

# Information Services / Public Relations

## Government Access Channel 15

### Live Broadcasts

Monthly meetings broadcast on Channel 15 includes three council meetings, planning commission, board of zoning appeals, traffic commission, and the Metropolitan Planning Organization. In 2004, the Morgantown Utility Board was added to the schedule of broadcast meetings, occurring on the second Tuesday of each month. Additional time and resources are still available if other boards, commissions, or authorities would be requested by council to meet in council chambers to be broadcast.

After each LIVE broadcast of a meeting, the meeting is scheduled at least three times on Channel 15 within the next week for replay.

### Events

Over the last year, the City has videotaped a number of special events that have taken place throughout the City. The events are then replayed so residents that were not present can enjoy or be informed. Events included the public meeting on the Square at Falling Run project, Longview Power Plant public meetings at the County Courthouse, Governor Wise presentation of grants at the Hazel Ruby McQuain Amphitheater, and a forum on voter election changes in the County.

### Monthly Productions

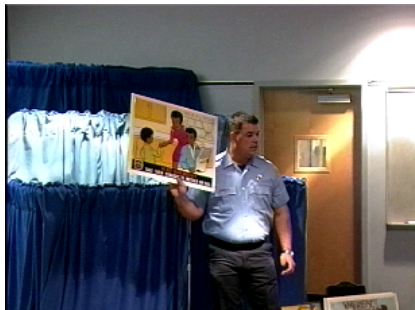
Due to scheduling, these programs are now running every-other-month to educate and alert residents to the services provided by the Morgantown Police and Fire Departments.



### Morgantown On Patrol

Morgantown on Patrol is hosted by the Police Department's Public Relations Officer Gina Stewart. This program highlights recent crime trends, crime prevention tips, and interviews with fellow Police Officers. Interviews are to help the residents know the people and dedication behind the badge. Last year topics included speeding on neighborhood streets, drinking and driving, pedestrian

safety, domestic violence, identity theft, protecting yourself and your children during holiday shopping, and the neighborhood watch program. Morgantown Police Officer Herky Bender will now be included in each program to update and inform residents on the trash issues and problems.



## **Silent Sentinels**

This Quarterly program highlights two different teams that are setup within the Fire Department. Each team will provide residents insight into the preparedness of the Morgantown Fire Department and educate residents about possible services. Over the last year the program has provided information on the Hazmat Team, Computer Support Team, tagged along with the

Inspections Team on a business inspection, looked over the shoulder while building plans were reviewed, and visited businesses during an assembly inspection.

## **Behind the Seal**

This series provides information on the processes and functions of Departments in City government. Programs have emphasized BOPARC, budgeting, Code Enforcement, and beautification projects. In coming months this program will get more in-depth with issues such as the Parking Authority, zoning ordinance drafts, and the City's grant programs.

## **Your Morgantown Library**

New this year is a program that is being coordinated by the Morgantown Public Library called "Your Morgantown Library". The Library staff will record a children's event, author's event, or other special event at the Library and an opening that discusses books in the library that are connected to the event. City staff then edit the tape and produce a program to be broadcast on Channel 15.

## **Interaction with other agencies**

Through the use of the Channel 15 bulletin board and the use of the video equipment, the City of Morgantown will be working closely with all of the following government agencies:

**B.O.E / Schools – Post monthly meetings and events of the BOE calendar on Bulletin Board.**

**Library – Post monthly meetings and events on bulletin board and help put together "Your Morgantown Library" monthly program.**

