



Sullivan's Island Communications
(February 2011)

The Town continues to enhance its communication program with the goals of increasing transparency and public participation in the governing process through timely sharing of public information through various communication platforms.

Several initiatives were realized in 2009 as part of the Town's strategic comprehensive communications plan. Every potential tool was evaluated, and future tools will continue to be evaluated, for the following:

Effectiveness

Does the communication platform do the job we need it to do well?

Economy

Is this tool inexpensive and provide the most value for the public's funds?

Efficiency

Does this increase efficiency and public value?

Easy

Can we use this tool without requiring new Staff or specialized training?

Portable

Can we communicate to the public anywhere at any time (e.g. during a hurricane evacuation)?

For these efforts the Town was a candidate for the 2010 Municipal Association of South Carolina (MASC) Annual Achievement Award (Communications Category). Details of award <http://sullivansisland-sc.com/departments/AdminDept.aspx>

The Town continues to explore new ways to reach out to residents and guests, using new technology and traditional communications efforts. We invite you to take advantage of some or all of these programs to stay informed and get involved in your Town.

Website: <http://www.sullivansisland-sc.com>

(New site launched January 2009; provides full content management for quick updates by Website Administrator)

E-Newsletter:

Enrollment button on Home Page of Town website (www.sullivansisland-sc.com) or <http://visitor.constantcontact.com/manage/optin/ea?v=0018nJcGPmgGohI0lkqpyFNOA%3D%3D>

(New service launched October 2009; sends Town newsletter directly to subscribers' email accounts. Subscribers may add/delete/change their contact information at will. Newsletter editor publishes E-Newsletter approximately twice per month).

Public Safety Alerts:

Powered by Nixle Municipal Wire – Enrollment button/link on Home Page of Town website or at <http://www.nixle.com/>

(New service launched summer 2009; allows public safety department heads and water/sewer manager to post text alerts to subscribers' email accounts and/or cell phones).

Call-Back Service: Web based vendor Town uses is Callingpost.com.

(Service initiated in early 2009; allows Town to send pre-recorded emergency or urgent voice alerts to residents' phone numbers. Service is primarily used by Town Water & Sewer for billing or water service information, but could be used in advent of a public safety emergency).

The Town continues to avail itself of traditional communication methods: media press releases, signs (electronic and traditional), flyers (in major public areas), free television advertisement (Comcast Government Channel 60), mail outs (usually with water bills to save postage expense) and newspaper advertisement.

One new service under development: Audible Public Alert System

System would allow the Town, in an emergency or evacuation situation, to broadcast voice emergency alerts throughout the Town and on the beach.

Questions or Comments - Contact a Staff member below

Town Communications:

Lisa Darrow, Asst to Administrator (843) 883-5744 or

ldarrow@sullivansisland-sc.com

(Website Administrator, E-Newsletter editor, Town press releases, Comcast Government Channel updates, newspaper advertisement and print newsletters).

Public Safety Alerts (Nixle) & Electronic Signs:

Danny Howard, Police Chief (dhoward@sullivansisland-sc.com)

Water Public Alerts (Nixle) & Calling Post Service:

Greg Gress, Water & Sewer Manager (ggress@sullivansisland-sc.com)

Audible Alert System (Coming Soon) & Traditional Signs (Beach Paths):

Anthony Stith, Fire Chief (astith@sullivansisland-sc.com)

Andy Benke, Town Administrator: (843) 883-5726 or abenke@sullivansisland-sc.com

The Town Administrator works closely with Staff above to monitor and manage effective Town communication efforts.