



Presentation to Plymouth Township Board of Trustees

Citizens Advisory Council:

Governmental Accountability Committee

10.17.2017



Agenda

- The focus of the Government Accountability Committee
- Separating into subcommittees
- Reports by subcommittee:
 - Marketing & Communications
 - Ethics
 - Best Practices
- Conclusion

Government Accountability Committee Members



- Beth Birmingham
- Susan Bondie
- Larry Breuer
- Tim Keirnan
- Ben Kronk
- Mike LaGory
- Richard L'Heureux
- Colleen Marsh
- Bob Miller
- Joan Witte
- David Tillapaugh
- Reza Azimi

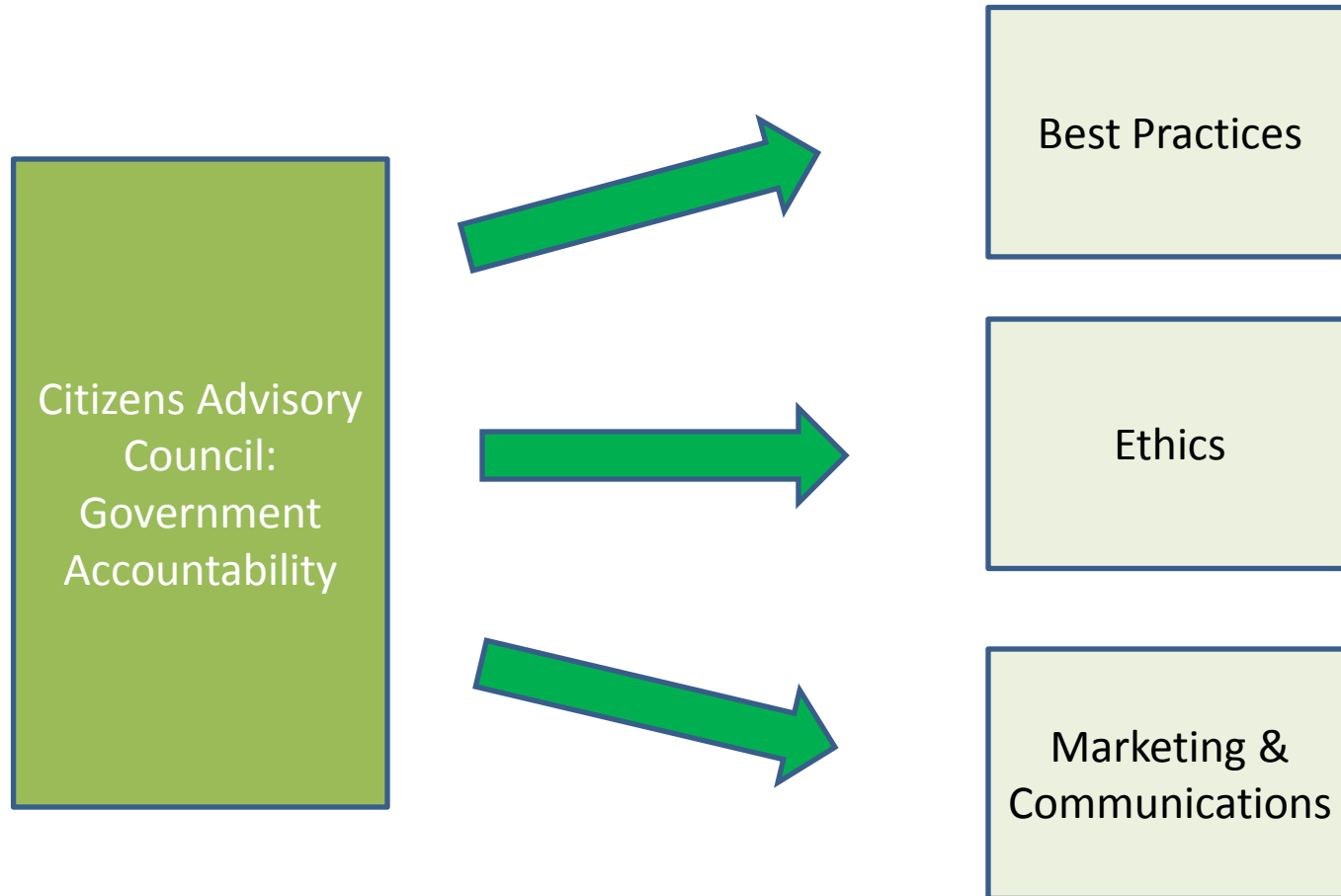


Government Accountability Committee: Potential Issues for Discussion

- Improved communication at Township Hall
- Ways to improve transparency
- Website/Social Media
- Better use of technology
- Retiree health care & pension costs
- Evening hours for township departments
- Newsletter & calendar
- Relationship with Plymouth-Canton Schools & Charter Schools
- Relationship with neighboring communities, library & county

- Relationship with State & Federal governments
- Roads & Special Assessment Districts
- Potential for a Compensation Committee
- Attracting grants
- Amending township fee structure
- Term limits
- Citizens volunteer corps
- Connect to Homeowners' Associations
- Connecting youth with government

The Government Accountability Committee decided to split into 3 distinct subcommittees





Each Sub-committee had different Project Objectives

Marketing & Communications

- Increase information transparency
- Raise awareness of processes
- Increase the usage of information assets

Ethics

- Learn the status of a Township Code of Ethics
- Determine if the Code has been enforced
- Discover if residents are aware of a Code
- Can the Code be improved?

Best Practices

- Learning how other municipal entities are executing on various processes
- Determining the potential for these processes to be replicated within Plymouth Township



COMMUNICATIONS COMMITTEE

Marketing & Communications Project Objectives



- Increase information transparency
- Raise awareness of processes
- Increase the usage of information assets



Background Research

- Survey of local municipalities regarding their communication channels
- Survey of Township residents regarding their communication preferences
