

Making the Transition: The Town of Moira



"They can they can access it right at home or on their phone or wherever they wish."

Chad Niles
Town Supervisor

The Town of Moira, located in New York State, with a population of under 3,000 residents, is a quiet, rural community just 15 minutes south of the Canadian border. Known primarily for its agricultural setting, Moira is a peaceful town, mainly an agricultural community. The town's climate, often characterized by harsh winters, influences the lifestyle of its residents.

Recently, the town embarked on an endeavor to enhance communication and connectivity with its residents through the implementation of a municipal website by Town Web.

The decision to embark on the journey to get a municipal website for the town stemmed mainly from two reasons: Firstly, the state of New York requires municipalities to have municipal websites in order to provide transparent and consistent communication to its residents. Secondly, the municipality saw the need to modernize the existing communication channels. He further states "Some laws...requiring open meeting information to be posted on the town website." Chad Niles, town supervisor, further explains "...there's no secrets here. This provides a platform where you can look at agendas, you can look at the meeting minutes, you can look at local laws, you can look at resolutions that we've passed, and the reasons we've done it."

The town embraced the idea of a modern municipal website to effectively host and share information in compliance with state laws.

Chad explains that the municipal staff work part-time and the decision to get Town Web as service provider stems from the easy dashboard and support the company offers.



Town of Moira, NY ~2900

Municipal staff have never-ending lists and having a platform that doesn't need a dedicated IT staff member, that can be updated easily by the staff, was a priority to the town. He explains that even for a person like himself, without "super technical knowledge" he found it easy to learn to update the website.

"...another thing about Town Web is that I found it extremely easy to learn...It's a very efficient way once you learn how to do it. It doesn't take long at all."

Town Web offers a user-friendly platform that enables Chad and the Town Clerk, Amanda, to manage and update website content efficiently. Through Town Web's services, the town established an interactive platform where residents could access meeting agendas, minutes, and official notices with ease. Chad comments that earlier today, he set up an emergency alert for the website after receiving a warning for severe and high wind speeds in the area.

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This notification will be seen on the website in the form of a news ticker bar and will be sent to all subscribers, via email or text message.

"I think it's very robust and I think it suits our needs perfectly."

Chad expressed his satisfaction with Town Web's services, emphasizing the platform's intuitive nature and robust features. He praised the responsive customer support team and the platform's modern design aesthetics. Chad notes that despite initial challenges with limited content creation due to time constraints, the website's potential for growth and enhanced engagement with residents is promising. He explains that they are now making a concerted effort in updating the website regularly to offer "really make our website what you intend it to be, all about the community it represents!" Chad further comments that he likes that he can work on the municipal website anywhere: at home, at the office, or on the road, as long as he has access to wifi.

Chad explains that the municipality's next steps are to market the website to residents, encouraging the use of the platform. He explains that the majority of the demographic in the town sit in the 30 to 50 year bracket, as younger people move away to study or for employment. Current subscribers sit at 37 and he'd like to increase the number.

To promote the website among residents, it faces challenges in attracting various age groups.

Chad acknowledged the demographic in the municipality means he'll need to be creative in the different ways to encourage adapting technology, particularly among older residents. However, the municipality is optimistic about gradually improving content quality and appealing to a broader audience. Chad jokingly adds that spreading news in a small town isn't difficult, as news spreads from word to mouth. With plans to communicate relevant community links and events, using the website, the town aims to enhance resident engagement while building a closer and more informed community.

Speaking to the Town of Moira underscores Town Web's effectiveness in enabling municipalities to establish and maintain digital communication platforms efficiently. Working with the municipality meant enabling municipal staff members to host, share information and content to residents, in an accessible way to all community members.

Additionally, following state laws by creating a website specifically for local government, meant that the municipality now meets state laws for clear and continuous information to residents within the community. The Town of Moira's experience demonstrates the platform's adaptability to various user skill levels and its potential to bridge communication gaps within communities across the country.

The Town of Moira's adoption of Town Web shows a proactive approach towards modernizing communication and building a community using digital tools in order to share information in a transparent and ongoing manner, within the local community.

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