

WARRINGTON TOWNSHIP
COMMUNICATIONS ADVISORY BOARD
2020 ANNUAL REPORT

Mission Statement: The mission of the Warrington Township Communications Advisory Board is to promote, enhance and improve media, technology and communications strategies to engage Township residents and businesses.

2020 Highlights

- Township social media review and analysis:
 - *Regular review of Township social media statistics and recommendations for improvements to social media policies and procedures. As expected due to the restrictions on in-person meetings due to Covid-19, BOS meetings were held primarily by Zoom, with over 400 total attendees through the year.*
 - *There were 210 Facebook posts during 2020, the Lions Pride Park Ribbon Cutting Ceremony was far and away the most followed.*

- Meeting Video Capture Platform:
 - *Ongoing support of Township meeting video capture platform as issues arise.*
 - *Consulting with the Township for adding content to our TV channel.*

- Cable franchise Renewal:
 - *Continued review of cable franchise renewal issues related to the work of the Cohen Law Group and the Bucks County Consortium.*

- Public website:
 - *Review and recommendations for Warrington's updated public website.*
 - *The new Warrington Township Video Tour was developed by CGI Communications with updated videos, and placed in service by the Township.*

- CAB members:
 - *The CAB added a new member at the end of 2020, whom unfortunately has had to resign due to personal issues, and we will be seeking a new member in 2021.*
 - *Christian Jones had been our Township liaison for many years, but has now moved on to other responsibilities, we will miss his participation and support. Jackie Wilson will return to the CAB in 2021 as our Township staff member. Eileen Albillar remains our BOS liaison.*

2021 Goals and Objectives

- Continue to 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 future studio/camera system upgrades.
- Continued support for the cable franchise agreements, including review of pertinent documents that may arise, such as Cohen Law Group's reports, or matters brought up by the Bucks County Consortium.
- Improvements to the overall Communications Plan for the Township by identifying communication tools (including email lists, social media, etc.) which are most useful to Township residents.
- 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, if issues may arise with Verizon and/or Comcast on their franchises, the CAB is available to the Township for consultation on these matters.

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

Finally, there are still 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. Additionally, the Biden administration has been stating that broadband charges are too high, and there are some that want to treat the service as a utility. As always, the CAB stands ready to provide our input when requested.