

# Task Force Final Report: Part A

## Charge / SWOT and Critical Issues

<b>Task Force # 1</b>	<b>Facilitators:</b>	<b>Date:</b>
<b>Community Communication and Branding</b>	<b>Brian Pancoast, Tracy Morgan</b>	<b>October 10, 2006 Certified Copy</b>

<p><b>Members:</b> Meg Colombo, Betty Barry, Kathy Rayburn, Kevin Doran</p> <p><b>Charge:</b> To investigate and analyze the best ways to deliver timely, accurate and clear communication to the taxpayer / customers of Victor around the events, initiatives and activities of the Town. This should include a number of mediums (i.e. face – face, website, news/media, postings, meeting announcements / minutes, etc.) so that we are communicating with all of our citizens. Further, the Task Force is charged with identifying the best practices for making certain our customers have opportunities for remaining fully informed and involved in Town activities. Finally, the “Victor Town Brand” should be explored and defined as a place to live, work, play and retire.</p>
---

<i>SWOT Analysis Summary:</i>	
<b>Internal (S/W)</b>	<b>External (O/T)</b>
<p>In understanding communication in the Town of Victor we addressed the many strengths of Victor (good people, good neighborhoods, strong tax base, School District, Eastview Mall, proximity to surrounding areas, etc.) and the various outlets that one could turn to for information. Knowing that a great deal of information gets passed via the “rumor mill” the focus became how we get accurate, timely information to people, and how they get the information back to the appropriate people so that our customers / taxpayers are heard.</p>	<p>There are a lot of opportunities to benchmark “like communities” and determine, based on customer input, the best mediums for two-way communication in Victor. Surveys and focus groups will provide the voice of our customers to further develop the opportunities to communicate with them. Threats such as the rumor mill, lack of internet access, inaccurate information, indifference, etc., can be improved by focusing on the importance of communication.</p>

<i><b>Our Critical Issues:</b></i>
<b>1. How knowledgeable are citizens about what is happening?</b>
<b>2. Where do they get their information?</b>
<b>3. How do people perceive Victor?</b>
<b>4. What formal methods of communication are currently used and how effective are they?</b>
<b>5. What are the best methods of communication so that everyone is reached?</b>
<b>6. When people think of Victor, what do they think of?</b>
<b>7. Why visit Victor?</b>
<b>8. How do you make sure all members of the community receive communication?</b>
<b>9. How do we make sure communication reaches targeted audiences?</b>
<b>10. Are our messages clear?</b>
<b>11. What is the brand now? What do we want it to be?</b>
<b>12. How we determine how much information is too much?</b>

<i><b>Summary of Recommendations/Findings</b></i>
<b>Final statement of support, any additional information to be considered.</b>
<b>In looking at communication, the Town of Victor needs to determine first and foremost where our customers turn for information. What works for one person may not be the same for the next. A detailed, comprehensive communication plan should be created to assure that we are getting to as many people as possible and to assure that people have the opportunity to provide the Town with valued input. In looking further at communication, Victor lacks a “brand identity.” We recommend that this be done and a logo, tagline, and associated collateral pieces be developed. This brand will be very important in determining, communicating and embracing the future of Victor.</b>

# Task Force Final Report: Part B

## Strategic Intentions/Key Initiatives/Action Plans and Cost Benefit

<b>Task Force # 1</b>	<b>Facilitators:</b>	<b>Date:</b>
<b>Community Communication and Branding</b>	<b>Brian Pancoast, Tracy Morgan</b>	<b>October 10, 2006 Certified Copy</b>

**Strategic Intent 1:** By 2009, 90% of community respondents, as measured by representation and feedback of a diverse sampling, will have a clear understanding of where to find accurate, timely information and how to communicate with their local government.

**Key Initiative 1:** Determine how and what is communicated, how the public communicates with Town officials and employees and where the public goes for information.

<b>P</b>	<b>C/B</b>	<b>#</b>	<b>Action Plan</b> <i>(Indicate Priority (P) with a check. Check Cost / Benefit (C/B) if required)</i>	<b>Who</b>
*	*	1	Utilize focus groups made up of taxpayer/customers to gather current and desired communication needs.	
*	*	2	Create a survey to be used to establish a baseline for measurement as to what people know is going on, where do they turn to get timely information, what else they would like to know and how they prefer to communicate with government.	
*		3	Create departmental listing of all methods of communication with our customers/taxpayers and frequently asked questions.	
*		4	Determine best mediums to be used based on feedback from focus groups and survey.	
*		5	Five like communities will be identified and benchmarked to include 2 within a regional distance, 2 within New York State and 1 outside of New York.	

