

Rowlett

On the Water. On the Move.

A Monthly Message From Mayor Todd Gottel - November, 2016

Communication is Key!

We live in a communication age. And as in every successful relationship, meaningful communication with you, the members of this community, is extraordinarily important! Communication is recognized as a crucial element in the management of any institution, whether it is a multi-national corporation, a small non-governmental organization or your local city government. In that vein, a key strategy over the past few years is to provide timely, accurate, and relevant information that allows and encourages Rowlett citizens to contribute to our community. By now, I'm sure everyone knows how enthusiastic I am about ALL of us getting involved! Participation is especially effective at the local government level, as decision-making processes here are relatively close to citizens, and the implications of the adopted decisions are quickly felt. This is OUR community and through our level of involvement, we make a conscious choice every day as to just what kind of community it is.

For participation to happen at all, it is important for citizens to have access to relevant information on the work of local government, as well as overall activities within the local community. However, we do realize that Rowlett is made up of diverse groups that have diverse interests and obtain information in different ways. Busy schedules mean that we all appreciate convenient, comfortable, and quick ways to stay informed about City services and community issues, and boy, does your city deliver. With a staff of just two, Rowlett offers a cable access TV channel (RTN16), full-service website, six Facebook pages, Twitter, a YouTube channel, an in-depth monthly newsletter, streaming, Notify Me email and SMS text notification services, the list goes on, makes me tired just thinking about it.

Folks, I really hope you'll take the time to check out all of the information readily available, in whatever format works for you, about what's happening here in your hometown. With so much new development underway and more set to begin soon, this is truly an exciting time to live in Rowlett and we have quite a story to share. I encourage you to tune in so you don't miss a thing!



Mayor Todd Gottel



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Congratulations to Homer B. Johnson, retiring after 68 years of service to GISD!



Rowlett Television Network, Cable Channel 16 RTN16

Did you know that the City of Rowlett has its own Government Access cable channel? On it, watch live City Council Work Sessions and Meetings, Planning and Zoning Commission Meetings and...

Anchor Show on RTN16 *Rowlett On the Water, On the Move*

A fast-paced monthly news and information program hosted by City Manager Brian Funderburk and I. Similar to your favorite nightly newscast, we share updates on new retail, restaurant and home development, City services, special events, community interest items and all of the fun activities offered by your Parks and Recreation Department and Rowlett Library. The show airs on RTN16, and is also accessible on the City's YouTube channel and via streaming on Rowlett.com.



Streaming via *Rowlett.com*

Don't have cable TV? No problem! Access RTN16 from the homepage of Rowlett.com and watch live City Council Work Sessions and Meetings, Planning and Zoning Commission Meetings, *Rowlett On the Water, On the Move* on your laptop or tablet from the comfort of your own couch!

City Council Meetings – first and third Tuesdays of each month
Planning and Zoning Commission Meetings – second and fourth Tuesdays



The RTN16 studio recently underwent a complete makeover.



On a shoestring budget, Creative Services Producer Drew Rist not only designed the new look, he did all of the construction himself.



Drew is a shining example of how City of Rowlett employees strive to provide citizens great value for their tax dollars!



City Website *Rowlett.com*

Incredibly robust and comprehensive website, chock full of information and conveniences.

- *Review City Council agendas and packets,*
- *get the latest news,*
- *find out about street closures or repair projects,*
- *see what job openings are available,*
- *check out the latest CIP update,*
- *pay your water bill or court fine,*
- *see the latest restaurant health scores,*
- *read the City's budget or view our checkbook,*
- *see Library and Parks and Recreation programming...*

...it just goes on and on. Seriously, folks, I encourage you to use this website, it will truly make your life easier!

Social Media

The City and I both have extremely informative and interactive Facebook pages. Please “Like” them so that YOU can stay up to date! For example, in the hours/days/weeks after the tornado, our social media pages were a main source of information. We communicated street closures, power outage updates, relief center information, debris collection updates and so much more.

In an effort to really tell our story, five Rowlett departments also have their OWN Facebook pages: For example...

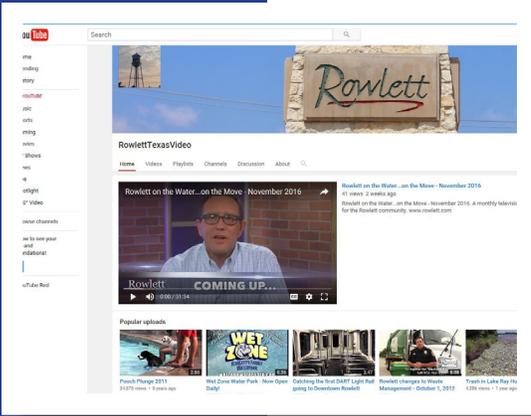
- *Rowlett Police Department posts crime prevention tips, time sensitive information such as Amber alerts and uses the page to seek information on wanted criminals in the area.*
- *Parks and Recreation Department reminds the community of upcoming special events, fun activities and classes to register for.*
- *Public Works posts construction Updates and road closings in an effort to ease daily traffic frustrations.*
- *Find all of the interesting and interactive classes and programs for all ages on the Library’s page!*



**Rowlett
is
Social!**

*“Like”
our Facebook
pages to get
more news and
information...
keep up with
EVERYTHING
going on in your
hometown!*





YouTube - RowlettTexasVideo

Also accessible from the homepage of Rowlett.com, another effective social media tool in the City's communication toolbox is YouTube. Not only can you watch the monthly *Rowlett On the Water, On the Move* news show there, but the City produces regular videos that promote events or inform about a variety of topics and affect citizens in their daily lives as well. Examples include:

- *How to Read Your Water Meter*
- *Kids Kingdom – Now Open!*
- *Citizens Police Academy*
- *What is a Pavement Condition Index?*



Monthly E-Newsletter Rowlett on the Move

If you don't already subscribe to this magazine-style newsletter, you need to. We go in-depth on important developments or strategies, highlight people and stories of community interest, share photos of the events and activities happening in Rowlett, provide Parks and Recreation and Library programming, give you a heads-up on events coming our way, feature stories of the animals at the Rowlett Animal Shelter, give you monthly Code Enforcement tips and so much more. [Subscribe HERE!](#)

The extent to which citizens are informed becomes an important motivational factor and a prerequisite for their participation in the political life of their local community!

Citizen Notification Service Connect Rowlett

Rowlett also offers the Connect Rowlett service, managed by the Rowlett Police Department. Get alerted about emergencies and other important community news when you sign up. You will be provided critical information quickly in a variety of situations, such as severe weather, unexpected

road closures, missing persons and evacuations of buildings or neighborhoods. Receive time-sensitive messages wherever you specify, such as your home, mobile or business phones, email address, text messages and more. You pick where, you pick how!

[Sign Up Here!](#)

City Council Meetings
 First and third Tuesdays of each month
 Three Different Ways to Watch!
 Join us at City Hall
 View meetings live on RTN16 or
 Streaming Video on Rowlett.com.