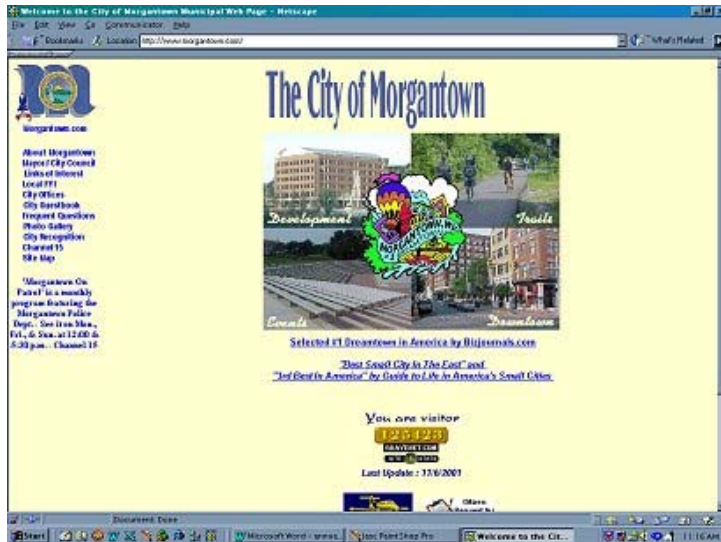
**BOPARC – Post monthly events and area programs**

**Monongalia County – Post monthly meetings and events and Commission agendas when available.**

**Mountain Line Transit Authority – Post monthly events and schedule of routes.**

**Monongalia Health Department – Post weekly clinic hours and press release information on health topics throughout the year.**

## www.morgantown.com (City's Web Page)



The City of Morgantown Web Page is going through continuous updating.

Over the next few months, an overhaul of the web page will make navigating the ever-expanding amount of information easier for residents and visitors.

### Highly visited Areas :

- Local FYI / Resident Corner -With one click off the main page, residents can see a list of links to meeting agendas, minutes, schedules, forms, and documents available online.
- More than 25,000 requests for this page have been made in the last year. This page has become an easy location for residents to follow the City business. Average 50 hits / day.



- Guestbook additions. The guestbook page continues to be a popular page. Residents and visitors to the web site leave interesting comments for everyone to read.

## New Features on Morgantown.com

### Air Quality in Morgantown

Started September 9, 2004, daily updates show the Air Quality Index value and a graphic representing the air quality in Morgantown based on the State Department of Environmental Protection (WVDEP). A key tool is the Air Quality Index or AQI. USEPA and the WVDEP-Division of Air Quality use this standardized system to provide the public with timely and easy-to-understand information on local air quality and whether air pollution levels pose a health concern. The graphic is changed based on the

