

Draft Pennington Communication Plan

Principles and Goals

Objective

The government of Pennington Borough, including the Mayor, Council, Borough staff and the committees, boards, and commissions, are committed to open and effective communication. To that end, the Borough has developed the following Communications Plan.

Principles

The following are Pennington's guiding principles for maintaining, improving and prioritizing communication between residents and local government.

- **Always be transparent.** Pennington is committed to transparency and the idea that this is the people's Borough.
- **Be a credible and accessible information source for residents and businesses.** The issues the Borough deals with can be complicated and residents have busy lives, so providing accessible and accurate information is both the obligation of local government and essential to an informed and engaged public.
- **Provide ample opportunity to engage.** Municipal government follows the law and serves the public. The best policy is made through robust engagement so that the residents' desires and needs are understood.