield Post Office and thus do not see the town bulletin board, town office and post office official postings nor do they get to engage in conversation with locals. Thus, they like to receive their information via e-mail and by the town website:
 - Grantham PO: 60% like e-mail, 70% like town website as a source of information
 - New London: 73% like e-mail, 53% like town website as a source of information
 - Georges Mills PO: 64% like e-mail, 64% like town website as a source of information
- 89% of the responding households would like to receive a periodic town newsletter
 - 50% like to receive their information via e-mail
 - 41% like to receive their information via regular mail
 - 39% like to receive their information from the website
 - 33% like to receive their information from the town message board
- 64% of the responding households would like to attend a periodic Town Information Meeting with representatives from Boards, Committees and Commissions
- 66% of the responding households would like to have the Town Annual Report mailed to them

Recommendations for Selectmen Action

1. Define and categorize news and information into reportable groupings:
 - a. Upcoming calendar events to report to the local publications, message board and webmaster
 - b. Significant developments or occurrences of self-explanatory nature to report in a newsletter or to webmaster and local news reporter
 - c. Significant developments or occurrences requiring explanation together with Q&A to ensure citizen understanding to be presented at a periodic Town Information Meeting
2. Assign the duty of information coordinator to a member of the town staff
 - a. Collect and categorize news into reporting groups
 - b. Maintain and post news to town message board
 - c. Send news to webmaster, local publications, and local reporter as appropriate
 - i. Town Website webmaster@springfieldnh.net as available
 - ii. Valley News calendar@vnews.com five days before event
 - iii. Argus Champion news@arguschampion.com by Friday Noon
 - iv. Argus Champion local reporter Nancee Leach leachdurgin@aol.com
 - v. Inter-Town Record Community Calendar and news items info@intertownrecord.com by Saturday noon
 - d. Collect items for Town Newsletter and publish to e-mail list on a periodic basis
 - e. Place copies in office for pickup by public
 - f. Place an e-mail signup list in the office for people to add their names and e-mail addresses to, and keep webmaster up to date with the changes
 - g. Collect issues and events for periodic Town Information Meeting and coordinate with committee and board chairs and department heads. Notify contacts in 2 above of Town Information Meeting date and main topics to be covered
3. Meet with department heads, committee and commission chairs to put forth the periodic Town Information Meeting policy:
 - a. Encourage them to follow the town policy on taking minutes at meetings and have copies sent to information coordinator and webmaster
 - b. Encourage them to formulate items and issues appropriate for a Town Information Meeting and inform the information coordinator
 - c. Set tentative date for meetings
4. Publication of Town Annual Report to:
 - a. Regular mailing to registered voters: minus those that do not vote and minus those on e-mail distribution list
 - b. E-mail via e-mail distribution list
 - c. Website

Respectively submitted, Springfield Communications Committee March, 2008

**Town of Springfield
Communications Survey Results**

**Part I
Sample Demographics**

1. Showing satisfaction with amount of information they are getting and correlating that to where they are getting it from.

What sources do you use to get Town information? →			Town Website		Town message board		Conversation		Local Publications		What local publications do you read?				
Do you get all the Town information you want? ↓											Kearsarge Shopper	Intertown Record	Argus Champion	Valley News	Concord Monitor
Absolutely	29	16.4%	15	51.7%	11	37.9%	13	44.8%	22	75.9%	20	6	13	8	2
Most of the time	71	40.1%	27	38.0%	33	46.5%	41	57.7%	44	62.0%	63	22	41	24	6
Could be better	58	32.8%	19	32.8%	25	43.1%	39	67.2%	45	77.6%	49	14	30	22	4
Absolutely NOT	8	4.5%	5	62.5%	2	25.0%	3	37.5%	4	50.0%	8	4	4	3	
(blank - no response)	11	6.2%		0.0%	3	27.3%	2	18.2%	2	18.2%		2	2	1	
Totals	177	100.0%	66	37.3%	74	41.8%	98	55.4%	117	66.1%	140	48	90	58	12

2. Showing where they get their mail.

At what Post Office do you get your mail?		
Springfield	123	69.5%
Grantham	10	5.6%
New London	15	8.5%
Georges Mills	11	6.2%
Other	1	0.6%
Blank (no response)	17	9.6%
Totals	177	100.0%

3. Showing number of people in household.

Number of people in your household		
1	20	11.3%
2	84	47.5%
3	30	16.9%
4	24	13.6%
5+	12	6.8%
No response (blank)	7	4.0%
Totals	177	100.0%