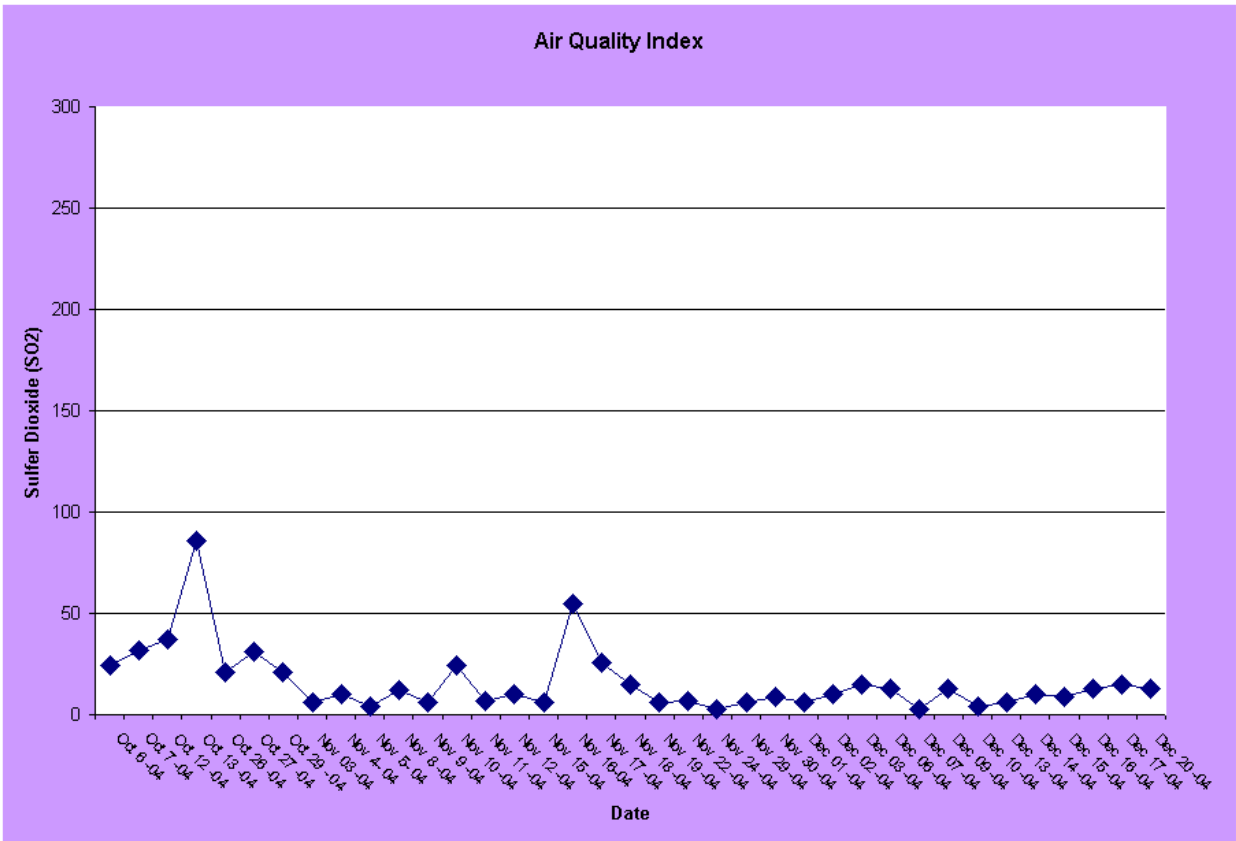
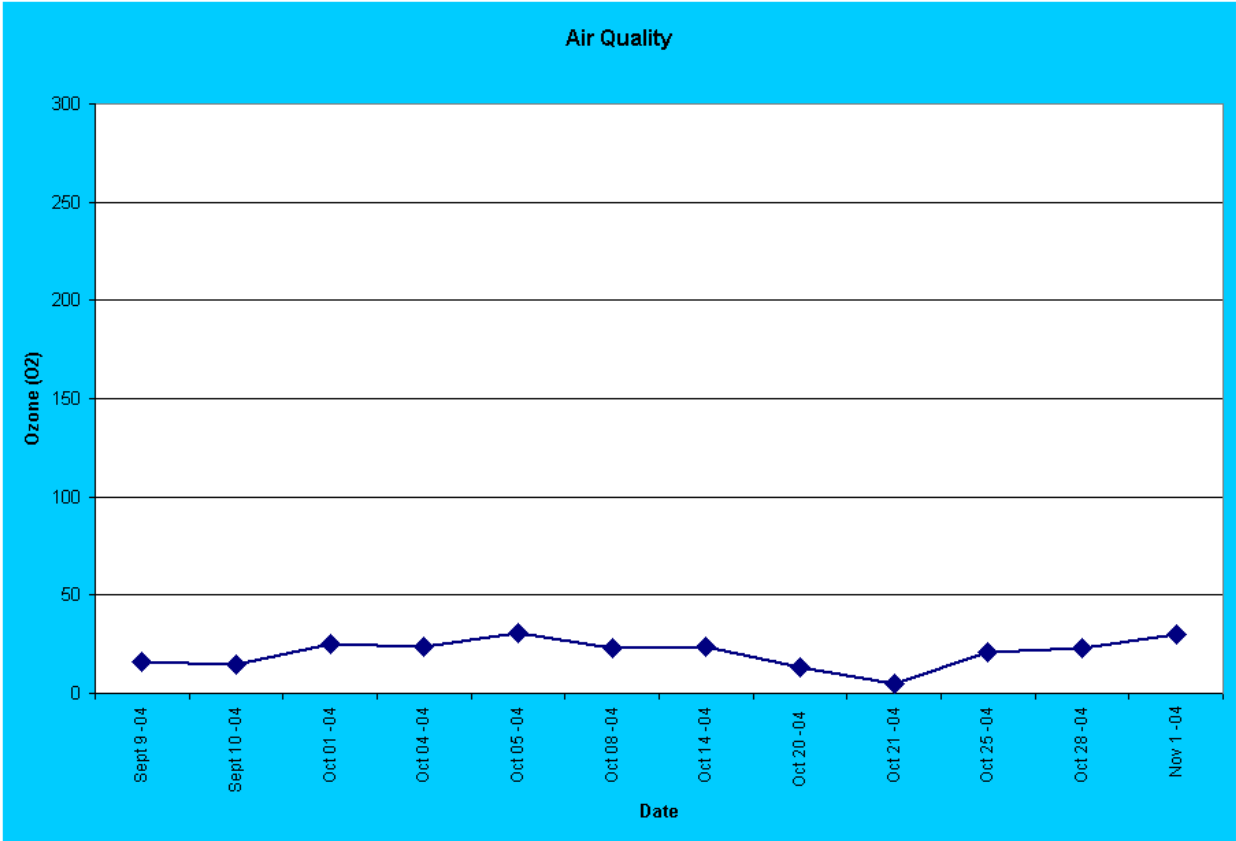


