



Westlake
indows
TGIF
Transparent Government In Focus

The Town of Westlake has implemented its multi-faceted
“Westlake Windows: TGIF!”

(Transparent Government in Focus) program.

A multi-dimensional communications program, this initiative includes: a quarterly Town newsletter, conducting citizen surveys, regularly using “email blasts” and “voice shots”, continuously updating the Town’s web site, holding neighborhood meetings, placing agenda packets on-line, and using web based videos on “*Westlake e-Tube*”, all to better engage, communicate, and create more dialogue with Town citizens.

The Westlake Wire

... your connection to the Town

This newsletter, published quarterly, was begun in August, 2008 to give Westlake residents comprehensive current information about all of the various facets of their Town government and the services it provides. The *Westlake Wire* has been mailed to all residents. However, as a part of the Town's green initiatives, it is being converted to an electronic only format to be emailed to all Town residents and placed on the Town's website. Response to this newsletter, both in terms of its content and graphics, has been overwhelmingly positive. (For the latest Edition of *The Westlake Wire* visit [Living in Westlake](#) from the Town's Website)

DirectionFinder Citizen Survey

In March and April of this year, the Town retained ETC Institute to conduct its first *DirectionsFinders* resident citizen survey to gauge residents' overall satisfaction with Town services, as well as their rating of Westlake as a place to live and work. This survey has questions in it to assist the Town in determining what communications mode Westlake residents best like to receive information. Click [here](#) to review the results of the 2009 survey.

“Email Blasts” and “Voice (telephone) Shots”

A key advantage of being a small community population-wise is it affords the Town the opportunity to use technology to communicate directly with residents on a real time basis to give them the most current information available. The Town routinely uses “email blasts” to advise residents of public meetings, community events, Council agendas, zoning hearings, or the latest update on the Town's web site. These “email blasts” are sent to every resident or business owner who maintains their email address with the Town and often have a link to the Town's web site where they can get more information on a particular topic. Residents have responded very readily to signing up to receive “email blasts” and keeping their email addresses current with the Town. “Voice shots”, while generally reserved for high profile events or projects, are also sent to Town residents regularly using a phone bank maintained by the Town. Contact the [Town](#) to make sure we have your correct phone number and e-mail address to receive Town notifications.

Website

The Town constantly updates its website to keep it current and then includes links to the website on its email blasts to direct residents to the website to obtain additional, more detailed information about a wide variety of topics including major Town projects, initiatives, ordinances, and events. The Town has even created a page for its website devoted to the Westlake Windows: TGIF! initiative.

Neighborhood Meetings

In the fall of 2007, the Town began holding neighborhood meetings in each of its neighborhoods as well as with its business community. These meetings involve finding a host family in a neighborhood to agree to hold the meeting at their house. If you are interested in hosting an upcoming meeting, contact the Town Manager's office at 817-430-0941 or email [Ginger Awtry](mailto:Ginger.Awtry).

On-line Agenda Packets

All Town Council, Planning & Zoning Commission, and Board of Trustee agendas and agenda packets are placed on the Town's web site for public review and access. Now Westlake citizens can get all the same information that local elected officials receive on which to make decisions related to governing Westlake. Prior to this, only meeting agendas, but not the support materials, were available on the Town's web site. To view Town Council agenda packets, click [here](#), Board of Trustees, click [here](#), Planning and Zoning Commission, click [here](#).

Westlake e-Tube

While Westlake is not large enough to have its own municipal cable TV channel to use for public information purposes, to overcome that hurdle, the Town recently began *Westlake e-Tube* using web based videos. Now residents, from the convenience of their personal computer, can access videos on a variety of Town related topics. Long term plans for Westlake e-Tube include hosting videos produced by Westlake Academy students on topics of interest to the community at-large. Click [here](#) to view the latest informational videos.