

2023: Improving Community Relations via Communication

By Craig Dinwoodie, Community Liaison

Improving Community Relations via Communication

How?

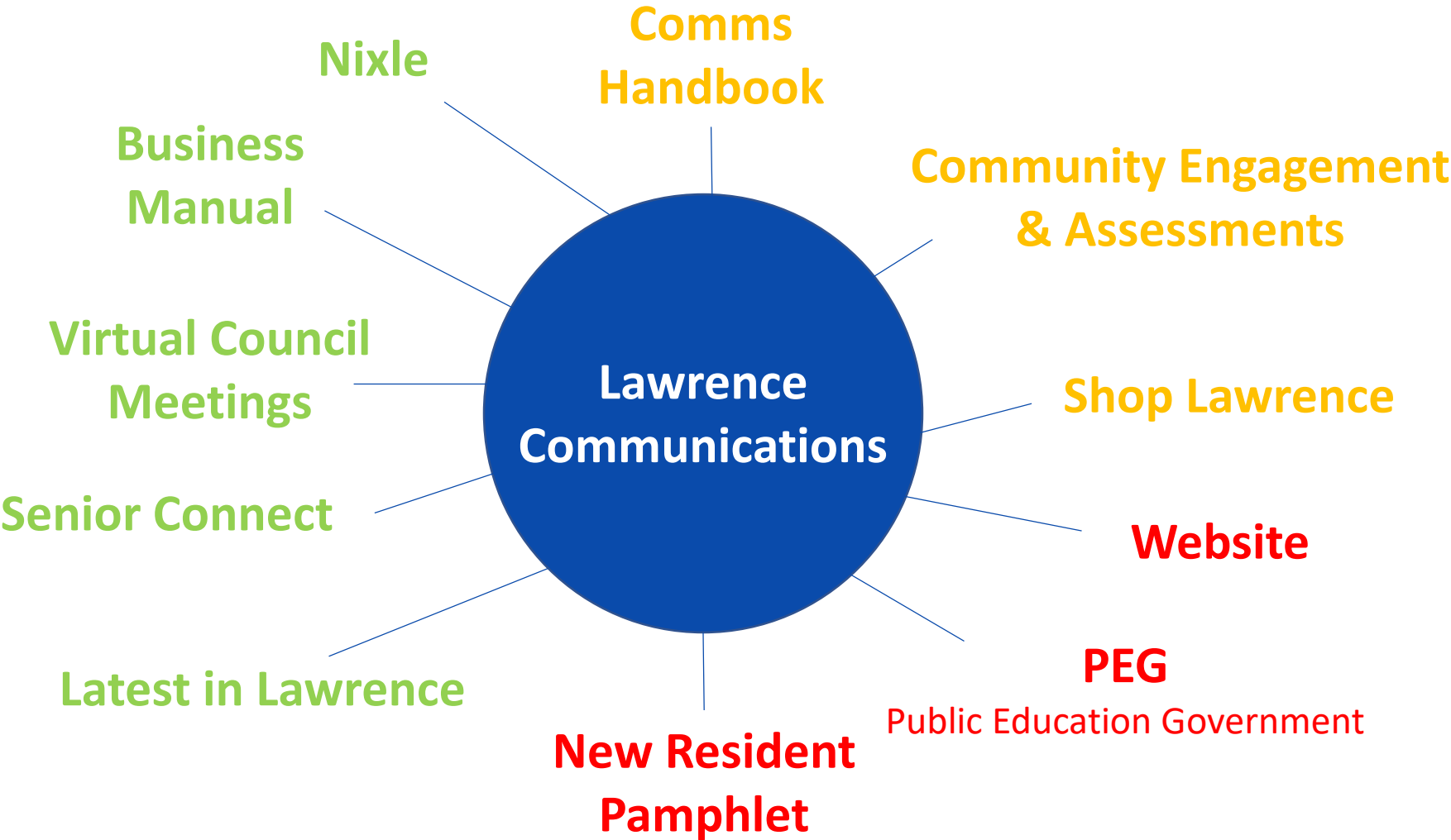
2023 Goals:

- Standardize the communications process.
- Expand on community outreach, campaigns, and resources.
- Improve the experience for residents: easy, informed, and enjoyable.

