

**WARRINGTON TOWNSHIP**  
**COMMUNICATIONS ADVISORY BOARD**  
**2021 ANNUAL REPORT**

**Mission Statement:** The mission of the Warrington Township Communications Advisory Board (“CAB”) is to promote, enhance and improve media, technology and communications strategies to engage Township residents and businesses.

**2021 Highlights**

- Township social media review and analysis:
  - *Regular review of Township social media statistics and recommendations for improvements to social media policies and procedures. As expected due to the restrictions on in-person meetings due to Covid-19, BOS meetings were held by Zoom for a good portion of the year.*
  - *There were many Facebook posts during 2021, the Warrington Police Department story on April 30th was the most followed.*
  - *ArchiveSocial: CAB suggested to asking the township solicitor what the requirements are for keeping social media, what we should save and how long.*
  
- Meeting Video Capture Platform:
  - *Ongoing support of Township meeting video capture platform as issues arise.*
  - *Consulting with the Township for adding content to our TV channel.*
  
- Cable franchise Renewal:
  - *Continued review of cable franchise renewal issues related to the work of the Cohen Law Group and the Bucks County Consortium.*
  
- Cell Tower Lease Buyout:
  - *After review of the options, the CAB recommended that the Township take the lump sum offer, reserving its rights to additional revenues if the tower uses are expanded by Tower Alliance. The CAB doesn't believe there is a technology based reason that will make the tower more valuable in the future.*
  
- Public Access Channel:
  - *The Warrington Township Public Access Channel was in need of an update, and the legacy equipment was outdated and no longer supported. The Township currently utilizes Telvue and reviewed a current contract to update the equipment. The CAB reviewed the update of the Telvue contract to InfoVue (a Telvue*

*product) and agreed price was fair to upgrade the equipment to utilize the Professional InfoVue Digital Signage player.*

- CAB members:
  - *The CAB was short a member during much of 2021, and we will be seeking a new member in 2022.*
  - *Jackie Wilson continues to be our Township staff member. Eileen Albillar was our BOS liaison.*

### **2022 Goals and Objectives**

- Continue to improve the information on the Township website and develop a strategy for conducting video interviews with key members of the Township for public viewing (i.e.: Facebook Live).
- Support Township personnel in the selection of a new content for the TV station.
- Continued support of the Meeting Video Capture Platform, including review of future studio/camera system upgrades.
- Updates InfoVue equipment was hooked up and been running on the new platform as of March 29, 2022. Some old/outdate equipment was removed from the original set up. The new system can play video however will it cannot live stream. TeleVue informed the Township the next steps that can be taken to upgrade further would be to update the hypercaseter to SDI, CAB will work with the Township to evaluate this option.
- Continued support for the cable franchise agreements, including review of pertinent documents that may arise, such as Cohen Law Group’s reports, or matters brought up by the Bucks County Consortium.
- Improvements to the overall Communications Plan for the Township by identifying communication tools (including email lists, social media, etc.) which are most useful to Township residents.
- Work with the Township on issues related to the rollout of 5G equipment, and our suggestion that the Township compile a list of Township-owned buildings that could potentially be leased by telecom companies for 5G equipment. Review the details of Warrington’s zoning ordinance **ARTICLE IX - Wireless Communications Facilities § 370.901 – 910**, regarding best practices and with other local township ordinances.

### **Conclusions**

Going forward, if issues may arise with Verizon and/or Comcast on their franchises, the CAB is available to the Township for consultation on these matters.

The CAB also wants to make you aware that continued "cutting the cord" from cable TV by Township residents will negatively impact future franchise fee revenues, and budget scenarios should reflect that potentiality.

Finally, there are still ongoing debates in Harrisburg and Washington over 5G device placements and local municipality fees and planning/zoning issues provides both opportunities and pitfalls for the Township, and should remain a key regulatory issue to follow. As always, the CAB stands ready to provide our input when requested.