



**TESTIMONY**  
of the  
**CONNECTICUT CONFERENCE OF MUNICIPALITIES**  
to the  
**GOVERNMENT ADMINISTRATION & ELECTIONS COMMITTEE**  
March 11, 2011

CCM is Connecticut's statewide association of towns and cities and the voice of local government - your partners in governing Connecticut. Our members represent about 90% of Connecticut's population. We appreciate this opportunity to provide testimony to you on issues of concern to towns and cities.

**CCM supports Proposed SB 392 "An Act Concerning Election Notices Placed Jointly by Towns".**

This bill would allow municipalities to coordinate posting a notice of statewide election or primary in local newspapers and jointly share in the cost, thus reducing the overall expense.

As this committee considers proposal such as this, which would allow for greater efficiencies and help to reduce costs, **CCM urges you to also advance legislation that would provide a significant savings to local governments and allow costly legal notices to be published on local websites rather than in newspapers.**

*At the very least*, state law should be amended to allow municipalities the ability to publish notice of the availability of particular documents on their website, instead of having to publish entire documents in newspapers.

Newspaper Notices & the 21<sup>st</sup> Century

Town and City Halls are the central hub of any community in Connecticut. They are the clearinghouse of information and activities for all things local -- from schedules of concerts on the green, to town meetings, to lost and found items. Residents of all ages rely on their most accountable level of government, their hometown, to keep them informed.

In the 21st century, the quickest, most transparent and cost-effective way to get local information to the most amounts of residents is via the Internet. It is no secret that the Internet is where people shop, communicate, do their banking, and share general information. Municipal websites have become a critical lifeline that link living rooms to their town and city halls instantly. Just like the rise of local cable access stations, the Internet and municipal websites have allowed local governmental activities to emerge even further into the public spotlight. Despite these obvious advances, in 2011, Connecticut's

hometowns are mandated to legally post their notices in the back pages of printed newspapers with dwindling circulations.

This state mandate hampers local governments' visibility, protects the status quo, and serves as the state's version of a life-preserver for financially failing newspapers, all at local taxpayers' expense. It is estimated that this 20th century law costs small towns several thousands of dollars annually, while the costs to larger cities can be as much as hundreds of thousands of dollars per year.

Times have changed, technology has changed, and so to have the habits and practices of our population. It is widely recognized and accepted that Connecticut residents use their municipal websites as the primary source of information about their hometowns -- whether while at their local library, at home, or at work.

State law continues to permit outdated mandates as residents demand more efficient government. Municipal websites are a one-stop shop for local schedules, initiatives, programs and services. Allowing towns to legally post online such notices as planning commissions' decisions, zoning commissions' regulations, and notifications of times and places for voter registrations would not only save municipalities money -- it would be common sense and a logical improvement to local government operations.

**CCM urge the Committee to remember:**

- *The Internet is accessible to everyone.* All local libraries are equipped with computers at no cost to the users. Newspapers must be purchased to be read.
- *Internet sites can be accessed from anywhere in the world at any time.* Newspapers must be purchased in the region they serve.
- If a municipality already has a fully functional website with the capability of meeting the requirements of PA 08-03 of the June Special Session, then *placing such ads can be done at minimal costs – whereas placing these ads in newspapers costs in excess of \$2 million statewide every year.*
- *Public notices placed on Internet sites can remain there indefinitely*, making the information available for a greater amount of time. Notices placed in newspapers are only there for the allotted time paid for.

CCM urges you to pioneer a new era of government transparency by allowing communities to post their goings-on legally, on their websites, for the entire world to see, comment and act upon.

Local property tax dollars are not the remedy for what ails newspaper companies in Connecticut. This state mandate has out-lived its purpose and should be amended to conform to the realities of today's world.

CCM urges the committee to **support** this bill and **favorably report** it.

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If you have any questions, please contact Kachina Walsh-Weaver, Senior Legislative Associate of CCM via email [kweaver@ccm-ct.org](mailto:kweaver@ccm-ct.org) or via phone (203) 710-9525.