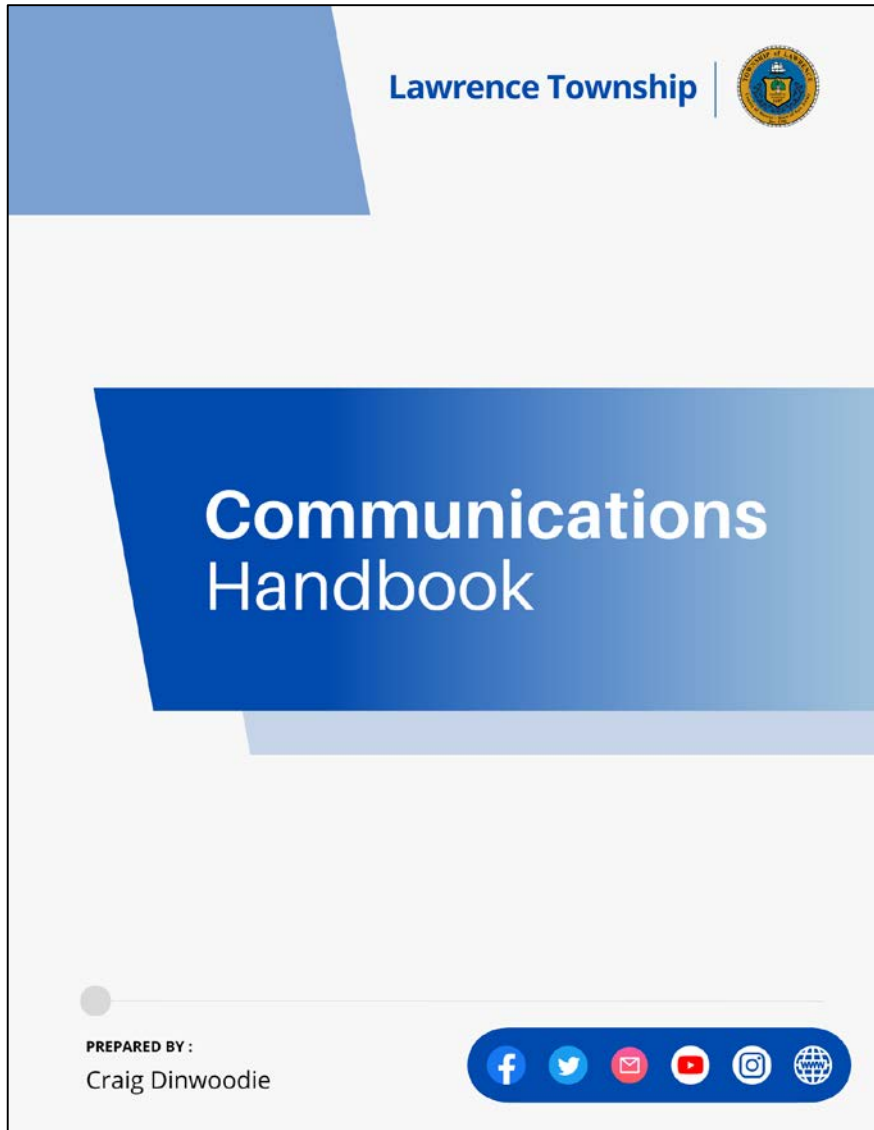
Overview of Comms

2022

2023



improved WIP idea



Communications Handbook

Goal → Establish a communications strategy that will drive more meaningful community engagement.

It will include....

