Agenda
Lower Salford Township
Communication Committee
August 23, 2023
7:30 p.m.

1.   Call to order

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

3.   Call for public discussion and visitor comments - Chairperson

4.   Old Business
   a. ReadyMontco Text Alert services
       i. Open questions
           1. What is the character limit for any one Municipal Notification?
           2. Is there a way to classify the type of message/alert being sent?
               a. Is classification as a Township (i.e. Municipal) notification the only option?
           3. How will residents be educated about the ReadyMonco txt alerts?
               a. Does the County have training material which can be leveraged?
       ii. Board of Supervisors (BOS) feedback/support on use
           1. Reminder alerts of the monthly Township BOS meeting
           2. Cautionary alerts regarding road issues
           3. Informational alerts about community events
   b. Resident welcome letter/packet

5.   New Business
   a. Prioritization/selection of next/future topics

6.   Closing

ID	Title	Description
24	Text message alerts	Work in progress Text message alerts
2+5+6+10	Resident welcome letter/packet and Process for sending information to new residents and facilities	Work in progress. Township welcome letter/flyer/packet idea with BOS Can new residents be identified via a service provider? What would the process be for getting the letter/packet to new residents?
1	Facility Manager follow-up letter	Follow-up email to facility managers
4	Dynamic QR codes	Dynamic QR codes for different township communication channels to track usage
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
18	Yearly update to the Township Quick Reference Guide	
19	measure the impact of the communications committee	
20	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
21	Resident outreach programs	increase outreach to residents within the Township
22	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.

25	Township information videos	Short videos tool to feature different township information
26	publicize communication efforts through local newspapers	publicize our meetings and committee efforts through local newspapers
27	Document communication tools	Document the communication tools and channels available to the Township
28	Wi-Fi access in Township Parks	If the township erects light standard in parks, can/should Wi-Fi access nodes be installed?