- Review of Township email metrics and Google Analytics
- Review of best practices promoted by various entities and associations
- Interview with Township Supervisor Kurt Heise
- Interview with Township IT Manager Bob Janks
- Industry research



Communications Recommendations: Specifics

1. Optimize Township's communication channels

- Combine electronic subscriptions to one website page (E-Notify, enewsletter, etc.)
- Add direct links to Facebook page and YouTube
- Cross promote electronic subscriptions, social channels, etc. in mailings and at meetings
- Outsource management of website experience and its integration with Facebook
 - Includes site audit, issue correction, search optimization/improve mobile friendliness (one-time setup fee of \$2500*)
 - Visitor experience continuous improvement and maintenance (monthly monitoring \$600* includes 2 hours of development per month)

2. Increase promotion of and increased usage of assets

- Add calls to action promoting electronic subscriptions to Township staff email signature boxes (use Outlook template)
- Promote and provide laptop/tablet so meeting attendees can subscribe to updates
- Conduct 6 month trial Facebook Pay Per Click/Ad campaign targeting 48170 (\$200* per month)
- Improve Performance (see outsource recommendations)
- Follow guidelines from Google to increase page speed load and mobile experience
- Use Google analytics improve website based on user feedback

3. Reduce Costs

- Add permanent the Quality Water Report message on the water bill - post report online (-\$4,000)
- Stop printing calendar (-\$12,000)
- Allow print newsletter opt out (automate maintenance onetime cost of \$1500*)
- Print newsletter in black and white (phase out over 5 years)

3. Increase information and process transparency

- Transfer meeting videos from VIMEO to YouTube (add channel to website)
- Add new “How do I Participate in Local Government...” section
 - Apply to be on a board, commission or committee
- Create online Community Voice mechanism for key initiatives such as the proposed sale of the golf course or Township DPW building.
- Add contracts and purchasing information

4. Conduct Plymouth Township photo contest. Use images on the website, in newsletters and to decorate the Township hallways

Marketing & Communications Project

Objectives: Achieved!

