

**Lower Salford Township
Communication Committee**

March 15, 2023.

1. Opening
 - a. Call to order: 7:30 PM
 - b. Opened By: Mr. Shelly
 - c. Attendees:
 - i. Kevin Shelly
 - ii. Jean Campbell
 - iii. Terri Ehrhart
 - iv. John Del Pizzo
 - d. Jessica (Jess) Cassel was appointed by the BOS to fill the open position on the communications committee, but was unable to attend the meeting.

2. Approval of Minutes
 - a. Mr. Shelly called for a review of the February 15, 2023 meeting minutes
 - b. Adjustments: None
 - c. Motion to approve: Ms. Ehrhart
 - d. Second: Ms. Campbell
 - e. Votes, For: 4, Against: 0

3. Public Discussion and Visitors
 - a. Public attendees: In person: 0, Online: 0
 - b. Opened for public discussion: Chairman Shelly
 - c. Public comments: None

4. Old Business
 - a. Business introduction letter
 - i. Review and confirm recommended list of businesses
 1. Recommendation made to re-review the list of business at the April meeting
 2. Mr. Shelly provided Mr. Del Pizzo with the prior hardcopy list, with distribution suggestions made by the committee las Fall
 3. **Mr. Shelly – provide a new list of businesses in electronic format**
 4. **Mr. Del Pizzo - will cross reference a new version of the business list with the prior list distribution suggestions made by committee members.**
 5. **Mr. Shelly - will confirm BOS approval to distribute the Business Introduction Letter to the committee’s final recommended distribution list after the April meeting.**
 - b. Resident Request Portal
 - i. Review access trend
 1. Portal request counts from March 2022 to March 2023
 2. Roadway Requests: 50
 3. Park Requests: 39
 4. Code Violations: 22
 5. Police Requests: 7
 6. Winter Weather Requests: 3
 7. Suggestions: 0
 - ii. **Ms. Hosterman – took the action to ask request owners to review and close historical requests**

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- iii. The portal request process will be enhanced to automatically issue request reminders to the request owner if the item is not closed after one-week.

- c. Communications Survey
 - i. Review final results
 - 1. 331 responses
 - 2. Results documents provided
 - ii. Brainstorm key bullet points to be high-lighted with the BOS
 - 1. Communication Committee BOS summary/takeaway for each question
 - 2. *Q1 – How do you typically get information about the Township?*
 - a. The communication channel usage was as expected.
 - b. The Communication Committee recommends a Township communication objective be to reduce ‘*Word of mouth, friends*’ channel and move those contact points to other communication channels via public education.

Communication Channel	Responses with reference
Email/Constant Contact Updates	63.75%
Printed Newsletter	57.40%
Township Website	52.87%
Word of mouth, friends, neighbors	26.89%
Social Media	26.28%
Calling the Township Office	6.65%

- 3. *Q2 – Select your top three (3) preferences for obtaining information about the Township*
 - a. The Communication Committee recommends continued support of the top three communication channels while investigating the addition or expanded use of other channel options based on number of responses.

Communication Channel	Responses with reference
Email/Constant Contact	77.11%
Township Website	62.05%
Printed Newsletter	52.71%
Text Alerts	28.01%
Facebook	25.60%
US Mail	13.86%
Calling the Township Office	6.02%
Township Sign	5.12%
Instagram	4.82%
Call Alerts	2.71%
Twitter	2.71%
You Tube	0.90%
Park Kiosks	0.90%

- 4. *Q3 – How can the Township improve communication with its residents?*

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- a. Many responses indicate Township communication to residents is good
- b. The Communication Committee recommends the continued review of survey comments and will provide additional communication recommendations to the BOS in future meetings

5. The Communications Committee recommends a follow-up survey in six months

d. Text Alert options

- i. Constant Contact text alert setup and activation
 1. Additional monthly charge would be required
 2. At the current Constant Contact subscription level of 563 residents, the fee would be \$20/month (500-1000 subscriptions)

- ii. Additional information from other townships

1. North Sewickley Township – TextMyGov
 - a. <https://www.northsewickleytownship.com/copy-of-current-upcoming-events>
 - b. Mr. Shelly had contact with North Sewickley Township
 - c. North Sewickley Township provided a very positive review of TextMyGov
 - d. Text chat and help desk type functions are available in addition to text alerts

2. North Strabane Township – NotifyMe

- a. <https://www.northstrabanetwp.com/list.aspx>

- iii. Text alerts vs. Help Desk functions

1. **Committee – Assess what do the survey results indicate residents want/need regarding text alerts and automated help**
2. **Mr. Shelly – approach the BOS to assess the Township’s interest in Text Alerts and/or Automated (AI) help desk functions**
3. **Committee – Continue to investigate what Alert/Help functionality is available at what price points**

5. New Business

- a. None

6. Closing

- a. Motion to adjourn: Ms. Ehrhart
- b. Second: Mr. Del Pizzo
- c. Discussion:
 - i. Next meeting Wednesday April 19, 2023, at 7:30 PM
- d. Votes, For: 4, Against: 0
- e. Adjourned: 8:45 PM