**Key Initiative 2: Create a comprehensive communications plan to address regular and emergency communications including events, news important to residents, businesses and government officials.**

<b>P</b>	<b>C/B</b>	<b>#</b>	<b>Action Plan</b> <i>(Indicate Priority (P) with a check. Check Cost / Benefit (C/B) if required)</i>	<b>Who</b>
*		1	Recommend best use of media outlets, website, Town wide communication, regional and state-wide communication.	
*		2	The website will continue to be state of the art and all communication from the Town will encourage people to visit the site for the latest information.	
*		3	Electronic monthly newsletter will support mailed hard copy newsletter.	
*	*	4	Consultant will be used on an “as needed” basis to address communication and PR needs of the Town on a daily basis.	
*		5	Identify opportunities for customers / taxpayers to communicate with the Town in the way they want to be heard.	

**Strategic Intent 2: By 2009, 90% of the people will perceive Victor in a way that is consistent with the Strategic Plan’s Vision of Victor and the Town brand.**

**Key Initiative 1: A “brand identity” will be created for Victor and opportunities developed to display and promote the brand.**

<b>P</b>	<b>C/B</b>	<b>#</b>	<b>Action Plan</b> <i>(Indicate Priority (P) with a check. Check Cost / Benefit (C/B) if required)</i>	<b>Who</b>
*	*	1	A brand will be created for Victor. Brand will include logo, tagline and sub-branding for entities such as the Village, the Chamber of Commerce, etc.	
*	*	2	A kiosk will be created for display at Eastview Mall.	
*	*	3	A display unit will be created that can be used to represent the Town at Victor functions.	
*	*	4	All collateral material will be created to include new brand.	
*	*	5	Recruitment piece will be created for use to support business and residential needs.	

## Cost/Benefit Analysis

<b>Key Initiative # 1</b>	<b>Action Plan(s) # 1.1, 1.2</b>
---------------------------	----------------------------------

<b>Cost</b>	<b>Benefit</b>
<b>Itemize estimated financial, time, human resource and other associated costs.</b>	<b>Itemize the potential impact/benefits; detail rationale and compelling reason for the Initiative or Action Plan.</b>
<b>1.1 and 1.2</b> <b>Focus Groups and Survey</b> <b>Cost to be determined by Town Board. As many Task Forces are recommending both of these we felt it best to determine how many were looking for this and combine the efforts to minimize the costs. Surveys will also be needed in future years to assess how they are moving towards the Strategic Intent.</b>	<b>Focus Groups and surveys will allow a targeted set of questions to be answered to best understand the current communication mediums for Victor and the best ways to communicate with our customers / taxpayers in the future.</b>

<b>Key Initiative # 2</b>	<b>Action Plan(s) # 2.4</b>
---------------------------	-----------------------------

<b>Cost</b>	<b>Benefit</b>
<b>Itemize estimated financial, time, human resource and other associated costs.</b>	<b>Itemize the potential impact/benefits; detail rationale and compelling reason for the Initiative or Action Plan.</b>

<b>Key Initiative # 1</b>	<b>Action Plan(s) # 1.1-1.5</b>
---------------------------	---------------------------------

<b>Cost</b>	<b>Benefit</b>
<b>Itemize estimated financial, time, human resource and other associated costs.</b>	<b>Itemize the potential impact/benefits; detail rationale and compelling reason for the Initiative or Action Plan.</b>
<p><b>1.1-1.5</b>  <b>Brand be created for Victor at estimated cost of \$40, 000.</b></p> <p><b>Town Board to determine if they would move forward with McElveney &amp; Palozzi. This company was invited in to our Task Force as they have recently created the Finger Lakes brand. Estimate and work chart included. Additional costs would be incurred to create all supporting collateral pieces that are being recommended. The cost of these cannot be quoted until we define the brand.</b></p>	<p><b>Victor truly is a great place to live, shop, work, play and retire but Victor lacks a brand. Creating a brand and tagline will further support the communication efforts and rally everyone to be a proud member of the Victor Community.</b></p>