- ✓ Increase information transparency
- ✓ Raise awareness of processes
- ✓ Increase the usage of information assets

Website:

- Increase information & process transparency
- Get this channel right first before pursuing others
- The website is how people connect

Mobile App:

- Expensive and impractical
- Unlikely to see much resident usage
- A new communications channel that may not be needed

Social vs. Print Media:

- Some residents will always prefer printed information
- However, most residents make heavy use of social media, often via their mobile devices



BEST PRACTICES COMMITTEE



Best Practices Project Objectives

- ❑ Learning how other municipal entities are executing on various processes
- ❑ Determining the potential for these processes to be replicated within Plymouth Township



Background Research: Best Practices

- Annual Ethical Practices Pledge/Commitment Letter
- Best Practices for Risk Reduction and Management [v2]
- MTA Township of Excellence Checklist
- Joint Powers Act [JPA]
- Professional Organizations:
 - icma.org
 - mme.org
 - migfoa.org/MGFOA
 - gfoa.org/best-practices
 - matsupervisors.com

Best Practices: Township of Excellence Opportunity, Part 1



The goals of the *Township of Excellence* program are to:

- 1** Encourage townships to achieve objective benchmarks of excellence.
- 2** Recognize and reward truly exemplary township governments, specifically where excellence is practiced in a broad array of township functions and operations.
- 3** Enable township residents to appreciate that they live in a township recognized for a high level of excellence as identified by objective benchmarks.
- 4** Continue MTA's tradition of encouraging townships to strive for higher levels of quality constituent services.
- 5** Create an identity and sense of community pride for residents.

Best Practices: Township of Excellence Opportunity, Part 2



Submit required
documents

Application reviewed
by MTA executives

More info:
michigantownships.org

60 day review period

Application
features questions
that could be used
for benchmarking/
best practices

Designation
continues for 4 years

Note: An application's supporting documentation would be released upon request



Other benchmarking / best practices frameworks exist for further review



Government Finance Officers Association

Organization's Goal: Promote excellence in state and local government financial management

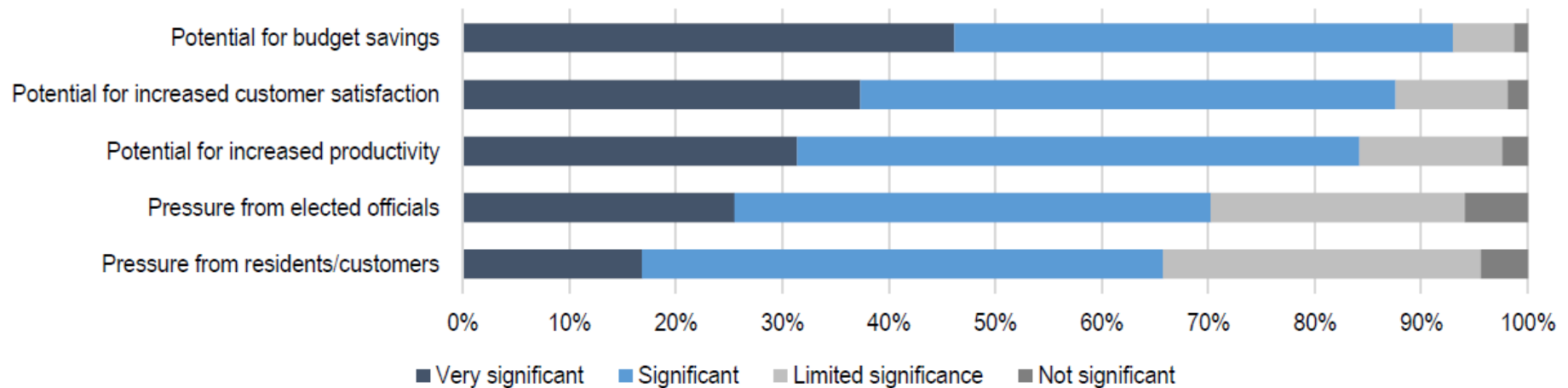
- > Financial Policies
- > Accounting & Financial Reporting
- > Budgeting & Financial Planning
- > CIP / Economic Development
- > Debt Management
- > Financial Management
- > Pension & Benefit Administration
- > Technology
- > Treasury and Investment Management

