

Oct 13, 2019

## Survey Responses: Engagement Tools Currently Used (126 Survey Participants )

<b>Paper or Non-Electronic Methods</b>	<b>Totals</b>	<b>% Using</b>
Town Manager Newsletter	14	11%
Assessor notices/property taxes	48	38%
Senior News newsletter	18	15%
Town Clerk digital display/Town Hall bulletin bds	6	5%
Public sandwich bds	53	42%
Trash-recycling calendar	95	75%
Water & sewer notices	47	37%
In-person group mtgs	51	40%
Watertown CATV	13	10%
Phone calls	24	19%
Watertown TAB & Press	46	37%
Other community (non-govt) groups/clubs	35	28%
<b>Electronic Methods</b>		
TM Newsletter	5	4%
Online payments, class/event registrations	42	33%
Notify Me email subscription	37	29%
Notify Me text subscription	11	9%
Emergency Watertown ALERT	59	47%
Senior News newsletter	12	10%
LiveWell Watertown newsletter	12	10%
WPS School or Principal or STO e-news/email	30	24%
Watertown CATV, Website or streaming	11	9%
WPS Community Education	15	12%
Watertown PatriotProperties.com	7	6%
Watertown Public School website	33	26%
WHS Raiders Athletics website	6	5%
Main Town Website	81	64%
<b>Department Website</b>		
Library	98	78%
Recreation	31	25%
Police	16	13%
Fire	5	4%
Public Works	52	41%
<b>Social Media Tools with:</b>		
Police	25	20%

Fire	9	7%
Library	46	37%
Recreation	15	12%
Council on Aging/Senior Center	11	9%
Public Works	6	5%
Schools, including Athletics	24	19%
<b>Local Websites</b>		
Nextdoor.com	50	40%
WatertownMAnews.com	36	29%
Watertown WickedLocal.com	43	35%
Patch.com/Massachusetts/Watertown	38	31%
Other community social media or online resources	24	19%