index level according to the table below:

Air Quality Index Levels of Health Concern	Numerical Value	Meaning
Good	0-50	Air quality is considered satisfactory, and air pollution poses little or no risk.
Moderate	51-100	Air quality is acceptable; however, for some pollutants there may be a moderate health concern for a very small number of people who are unusually sensitive to air pollution.
Unhealthy for Sensitive Groups	101-150	Members of sensitive groups may experience health effects. The general public is not likely to be affected.
Unhealthy	151-200	Everyone may begin to experience health effects; members of sensitive groups may experience more serious health effects.
Very Unhealthy	201-300	Health alert: everyone may experience more serious health effects.
Hazardous	> 300	Health warnings of emergency conditions. The entire population is more likely to be affected.

The AQI identifies the Critical Pollutant that is being measured in Morgantown. The reported AQI is the calculated value for the past 24 hours in that area and, dependent upon each monitoring site, measures concentrations of five criteria pollutants: carbon monoxide, ozone, sulfur dioxide, PM<sub>2.5</sub> and PM<sub>10</sub>. Currently, the WVDEP only measures Ozone (during the Ozone monitoring season – ending in November ) and sulfur Dioxide on a daily basis in Morgantown. The two charts below show the trends in each of the measured pollutants. So far, Morgantown was only reported as having Moderate levels on two occasions since daily updates began.

The graphic is also seen and updated on Channel 15 daily.



## Council Packet Information

All City Council agenda packet material will be available on the City web page. As residents read the Council agenda, they can click on a link to read all resolutions, ordinances, and supporting documentation that is in the each Councilmember's packet.

## Electronic Newsletter

Starting in 2004, the City of Morgantown began sending electronic newsletters each month to people that sign up to receive the newsletter. In the past few months, the topics ranged from Halloween safety tips to the best way to shovel your driveway when the snow falls. In the future, the opportunities to provide attention to any upcoming events and projects can be provided. In the future, this mechanism will provide a great resource for providing timely information to residents and to request feedback on issues.



## New features to come ...

Continuous updating is an important part of an Internet Web Site. It will bring people back to the site and makes the site the best place to find information. To include though everything the City residents or visitors would like to see on the site will take time. Some Internet features that are possible in the next year include:

- Resident polls that can change weekly or monthly
- Credit card (on-line) payment of taxes, fees, and tickets
- Citizen Response Management system where resident requests and questions will be tracked to make sure they are investigated or answered. Residents will be able to see what steps have been taken and any resolution of the problem anytime online through an ID number that is given for all complaints, requests, or questions to be answered.
- Staff is reviewing the ability to make rental property information available to residents as an updated database.