More info: gfoa.org

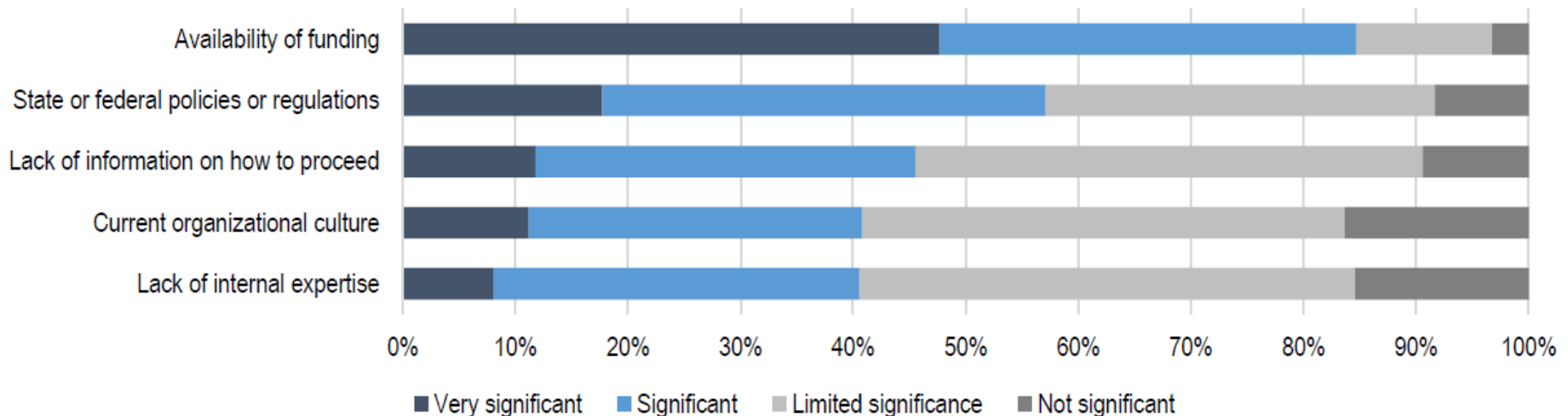
Interesting facts on governmental innovation from the ICMA, 1



Top 5 factors motivating implementation of new practices or initiatives



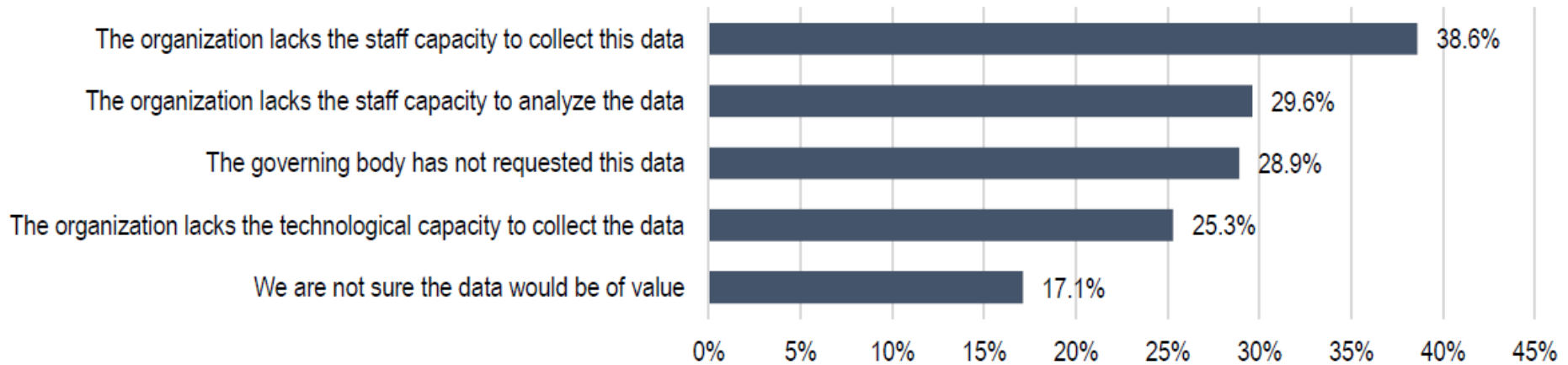
Top 5 factors hindering implementation of new practices or initiatives



