



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: Tuesday, April 7, 2026.** Please include this submission form as the first page of your electronic entry. Contact [Gage Harter](#) with any questions.

PROGRAM INFORMATION

County: Albemarle County

Program Title: Monday Minute

Program Category: Communications & Community Outreach

CONTACT INFORMATION

Name: Abbey Stumpf

Title: Director of Communications and Public Engagement

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Ann Wall

Title: Deputy County Executive

Signature: *Ann Wall*

Monday Minute – Albemarle County, VA

Executive Summary

In 2025, Albemarle County launched the Monday Minute, a weekly short-form video series delivering concise updates on County initiatives, services, and priorities directly to residents. The program addresses a growing challenge facing local governments: reaching constituents in an increasingly crowded information landscape where attention spans are short and competing content is abundant.

Produced entirely in-house using existing staff and resources, the series applies modern digital storytelling techniques to engage residents across Facebook, Instagram, LinkedIn, and YouTube with a consistent, accessible voice. Since launch, the Monday Minute has generated 58,102 views on Facebook, Instagram, and LinkedIn, and 3,523 views on YouTube. Beyond the numbers, the series has strengthened trust between the County and its residents, and offers a replicable, low-cost model for other localities looking to modernize their public communications.

Narrative Submission

Identifying the Challenge

Albemarle County faces a critical communications challenge shared by localities across the Commonwealth and Country: ensuring residents receive timely, relevant information about local government initiatives in an increasingly crowded communications landscape.

The way people receive information is getting more and more crowded every day. Some examples to illustrate just how much local government must compete with to capture the attention of community members:

- 5 million Facebook ads are uploaded everyday
- Studies show that click-bait and rage-bait garner higher engagement rates
- The average person receives over 140 push notifications per day
- There are 360 hours of content uploaded to YouTube every minute

Competing priorities (family, friends, work, hobbies), combined with an explosion of user-generated content, means there is simply more to wade through than ever before.

Algorithms surface what people are already interested in, making them difficult for local government to break through. Attention spans are shrinking, and civic engagement is declining nationwide, driven in part by people not knowing how to engage with their local governments or feeling too busy to try. Gone are the days when a local government agency, police department, or fire department could simply speak and expect everyone to pause and listen. Today, these vital services must actively cut through a constant stream of content to reach their constituents.

Traditional public information methods struggle to compete in this environment. Surveys also show that younger generations are more likely to trust individual influencers than institutions, adding another layer of complexity to the challenge.

The Solution

In 2025, Albemarle County's communications approach was guided by three key principles:

1. Humanize Local Government
2. Highlight Purpose Driven Work
3. Use Clear, Concise, and Easy-to-Understand Language

These principles inform communications and engagement efforts across the organization.

A new series that embodies all three is the *Monday Minute*, a weekly short-form video series designed to provide quick updates directly to residents in just one minute. The series uses social media-focused video techniques to meet audiences where they already are online, highlighting County services and initiatives with a consistent, accessible voice.

Videos are posted every Monday on channels with a high volume of short-form videos (Instagram Reels and YouTube Shorts for example) and focus on notable events and need-to-know information for the upcoming week. Because there's always more to say than one minute allows, a supplemental webpage was developed to provide more details and links to resources.

Key elements of the series include:

- In-house content planning, scripting, filming, and editing led by the two communications staff members
- Department collaboration for subject matter expertise to ensure accuracy and relevance
- Streamlined weekly production to ensure consistent delivery
- Multi-platform distribution across Facebook, Instagram, LinkedIn, and YouTube

Partnering and Collaboration

The success of the Monday Minute depends on strong internal collaboration. Departments contribute ideas and expertise while the communications team manages production and distribution. This cross-departmental approach ensures the series reflects the full range of County priorities and can be sustained over time. Monday Minute topics never stand alone; they complement a broader mix of communications channels, including the Albemarle County News e-newsletter, press releases, social media posts, and the County website. The series is one more way to quickly capture someone's attention on a subject.

Program Implementation

The series launched in April 2025 using existing staff and resources, with no additional budget required. A templated, plug-and-play structure enables rapid turnaround and consistent weekly delivery: a standardized video format and recording process allows footage to be dropped into the editing program with minimal adjustments, keeping the workflow fast and repeatable. The result is a sustainable, long-term communications tool that efficiently reaches residents while minimizing staff burden.

Program Results and Adjustments

Since launch, the Monday Minute has reached thousands of residents, generating 58,102 views on Facebook, Instagram, and LinkedIn, and 3,523 views on YouTube. The series has strengthened community engagement, improved transparency, and demonstrated a replicable model that other localities can adopt to modernize public information delivery.

After six months of consistent posting, the team conducted a full review of content performance across all platforms to better understand what resonates with audiences.

Using those insights, they made deliberate adjustments to posting times, equipment, and video formats, testing different approaches and using the results to refine strategy and improve engagement over time.

One unexpected outcome was the real-world engagement the series inspired. County staff and Board of Supervisors members regularly reference Monday Minute in conversation, often remarking, "Maybe we'll see this on the next Monday Minute!" Community members have approached staff to share that they watch it regularly, and many have come to recognize Abbey through the series.

The communications team continues to monitor analytics and use each week's post as an opportunity to test new ideas. Adjustments like teasing topics in the video intro, experimenting with and without a handheld microphone, and varying filming locations have all come from this ongoing, data-informed approach.

The Monday Minute is proof that effective public communications does not require a big budget or a large team and a team of any size can modernize their communications with the resources they already have. It requires creativity, consistency, and a willingness to meet people where they are. As the information landscape continues to evolve, Albemarle County and other localities must continue to find ways to keep residents informed, engaged, and connected to the work being done in their community.

See Monday Minute in Action

- [On LinkedIn](#)
- [On YouTube](#)
- [On Facebook](#)
- [On Instagram](#)
- More details for the topics covered and an archive of previous weeks [can be found here](#).

County of Albemarle
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Welcome to Monday Minute with Albemarle County. Stay informed with a quick 60-second overview of key updates and events happening across Albemarle County this week. Fro... See more

Albemarle COUNTY
Monday Minute
3-16-2026

This week

See insights and ads [Boost reel](#)

8 [Like](#) [Comment](#) [Share](#) 2 shares 1.2K views

Comment as County of Albemarle

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Albemarle COUNTY
Monday Minute
2-2-2026

winter dance.

See insights and ads [Boost reel](#)

3 [Like](#) [Comment](#) [Share](#) 1 comment 2 shares 959 views

Mary McIntyre
Your coat is beautiful! Thanks for doing these.

8w [Like](#) [Reply](#) [Hide](#)

ALBEMARLE BIKING MONTH

Cro Elementary on May 15th to test out some ebikes.

Join us at two fun-filled community events packed with e-bike test rides, safety tips, and exciting updates on County projects.

FREE BRIDGE PROMENADE
12-2 pm
Saturday, May 10
1445 Darden Towe Park Road
Charlottesville, VA 22911
Head over to Rivanna RiverFest after the ride!

CROZET ELEMENTARY SCHOOL
5-7 pm
Thursday, May 15
1407 Crozet Avenue
Crozet, VA 22932
In partnership with the Three Notched Trail Community Kickoff

Albemarle COUNTY
Monday Minute
5-12-2025

some e-bikes.

feedback on how this year's budget invests in county services. And finally,

0:10

Albemarle COUNTY
Monday Minute
4-21-2025

you may likely