

Plymouth Township – 2017, Government Accountability, Communications

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Priorities, Recommendations, Key Actions

1. Optimize Township's communication channels

- Combine all electronic subscriptions to one website page (E-Notify, enewsletter, etc.)
- Add direct links to Facebook page and YouTube (Vimeo)
- Cross promote electronic subscriptions, social channels, etc. in various mailings and at meetings
- Outsource management of website experience and its integration with Facebook
 - Requires one-time fee for 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 a permanent message re. the Quality Water Report to the water bill - post report online (-\$4,000)
- Stop printing a calendar (-\$12,000)
- Allow residents to opt out of print newsletter (automate maintenance onetime cost of \$1500*)
- Print newsletter in black and white (develop a plan to phase out over 5 years)

4. Increase information and process transparency via the website

- Transfer meeting videos from VIMEO to YouTube (add channel to website)
- Add new “How do I...” sections
 - Participate in local government, explain decision-making and advisory bodies, share various ways a resident can participate,
 - How to apply to be on a board, commission or committee
- Create an 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

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

*Estimates, while accurate, are provided as guidance not as a contractual bid

Plymouth Township Initiatives – 2017, Government Accountability

5 October 2017 Meeting

Government Accountability Committee Work Planning (cont.)

Key Areas of Concentration

- Ethics Guidelines, Culture of Trust
- Communications
- Best practices, Neighbor Relations, Operations

Resources

- Surveys
 - Local municipalities
 - Plymouth Township Residents' Communication Preferences
- Review of Township's Email Metrics and Google Analytics
- Professional Organizations/Review of best practices
 - Institute for Local Government, Michigan Township Association, Michigan Municipal League, and the Government Technology Network
- Personal Interviews
 - Township Supervisor, Kurt Heise and Bob Janks, IT