

WARRINGTON TOWNSHIP
COMMUNICATIONS ADVISORY BOARD
2018 ANNUAL REPORT

Mission Statement: To promote and enhance township internal and external communications for the benefit of Warrington Township Residents, as well as identify potential problem areas as they arise.

2018 Highlights

- Township social media review and analysis:
 - *Regular review of township social media statistics and recommendations for improvements to social media policies and procedures.*

- Meeting Video Capture Platform:
 - *Support of township meeting video capture platform.*
 - *Planning for adding content to township TV channel.*

- Cable franchise Renewal:
 - *Continued review of cable franchise renewal services via the Bucks County Consortium.*

- Public website:
 - *Review and recommendations for Warrington's new public website.*

2019 Goals and Objectives

- Improve the information on the township website and develop a strategy for conducting video interviews with key members of the Township for public viewing (i.e.: Facebook Live).

- Support township personnel in the selection of a new content for the TV station.

- Continued support of the Meeting Video Capture Platform, including review of potential studio/camera system upgrades.

- Continued support for the renewal of the cable franchise agreements, including review of pertinent documents such as the Cohen Law Group's report.

- Improve the overall Communications Plan for the Township by identifying communication tools (including email lists, social media, etc.) which are most useful to Township residents.
- Consult with the Township and Township's architect on communications packages and systems to be used in the new Police Building.
- Work with the Township on issues related to the rollout of 5G equipment, and our suggestion that the Township compile a list of Township-owned buildings that could potentially be leased by telecom companies for 5G equipment.

Conclusions

Going forward, issues still remain to be finalized with both Verizon and Comcast on their franchise renewals, and while the Township is working with the Bucks County Consortium on these matters the Communications Advisory Board (CAB) are available to consult with.

The CAB also wants to make you aware that continued "cutting the cord" from cable TV by Township residents will likely negatively impact future franchise fee revenues, and future budget scenarios should reflect that potentiality.

Finally, the ongoing debates in Harrisburg and Washington over 5G device placements and local municipality fees and planning/zoning issues provides both opportunities and pitfalls for the Township, and should remain a key regulatory issue to follow. As always, the CAB stands ready to provide our input when needed.