



Washington Grove Communications Working Group (CWG)

July 24, 2019 / 7:30 PM / 204 Ridge (Hines-Johnson residence)

Attendees

Betsy Klinger betsyklinger@aol.com

Christine Dibble christinedibble@outlook.com

Marida Hines maridaterri@gmail.com

Jeff McCrehan mccrehan@icloud.com

Terri Johnson (did not stay for bulk of meeting)

maridaterri@gmail.com

Minutes

The goals of the meeting were to:

- Finalize usability testing protocol for website
- Determine next steps for emergency communications planning
- First pass discussion of communications to support volunteerism in Town

Usability Testing Goals

Marida had proposed a list of “mission critical” information we want website users to be able to easily find. This list had been proposed to the Council with no new suggestions. The CWG agreed that this was a good start and added two extra items. Considerable discussion of what tasks would best test these ensued with the final testing protocol below.

- Find a specific ordinance
“Use the website to find the ordinance text detailing height and setback rules for a new fence.”
- Find out who to call about a problem
“Use the website to find out whom to call to report a dead tree needing to be removed.
(alt: street light out)
- Find out the status of an issue before the council
“Use the website to determine whether the Council legislation regarding sale of Town property to residents whose houses were found to be infringing on Town land has been finalized.”
- Find out requirements for a building permit
“Use the website to identify the first three steps to take when planning to build an addition on your home.”

- Find out when an event is happening and where
“Use the website to find out when and where the next Lake Committee meeting is taking place.”
- Find out rules for a town service like leaf pick up or recycling
“Use the website to research what items can go in recycling, for instance textiles.”
- Find out what the current master plan draft says about an issue of interest
“Use the website to learn the location and approval status of the proposed bike path through Town.”
- Find out information of interest to people considering moving to Town
“Use the website to learn what schools serve Town students.”
- Other – the website search function is clearly an issue and CWG members will send possible testing tasks for search.

There was considerable discussion of who to use as test subjects to ensure we include both power users and those less familiar with technology, as well as young people and at least one person from outside of Town. The conclusion was the list below and individuals on the CWG will reach out to them. The test will be conducted by Marida and Jeff will reach out to Arlene McCrehan to contribute her extensive web usability expertise during testing.

- Don Henninger
- Alex Lambesis
- Judy Mroczka
- Jinny Jones
- Annika Land

Emergency Communications

In our last meeting, Marida had promised to introduce the communications recommendations previously put forward by the Emergency Preparedness Committee. In this meeting, it was agreed that we should review the recommendations and identify some simple, easily implemented first steps to address the lack of protocols in Town for emergency communications. Marida is forwarding the EPC document to CWG members.

Communications Support for Volunteerism

There was a long discussion about whether volunteerism is down or whether it is a perception issue or a normal lull. Marida passed on discussion she has had with the Council and with the Recreation Committee leadership that indicated their support for a Volunteer Fair and re-invigorating or re-establishing a Welcoming Committee for new residents. To be continued.

Action Items

1. Get these minutes approved and posted on the Town website.
2. Contact EPC to ensure we have the most recent version of emergency preparedness communications plan.
3. Conduct website usability testing.

Agenda for Next Meeting (Subject to Change)

1. Propose, discuss and prioritize immediate-action options for emergency communications.
2. Preliminary results of the website usability test.
3. New business.