- Social Media Policy & Procedure
- Communications Plan
 - National Event Calendar
 - 2023 Municipal Special Events Media Planner
- Content Standards
 - Brand Kit (visual assets, logos, colors)

Community Relations via Communication

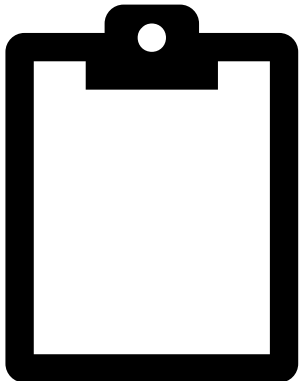
Community Engagement & Assessments



Engage more directly with Township Boards and Committees

- Growth and Redevelopment Committee
- Environmental Green Advisory Committee
- Diversity, Equity, and Inclusion Committee

➡ **Integrate their insights into the Town's communication strategy.**

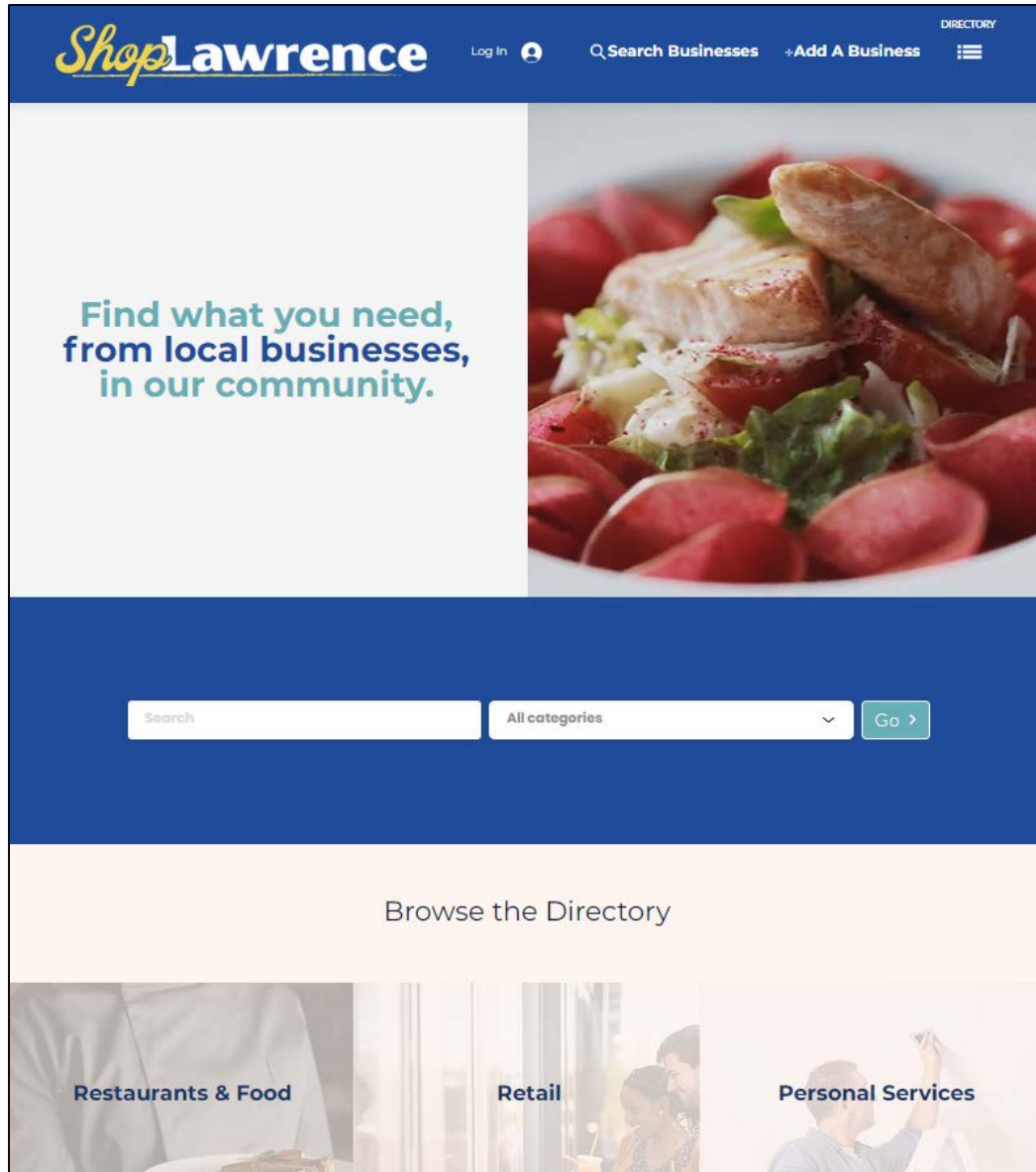


