Promoting Citizen Engagement with Technology and Social Media

Christina Rothman-Iliff, Manager
TO PROMOTE TRANSPARENCY IN PRINCETON

- Facebook
- Twitter
- SeeClickFix

TO OFFER SUPERIOR CUSTOMER SERVICE TO CITIZENS

- One call does it all!
- No more “not sure who to call”
- Prevents transfers from Department to Department
- Frees up Departments to handle their work load if the questions can be answered on the first call.
WHAT IS ACCESS PRINCETON AND WHAT DO WE DO?

- A town call center
- A source of information
- Moderator for the Municipal Social Media (SeeClickFix, Facebook, Twitter)
- Walk in center for information and Notary Service
- Administrator for SeeClickFix
- Update mobile app
- Available during times of Emergency
- Provide Administration, Mayor and Council, and Departments with stats monthly and Quarterly
HOW ARE WE USING SOCIAL MEDIA?

- Facebook & Twitter
  - Using to push information out to the public
  - Drive people to the town's website for more information
  - Share information from Departments in town such as Police and Recreation
  - Promote Access Princeton for citizens to use when there are Municipal questions
  - Respond to inquiries on social media
  - Offer health and safety tips, promote town events, Municipal updates, agendas, interact with businesses and citizens of town
SeeClickFix

- Public Forum/Blog
- Citizens/Staff can enter issues and see status changes as they are addressed
- Comments can be made on these issues by both staff and the public
- Staff is encouraged to be as specific as possible when addressing an issue
- Citizens have been very receptive to this idea and offered lots of thanks!
HAVE THESE SOCIAL MEDIA PLATFORMS CHANGED THE RELATIONSHIP CITIZENS HAVE WITH GOVERNMENT?

- Improved
- Questions answered promptly
- Bridged a gap in communications with Municipal Departments
- Reporting issues has become easier
- Reporting issues and getting results
- Residents feel like they are being heard and action is being taken
- Ability for residents to watch progress of reported issues
EMERGENCY SUPPORT

- Part of EOC
- Staffed during Emergencies (Local and State declared)
- Part of pre-planning
- Available phone line during down times with Municipal phones
- Generator back up for office. We never go down!

ONE CALL DOES IT ALL
AccessPrincetonNJ.gov

ACCESS PRINCETON
924-4141
GOING MOBILE

- Access Princeton Mobile App
- Takes reporting to the streets
  - Adds photos and videos to reports
- Customizable buttons link to phone numbers & websites
  - Live updates
- Knowledge base access
GOALS OF ACCESS PRINCETON

- To become the only call citizens make for Municipal information
- Increase transparency
- Promote more citizen engagement
- Increase the mobile app usage through advertising and town ambassadors
- Increase staff usage of SeeClickFix to promote overall usage
- Move towards streamlining communications in town
QUESTIONS?