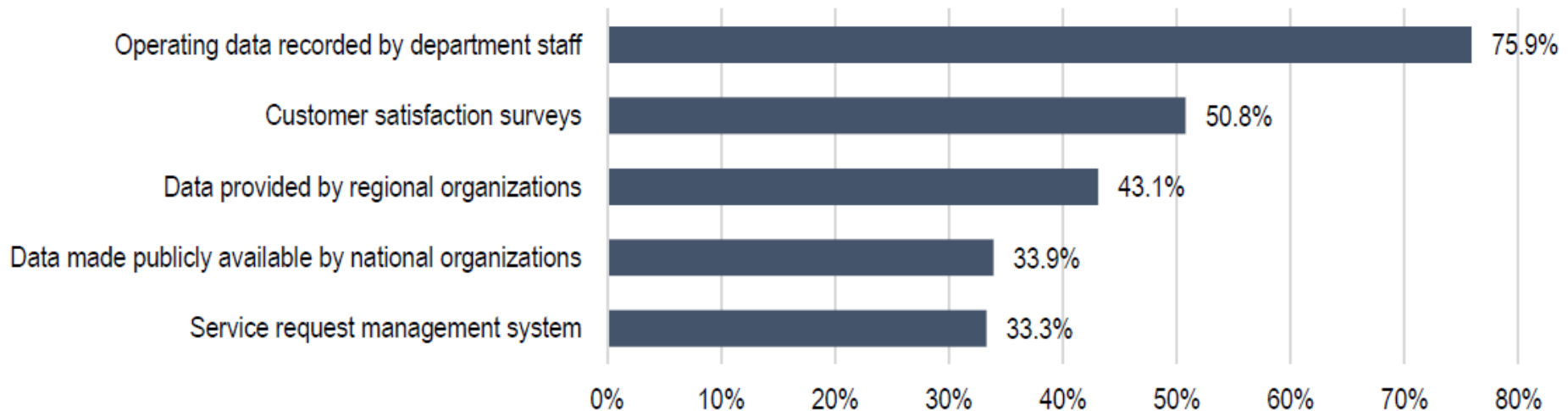
Interesting facts on governmental innovation from the ICMA, 2



