Agenda
Lower Salford Township
Communication Committee
June 21, 2023
7:30 p.m.

1. Call to order

2. Call to approve minutes from the May 2023 meeting - Chairperson

3. Call for public discussion and visitor comments - Chairperson

4. Old Business
   a. Business introduction letter
      i. Confirm distribution
   b. Text Alert and Help Desk services
      i. Review Board of Supervisors feedback and guidance
      ii. Brainstorm next steps
5. New Business
   a. See attached backlog list of potential topics

6. Closing

	Title	Description
1	Facility Manager follow-up letter	Follow-up email to facility managers
2	Resident welcome letter	Township welcome letter/flyer/packet idea with BoS
3	Renter quick reference guide	Top 10 list of Township contacts and services for renters
4	Dynamic QR codes	Dynamic QR codes for different township communication channels to track usage
5	Resident welcome letter	Welcome Letter – informational letter/reference tool
6	Resident welcome packet	Welcome Packet
7	Large trail map	Large trail map to share with facilities
8	Communications poster/flyer	Poster/Flyer
9	Process for requesting maps and information	Process for Residential facilities to request more trail maps or information
10	Process for sending information to new residents and facilities	Process for getting new information to new residents and facilities (Kevin might be able to own the responsibility for distributing)
11	Subject matter expert speaker list	Speaker list from township staff or committee members to attend their resident meetings – one or two SME for each committee or topic
12	Communications Committee brainstorming session	Host a communications/special brainstorm meeting – for residents to participate in an open discussion with the communications committee
13	Communications Committee promotions	Promote the communications meetings as an opportunity to provide feedback
14	Residential facility special alerts	Residential Facility Special Alerts communication
15	Resident welcome video	Welcome video
16	Special session with facilities management companies	Promote Township meetings/communications meetings with Facilities management company and invite them to attend future meetings
17	Special session with the Indian Valley Chamber of Commerce	Contact the Indian Valley Chamber of Commerce to see if they have a flyer or information for resident packet
	Yearly update to the Township Quick Reference Guide	
	measure the impact of the communications committee	
	increase the number of residents on the constant contact distribution list	explore ways to increase the number of residents on the constant contact distribution list
	Resident outreach programs	increase outreach to residents within the Township

	Dynamic QR codes	For different materials printed that send users to unique URL before sending them to the website of interest. Dynamic QR codes have the potential to provide information to the committee on how people are accessing the QR codes in different marketing materials (e.g., posters vs. one-page flyers). This may help the committee understand which materials are utilized the most by residents. The committee discussed and agreed it may be difficult to implement dynamic QR codes in the current materials, but Mr. DelPizzo should continue to explore how they may be incorporated in the future.
	Resident welcome letter	access to new resident address information should the committee create a welcome letter. Mr. DelPizzo thought the post office change of address information might be helpful and would look into if this information is accessible to the committee. Committee members agreed to discuss providing a welcome letter to new residents should be discussed in future meetings.
	Text message alerts	Text message alerts
	Township informatino videos	Short videos tool to feature different township information
		publicize our meetings and committee efforts through local newspapers
	Document communication tools	Document the communication tools and channels available to the Township
	Wi-Fi access in Township Parks	If the township erects light standard in parks, can/should Wi-Fi access nodes be installed?