Survey Assessments

- Expand the segmentation of our mailing list to include key demographics / stakeholders.
- Begin a semi-regular outreach program with the aim to assess pain points of residents and areas of improvement for our communications plan.

Community Relations via Communication

Shop Lawrence



Shop Lawrence

A media resource by the township, advised by the G&R committee, that aims to support the exposure of businesses in the town.

Shop Lawrence Website

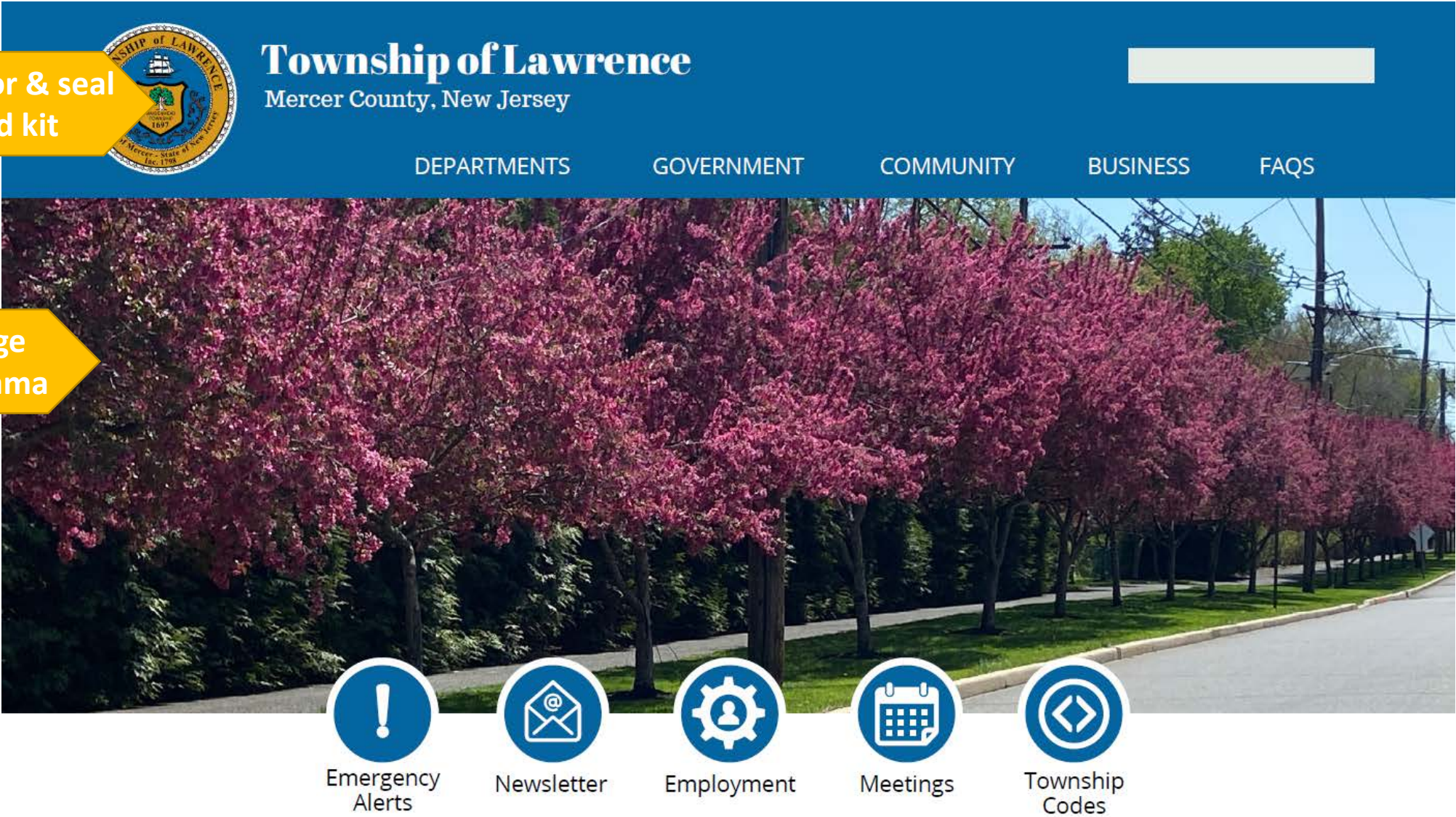
- Business Directory
- Blog – Video Interviews
- Business Resources