4. Showing **primary** age group in household

Ages of people in your household		
0-18		
19-24	3	1.7%
25-44	55	31.1%
45-64	75	42.4%
65+	34	19.2%
Blank (no response)	10	5.6%
Totals	177	100.0%

5. Showing **secondary** age group in household

Ages of people in your household	
0-18	52
19-24	4
25-44	4
45-64	0
65+	13
Totals	73

6. Showing how long they have lived in Springfield

How long have you lived in Springfield?		
0-4 years	41	23.2%
5-9	34	19.2%
10-14	17	9.6%
15-24	26	14.7%
25+	49	27.7%
Blank (no resp)	10	5.6%
Totals	177	

7. Showing those interested in receiving a Town newsletter. How interest in a newsletter correlates to how they like to receive information.

Would you be interested in receiving a periodic Town newsletter? ↓		How do you like to receive information?									
		E-mail		Website		Mail		Local Pubs		Town Message Board	
Yes	157 88.7%	79 50.3%	61 38.9%	64 40.8%	79 50.3%	52 33.1%					
No	16 9.0%	4 25.0%	3 18.8%	3 18.8%	6 37.5%	7 43.8%					
Blank (no response)	4 2.3%	0 0.0%	0 0.0%	1 25.0%	1 25.0%	1 25.0%					
Totals	177 100.0%	83 46.9%	64 36.2%	68 38.4%	86 48.6%	60 33.9%					

8. Showing those who would like to subscribe to the Town E-mail list. How that correlates to 1) how they like to receive information and 2) how they currently get information.

Would you like to subscribe to the Town E-mail list? ↓		What sources do you use to get Town information?															
		Website		Local Pubs		Town Message Board		Conversation									
Yes	119 67.2%	73 61.3%	55 46.2%	43 36.1%	52 43.7%	37 31.1%	57 47.9%	74 62.2%	49 41.2%	69 58.0%							
No	46 26.0%	7 15.2%	7 15.2%	21 45.7%	20 43.5%	19 41.3%	8 17.4%	36 78.3%	20 43.5%	22 47.8%							
Blank (no response)	12 6.8%	0 0.0%	0 0.0%	6 50.0%	7 58.3%	6 50.0%	1 8.3%	7 58.3%	5 41.7%	7 58.3%							
Totals	177 100.0%	80 45.2%	62 35.0%	70 39.5%	79 44.6%	62 35.0%	66 37.3%	117 66.1%	74 41.8%	98 55.4%							

9. Q: If the Springfield Post Office would allow a "Take One" stack in the lobby, how many would that serve? A: 69.5% Q: Of those who do not get mail at Springfield, how many use or prefer email/website? A: 51.9%. 44.4% and 51.9% respectively.

At what Post Office do you get your mail?																	
Springfield	123 69.5%	50 40.7%	40 32.5%	52 42.3%	62 50.4%	57 46.3%	39 31.7%	76 61.8%	69 56.1%	73 59.3%							
Grantham	10 5.6%	6 60.0%	7 70.0%	3 30.0%	5 50.0%	0 0.0%	6 60.0%	5 50.0%	2 20.0%	7 70.0%							
New London	15 8.5%	11 73.3%	8 53.3%	5 33.3%	7 46.7%	2 13.3%	11 73.3%	12 80.0%	2 13.3%	7 46.7%							
Georges Mills	11 6.2%	7 63.6%	7 63.6%	7 63.6%	4 36.4%	1 9.1%	7 63.6%	8 72.7%	0 0.0%	5 45.5%							
Other	1 0.6%	1 100.0%					1 100.0%	0 0.0%	0 0.0%	1 100.0%							
Blank (no response)	17 9.6%	3 17.6%	2 11.8%	3 17.6%	1 5.9%	1 5.9%	3 17.6%	2 11.8%	1 5.9%	5 29.4%							
Totals	177 100.0%	78 44.1%	64 36.2%	70 39.5%	79 44.6%	61 34.5%	67 37.9%	103 58.2%	74 41.8%	98 55.4%							
Non-Springfield	54 30.5%	28 51.9%	24 44.4%	18 33.3%	17 31.5%	4 7.4%	28 51.9%	27 50.0%	5 9.3%	25 46.3%							

10. Showing interest in attending a periodic informational Town Meeting with representatives from Boards, Committees and Commissions.

Would you be interested in attending a Town Meeting?	
Yes	113 64%
No	47 27%
Blank (no response)	17 10%
Totals	177 100%

11. Showing interest in having a Town Report mailed to them.

Would you like to have the Town Report mailed to you?	
Yes	117 66.1%
No	56 31.6%
Blank (no response)	4 2.3%
Totals	177 100.0%