

## Village Communications



Community Forum 2013

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## Communications Pop Quiz



- Village Communications Pop Quiz
- Test of your knowledge of Village news, information and events
- Test of how well the Village has gotten our message out to you
- 10 Questions regarding information the Village has wanted to share with the public

## Quiz Time



## Quiz Answers



- Q1 – Cruise Nights are held downtown on Saturday Nights
- Q2 – This year marks the centennial anniversary of the Lombard Fire Department
- Q3 – \$0 – The Village has eliminated vehicle stickers this year.
- Q4 – Aggregation is an opt-out program. Residents were automatically enrolled.

## Quiz Answers



- Q5 – Less than \$0.08 of every property tax dollar collected goes to the Village of Lombard (credit for \$0.07 or \$0.08).
- Q6 – Yes, pets must be registered. Registration may be done online for free.
- Q7 – Yellow dots on vehicle windshields indicate that the glove compartment contains a card with contact and medical information.

## Quiz Answers



- Q8 – You can also pay your water bill using the drop box outside Village Hall, online, with automatic direct withdrawal from your checking or savings or at any of four local bank locations.
- Q9 – Monthly electronics recycling and annual Recycling Extravaganza.

## Quiz Answers



- Q10 – Refuse stickers were available for pick-up at the Village Hall and dumpsters were placed in every district for the collection of waste and debris.
- Total Your Score
- How did we do?

## Communications Challenge



- Village has a large amount of information of potential interest to the public
- Differing populations and messages warrant varying modes of communication
- Effective communications strategies engage the community. Without them, people can feel devalued, demoralized and turn to rumors to get information.

## Communications Vehicles



- Village Newsletter
- Website
- Press Releases
- Newspapers
- Facebook
- Twitter
- LinkedIn
- Lombard Channel
- Reverse 911
- Mailings
- Code Red
  - Phone
  - E-mail
  - Texts
- Notify Me
- Banners/Signage
- Meetings
- In person
- Speakers Bureau
- Flyers/Brochures

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## How can we improve?



- For the items you missed on the pop quiz, how could we have reached you with our message?
- Take a moment at your table to discuss where we can improve upon Village Communications moving forward.

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## How can we improve?



- In what areas of communication are we over or under communicating?
- Are there any groups or populations that we should pay specific attention to (by location, age or other demographics)?
- What means of communications could we improve upon or increase use of?
- Where should we go from here?