✓ clear process for participation ✓ finish MVP by early 2023

Community Relations via Communication

Website Update

To make the front page of the website as user-friendly as possible.



change color & seal
to brand kit

change
panorama

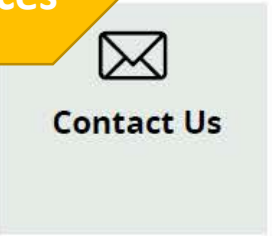
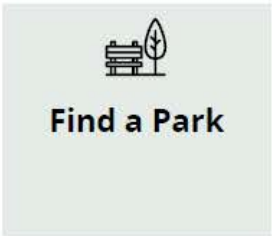
Experience Lawrence Township

cultural DNA
pages



COMMON SERVICES

municipal services



TOWNSHIP NEWS

[VIEW ALL NEWS](#)

[Expect Trash Pick-Up Delays](#)

[Mercer County to Administer Mosquito Control](#)

[The Township Will Be Paving Princeton Pike](#)

[Lawrence Township Police - Press Release 5/25/22](#)

[The Township Will Be Paving Princeton Pike](#)

TOWNSHIP MEETINGS

[VIEW ALL](#)

MAY
12

[Growth and Redevelopment](#)

MAY
12

[Diversity, Equity, and Inclusion](#)

[Diversity, Equity, and Inclusion](#)

COMMUNITY EVENTS

[VIEW ALL](#)

MAY
12

[Lawrence Township Fireworks](#)

MUNICIPAL SERVICES

[VIEW ALL](#)

MAY
12

[Yard Waste Collection](#)

delete news
carousel

segment
calendars

Welcome to Lawrence Township

Lawrence Township was founded in 1697 and was originally known as Maidenhead, named by the early settlers after a Thames River village just west of London. Originally Maidenhead was part of Burlington County, the colony of West Jersey. The eastern boundary of Maidenhead, the Province Line, was the dividing line between the two original colonies of East and West Jersey. These were united into New Jersey in 1702. In 1714, the Township became part of the newly-constituted Hunterdon County. The Township was legally incorporated through an act of the State legislature in 1798. In 1816, the municipality was renamed Lawrence, after Captain James Lawrence, commander of the frigate Chesapeake and one of the naval heroes of the War of 1812. In 1838, Mercer County was formed from parts of Hunterdon, Middlesex, and Burlington Counties. The Township's boundaries and geographic relationships have remained the same with the exception of the southern border. Lawrence claimed an area of East Trenton from 1844 to 1882. It then became an independent jurisdiction known as Millham Township until it once again became part of Trenton in 1888.

