

**Lower Salford Township  
Communications Committee Minutes  
September 15, 2021**

The Lower Salford Township Communications Committee was called to order at 7:30 p.m. in person by Chairman Kevin Shelly. In attendance were committee members Kevin Shelly, Jean Campbell, Terri Ehrhart, Heather Entenmann, and alternate member John DelPizzo. Janet Flisak joined the committee meeting over Zoom. Holly Hosterman, liaison to the township, was also present.

Mr. Shelly called for a review of the August 18, 2021 meeting minutes. No changes were requested. Chairman Shelly requested a motion to accept the August 18, 2021 minutes. Ms. Ehrhart motioned, and Ms. Campbell seconded. August 18, 2021 minutes were unanimously approved.

Public Discussion: There were no residents in attendance at the meeting.

Under New Business: Chairman Shelly requested the committee members think through the best approach for reaching out to retail businesses with our township letter and share township communications. Additionally, committee members should think through ways to communicate the new citizen reporting website.

Under Old Business:

Traisr Resident Request Portal Follow-up

The citizen reporting website is ready to test and go live soon. Ms. Hosterman asked the committee about naming the request portal either “Citizen Reporter” or “Resident Request” portal. Committee members preferred the name “Resident Request” portal.

Ms. Hosterman read a draft communication that will be published in the November Township Newsletter and sent to residents on the constant contact list. The committee members all agreed the draft communication relayed important information about the new Resident Request portal.

Ms. Hosterman shared she will be completing an internal pilot/test of the Resident Request portal with the different departments to ensure requests are being routed correctly. Ms. Hosterman also shared the new system has strong analytical capabilities to help the Township.

While discussing ways to increase communication about the new resident request portal, the committee discussed using the current constant contact list as a baseline for the number of residents receiving township news. The committee is going to talk about how to improve the number of residents on the constant contact list over time.

Under Old Business:

Letter to Residential Facilities

Chairman Shelly shared the Board of Supervisors approved the committee's Residential Facilities letter at the last meeting.

Chairman Shelly reviewed a list of all the residential facilities in the Township with the committee and discussed preference for personally dropping off the letters as the first outreach opportunity or email. Chairman Shelly felt a personal approach would be helpful with those residential facilities that are managed by property management firms.

The committee seemed to like the personal approach and thought it would increase success. Ms. Hosterman mentioned that it would be good to be able to share our newsletter with the facilities managers and requested to see if the managers would be willing to share the newsletter via email to their residents. Another possibility is to identify who they should mail copies of the newsletters, instead of all residents. Ms. Hosterman mentioned this could help the Township save on postage.

Mr. Shelly mentioned that the next opportunity is to discuss places of businesses that would be good to connect with and identify ways to share Township communications. Mr. DelPizzo mentioned that our approach with businesses should be different than the residential facilities – Mr. Shelly agreed.

Ms. Hosterman also mentioned another idea for sharing Township news. There are four kiosks in different parks and the committee could think of new things we could post in the kiosks. The committee could work directly with the staff member who manages the kiosks. Mr. Shelly mentioned we might be able use QR codes as a method for sharing Township information. Ms. Entenmann thought this would be a great way to promote the Resident Request portal website and Ms. Ehrhart mentioned you could use this to inform residents of how to sign up for constant contact. The committee agreed to discuss this idea a bit more at future meetings.

Ms. Flisak raised with the committee how the analytical metrics from the Resident Request portal will help understand how the new system is being utilized by residents. Ms. Flisak asked the committee to clarify the cost of the new Resident Request portal. Chairman Shelly and Ms. Hosterman both confirmed there was a one-time upfront fee and there will be no additional maintenance costs, as they will be included with the existing Traisr system the Township uses.

The next meeting of the Communications Committee will be Wednesday, October 20<sup>th</sup> at 7:30 p.m. in person with the option for the public to view the meeting via Zoom.

There being no further business, Chairman Shelly requested a motion to adjourn the meeting at 8:12 p.m. Jean Campbell made a motion and Terri Ehrhart seconded the motion. Meeting adjourned.

Respectfully submitted,

Heather Entenmann  
Secretary, Communications Committee