

# Keeping LANCASTER Current

AN HOURGLASS PUBLICATION

Lancaster County Growth Management Issues

March 8, 2010

FYI

**MAKING THE MOST OF SOCIAL MEDIA: 7 LESSONS FROM SUCCESSFUL CITIES** – a new [publication](#) from the [Penn Fels Institute of Government](#) is written for local governments - cities, counties, townships and their affiliates - that are beginning to experiment with social media. In this [report](#), Fels **distills the experience of cities who have done this**, both more and less effectively, into seven suggestions that cover the full cycle of adoption, **from pre-planning to self-evaluation**. Fels interviewed more than two dozen early adopters for this report, and their **experiences offer some lessons to local governments** about what sorts of tools social media offer, how to integrate them into a busy office, and how to use them creatively to be more effective.

## [Local Government Collaboration: Success Stories and Lessons Learned](#)

Tuesday, March 23, 2010 • 1:00 - 2:30 p.m. ET

Shared service arrangements bring local governments an opportunity for cost cutting and improving services. Collaboration is a way of working more effectively—especially for smaller cities and counties. In this idea-packed web conference, you'll hear how local government collaborations helped to make the participating jurisdictions stronger and better able to provide services to the community. And you'll be able to rest your fears of your community losing its identity, losing jobs, or losing control, as a result of collaborating with larger local governments. You'll hear successes and lessons learned in a variety of local government shared service agreements, to get a solid understanding of why these collaborations have been successful, great ideas that might help your community, and perhaps the impetus to take the next step in your area. [Click here for more details](#).

**HOW SMALLER CITIES AND TOWNS CAN BEGIN TO BENEFIT FROM NEW MEDIA** – ([Next American City](#)) As government increasingly embraces new media as a tool, many believe cities should take the lead role in developing and deploying new strategies for putting internet technology to use, paving the way for bigger state and federal initiatives. The reasoning behind this is seems logical: municipal and county governments are less complex and more flexible than states or the federal government, and therefore able to experiment more with new technologies. Why aren't more communities jumping on the open cities bandwagon? First, **many smaller cities and towns lack the financial and human resources to support these sorts of endeavors**. In cases where the resources and political will exists, the data sets that smaller municipal governments have to play with aren't as rich as those found in major cities – making the development of custom applications less useful. That said **there are examples of smaller cities that are using new media to improve operations in city hall**. [To read the full article](#).

## UPCOMING EVENTS

**Thursday, March 18, 2010**  
**Susquehanna Greenway Symposium** – Keynote Speaker – Dan Shilling, Author of: Civic Tourism – The Poetry and Politics of Place. **Conserving natural and cultural treasures and the authentic sense of place of our Susquehanna Greenway River Towns is critical to creating more livable communities -- places where people want to live, work, play and visit.** Susquehanna Greenway Partnership's March 18 symposium will explore the new "Treasured Landscapes" initiative and Civic Tourism as mechanisms to conserve and improve upon our natural and cultural assets for a more sustainable and desirable future. For more information <http://www.susquehannagreenway.org>.

**Friday, March 26, 2010 – 9 a.m. - Noon - 2010 YorkCounts Annual Summit - "One Person Can Make a Difference. Imagine Many"**  
Pullo Family Performing Arts Center, Penn State York - Volunteers will be honored who have made YorkCounts' work possible over this past year. A progress review of several major initiatives - including the Stay in School Report. Hear the inspiring story of Lynn Cummings, who led the charge to embrace change and make her hometown of Pennsauken, N.J., a better place to live. Her work was the focus of a documentary called "[The New Neighbors](#)," and her message is simple: One person, joining together with others, can make a difference. **Open to all, but reservations are required.** RSVP to (717) 650-1450 or via e-mail to [summit@yorkcounts.org](mailto:summit@yorkcounts.org) by Friday, March 19.

Enabling Informed Growth Management  
Decision Making for Lancaster County

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