Welcome to Lawrence Township from Municipal Manager Kevin Nerwinski

Over the past five-plus years as the Municipal Manager, the one thing that has become crystal clear to me is that significant capital improvement projects progress at a snail's pace, and rightfully so from the perspective of private citizens. The pace is slow for various reasons, but most assuredly because the use of public funds requires compliance with local, state, and federal laws at every stage. Though at times frustrating to navigate through, these laws are a good thing enacted with the best intentions. This may not be readily apparent to some or most of you, but I offer it up to all of you to factor in when trying to wrap your head around why things take so long to complete! Trust me when I tell you that work is happening even if it is not visible from your vantage point.

leadership



John Ryan
Mayor



Chris Bobbitt
Council Member



Cathleen Lewis
Council Member



Michael Powers
Council Member



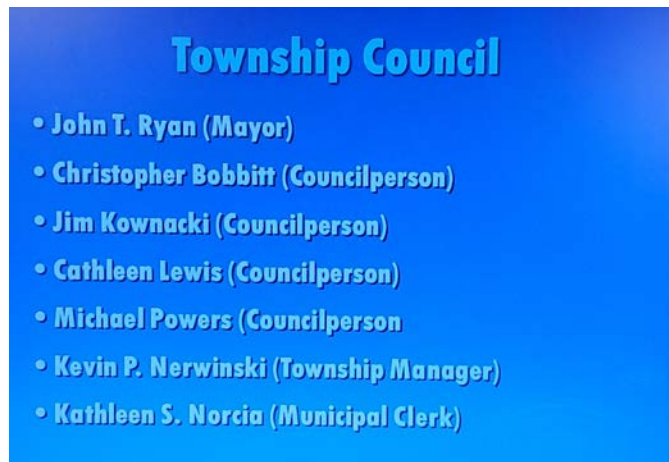
James Kownacki
Council Member

Community Relations via Communication

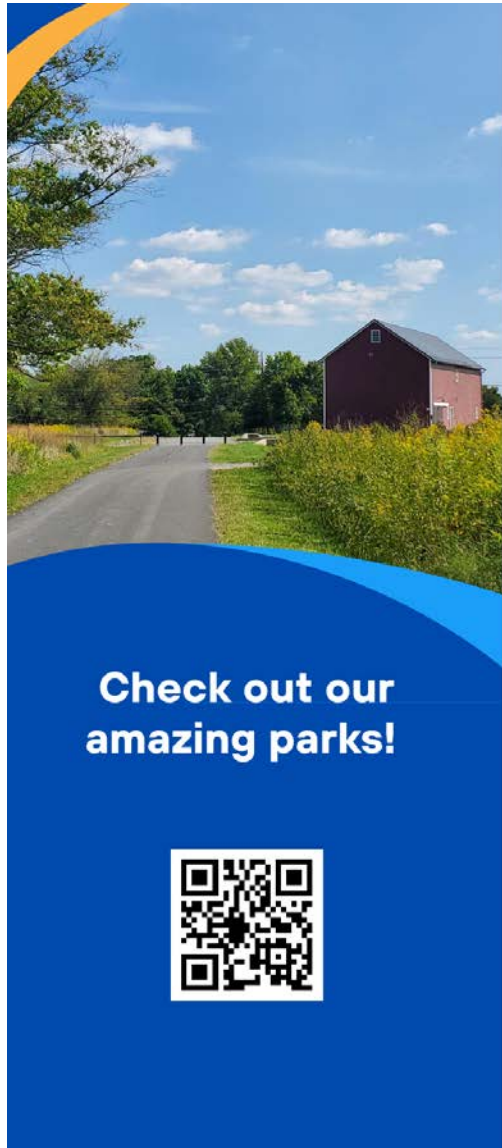
(PEG) Public Education
Government

Goals

1. Improve the quality of our monthly PEG broadcast, and actively promote the service to our seniors.
2. Develop new visually striking content for PEG, with more comprehensive information, updated regularly.



Community Relations via Communication



The Municipal Offices
2207 Lawrence Road,
Lawrence Township NJ 08648

Follow Us Online



New Resident Pamphlet

- First point of contact for new residents.
- Informs them of core municipal services, and how to stay connected.
- Sent out monthly with information from tax assessor and county clerk

Improving Community Relations via Communication

**Thank you for listening. I'm happy to answer
any questions.**

By Craig Dinwoodie, Community Liaison