Lower Salford Township
Communication Committee Meeting Minutes
September 20, 2023

1.   Opening
   a. Call to order: 7:30 PM
   b. Opened By: Mr. Shelly
   c. Attendees:
        i.   Jean Cambell
        ii.   Jessica Cassel
        iii. John Del Pizzo
        iv.   Kevin Shelly
        v.   Holly Hosterman, liaison to the Township

2.   Approval of Minutes
   a. Mr. Shelly called for a review of the August 2023 meeting minutes
   b. Adjustments: None
   c. Motion to approve: Ms. Campbell
   d. Second: Ms. Cassel
   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. Text message alerts – Mr. Shelly
        i.   The Township Board of Supervisors (BOS) accepted the Communication
              Committee recommendation on using the ReadyMontco text alert service.
              Recommendation language included below.
        ii.   Use of ReadyMontco text alerts for Township BOS meeting reminders was made
              policy
        iii. Topic closed
        iv.   **Future topic: How to inform residents to register in ReadyMontco for 'Lower
              Salford Township' and 'Municipal Notifications'**

   b. Resident welcome letter/packet – Mr. Shelly
        i.   The BOS expressed support for this type of program
        ii.   Mr. Del Pizzo reported on a otential vendor for New Mover data
              1. www.leadsplease.com
              2. New Mover Mailing Lists start at $62.50 for 250 Leads.

# RECORDS	PER RECORD	TOTAL
250	25c	$ 62.50
1000	20c	$ 200.00

        i.   **Committee – Draft a letter and the recommended packet contents**
        ii.   **Committee - Consider purchasing a 'test' query to review the list produced**
        iii. **Committee – Continue research and draft a BOS recommendation**

    c. Special session with facility management companies – Mr. Shelly
        i. The BOS expressed support for special off-site Committee meetings
        ii. Committee – Continue brainstorming site options, dates, and site request information
            1. How to communicate the special session to site residents?
                a. Resident email distribution
                b. Resident bulletin boards
            2. How to communicate the special session to residents outside the facility?
            3. Which sites would allow general residents to attend?
            4. What would the session topics be?
                a. Part of the QRG review?
                b. Q&A session?

    d. Yearly update to the Township Quick Reference Guide (QRG) - Committee
        i. Schedule defined for the QRG review and update
            1. November – Review the current QRG
            2. December – Discuss and confirm updates to be made
            3. January – Publish the updated QRG

    e. Document Township communication tools and channels - Committee
        i. Channels, Tools and Lead Times were brainstormed
        ii. Mr. Del Pizzo took the action to draft the data into a communication channel summary document.
        iii. Additional attributes will be discussed and added in future Committee meetings

5. New Business
    a. None

6. Closing
    a. Next meeting date is October 18, 7:30 PM
    b. Motion to adjourn: Ms. Campbell
    c. Second: Ms. Cassel
    d. Votes, For: 4, Against: 0
    e. Adjourned: 8:30 PM

Respectfully submitted:

John Del Pizzo
Secretary, Communications Committee

Subject: Lower Salford Communication Committee recommendation on Text Alerts

To: Lower Salford Board of Supervisors

The resident Communication Survey completed in Q1 of this year shows text alerts as one of the top preferred communication channels.

- 28% of responses
- 4th highest channel after three already used

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%

Text alerts can be an additional communication channel, with different characteristics from other township communications

- Very little lead time required
- Directed to cell phones for immediate access
- Short messages with links to more detail information if needed

The Montgomery County ReadyMontco notification services offers text alert functionality.

- No additional cost
- Up to 2000 characters per message
- Text can be released <u>immediately</u>, or scheduled for future release
- Text can be released as 'emergency' or 'community' related

Based on survey input, communication via a different channel, and existence of a no-cost option for doing so, the Communication Committee recommends the ReadyMontco text alert functionality be use to notify residents of the following.

- Reminder alerts of the monthly Township Board of Supervisor meeting
  - alerts three days prior to meetings
- Cautionary alerts on road and travel related issues
  - last minute reminders of scheduled road closures
  - immediate alerts of unscheduled events
- Informational alerts on community events
  - last minute reminders of scheduled events

Thank you for considering this recommendation. The Communication Committee feels text alerts used in this way will meet the desire expressed in the survey, and provide the Township with another communication channel to its residents.

New Resident welcome letter/packet information
www.leadsplease.com

New Mover Mailing Lists start at $62.50 for 250 Leads.

# RECORDS	PER RECORD	TOTAL
250	25c	$ 62.50
1000	20c	$ 200.00

Choose to target all New Movers who moved in the past 1 year in your area, or within a certain date range:

- 7 Days
- 30 Days
- 60 Days
- 90 Days
- 120 Days
- 180 Days
- 1 Year
- or set a Custom Date Range

You can get a list of New Movers by zip code, city, county or state, or you can target people who live in a certain number of miles from a location.

Estimated new movers into 'Harleysville' = 121