

Learn More About Pittsford By Using Social Media

Open, transparent communication with residents has always been a priority for me as your Town Supervisor. Through the years, I have worked hard to obtain feedback from residents in a variety of ways as well as always maintained an open door policy at Town Hall. I am a firm believer that accurate, consistent communication with residents is the key to success for any government. For this reason, over the last few months, we have tried some different technology strategies to both obtain comments and keep residents more informed.

As social networking websites such as facebook and twitter have gained popularity across age groups, many branches of town government are catching on to the trend and using them as a way to communicate. The Town of Pittsford has caught on to this movement and has begun to use facebook as way to stay in touch with residents, especially our younger generation. We update our facebook page weekly with different information such as events, reminders, alerts and public safety/weather concerns. The Pittsford Community Library has also started a fan page to keep residents up to date about programs occurring at the library. I encourage residents who are avid facebook users to “fan” or “like” both the Town of Pittsford and the Pittsford Community Library, so you have an additional way to stay informed.

At the Town of Pittsford, we also take pride in the functionality and usefulness of our website. We were proud to be named “Best of the Web” in the government-community division from the Rochester Business Journal. We won this distinction based on our site content, usefulness, design quality, e-commerce and whether the site draws repeat users. As part of our new efforts, we have added a community survey feature. This link will offer a different survey every few months. As an example, over the summer, we asked for feedback on our townwide events, and, now we have initiated a survey to obtain suggestions about the most effective ways to communicate with our residents. Town staff reads each one of the completed surveys weekly, and where applicable, uses the information to hone our services.

Facebook and our new survey application on the web are just two new ways we are communicating with residents. The Town also sends several mailings annually (Pittsford Messenger, Yard Debris Card, Events Card) and emails a weekly enews (residents can sign up on www.townofpittsford.org). As always, I welcome your feedback on all of these communication methods. Feel free to drop me an email at bcarpenter@townofpittsford.org, take our online survey or stop in to Town Hall. Your feedback and suggestions are what keeps the town performing to the best of its ability.