Top 5 reasons for not collecting performance data

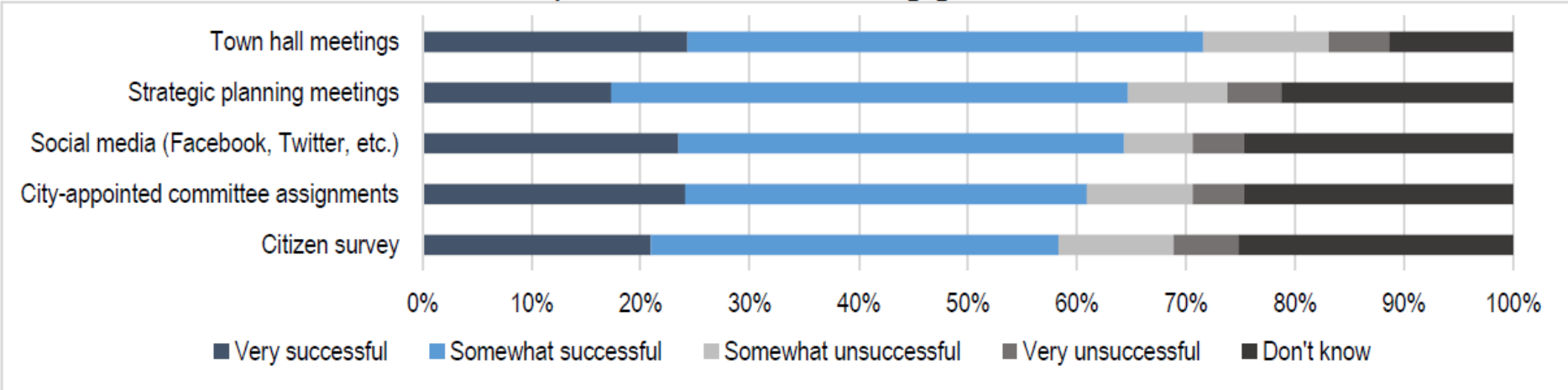


Top 5 sources of information used to collect performance data

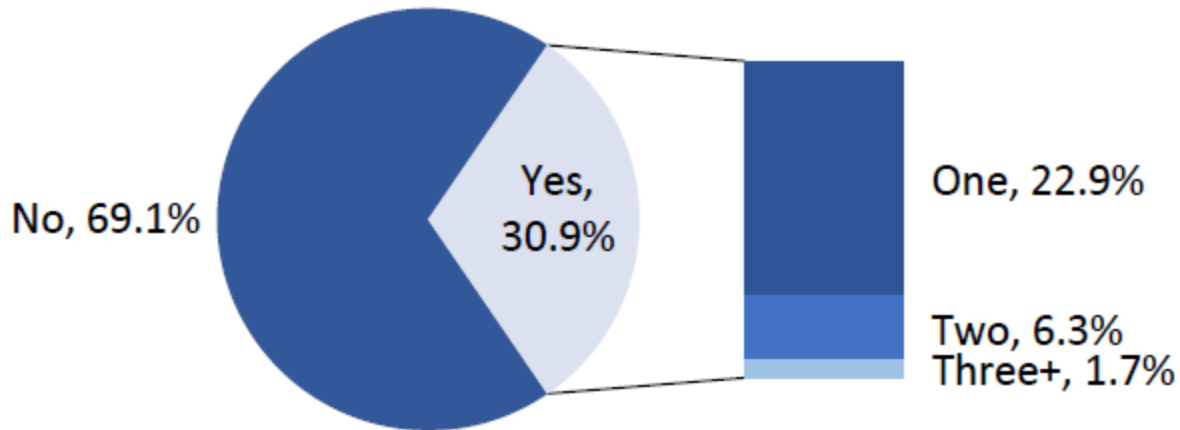


Interesting facts on governmental innovation from the ICMA, 3

Top 5 most successful citizen engagement tools



Significant changes in the organization over the last year





Best Practices Project Objectives: Achieved!

- ✓ Learning how other municipal entities are executing on various processes
- ✓ Determining the potential for these processes to be replicated within Plymouth Township

Best Practices, 1:
Numerous resources and studies exist to help Plymouth Township examine and potentially improve its current processes and procedures

Best Practices, 2:
Plymouth Township faces the many of same issues that municipalities across the USA are facing, and can leverage the experience of other municipal entities if needed



ETHICS COMMITTEE



Code of Ethics Project Objectives

- Learn the status of a Township Code of Ethics
- Determine if the Code has been enforced
- Discover if residents are aware of a Code
- Can the Code be improved?



Background Research: Ethics

- Codes of Ethics were reviewed in multiple Michigan communities:
 - Northville
 - Canton
 - Westland
 - St. Joseph
- Michigan Model Code of Ethics Ordinance was reviewed as well



Code of Ethics Commitment Letter Concept

Core Values

- 1. Integrity
- 2. Trust
- 3. Respect

Practices

- 1. Citizens
- 2. Internal Township Governance
- 3. Business Relationships

Note: Commitment Letter Draft included with Government Accountability Committee Information packet



Code of Ethics Project Objectives: Achieved!

- ✓ Learn the status of a Township Code of Ethics
- ✓ Determine if the Code has been enforced
- ✓ Discover if residents are aware of a Code
- ✓ Can the Code be improved?

Current Status:
A Code of Ethics was adopted by the Township in February 28th, 2017

Enforcement:
Forms relating to disclosure & the exact implementation are under development as of June 2017

Communication:

- Little has been done to promote the Code
- Promotion should be done

Improvements:

- Establish an independent Board for oversight
- Consider a 100% ban on gifts



Conclusion

Thank you:

- Sue Brams, for her assistance in coordinating with our group
- Supervisor Heise, for sponsoring the Citizens Advisory Council
- Government Accountability Committee members, for volunteering their time and knowledge