



WARRINGTON TOWNSHIP COMMUNICATIONS ADVISORY BOARD MINUTES FOR OCTOBER 24, 2016

The regular meeting of the Warrington Township Communications Advisory Board (CAB) was held on October 24, 2016, 7:30 p.m., at the Township Building located at 852 Easton Road, Warrington, PA 18976. The members in attendance were: Steven Filipe, Chairman; Mike Starner; Curt Wise; Tom Whelans; Ashley Woodill and Shirley Yannich, representing the Board of Supervisors. Staff present was Christian R. Jones, Director of Water and Sewer/Assistant to the Manager and Ivy Ross, Administrative Support.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES

1. June 27, 2016

- i. The Minutes of the meeting on June 27, 2016 were presented for a vote of approval.
- ii. Mr. Filipe asked to approve the minutes at the November 2016 meeting, as the committee did not have time to review them prior to the meeting.

OLD BUSINESS

2. Social Media Statistics

- i. Mr. Jones presented Facebook statistics to the committee. He explained that Facebook has its own trending capabilities. He presented two graphs. The first depicted approximately 1760 total number of people that have cumulatively liked the page. Another graph represents daily new likes to the page. This graph showed a spike in views during the month of September 2016, approximately 9 per day.
- ii. Prior to the next meeting, Mr. Jones will put together a packet including different trends and criteria, which will include an entire data set, for distribution to the CAB.

3. Granicus Visitor Statistics

- i. Mr. Jones presented the Granicus visitor statistics. He stated that he looked at the Granicus Portal from June 28, 2016 until October 24, 2016. There was a very obvious spike in views in mid August 2016. He believes that this directly correlates to the water contamination issue. On the day of the

meeting at Central Bucks High School South, August 9, 2016, there were almost 2,000 views. On August 10, 2016, there were another 1,500 views. Mr. Jones believes that these views were people watching the meeting live and the recording of the meeting held the previous night, respectfully.

- ii. Mr. Starner discussed the need for the Township to adopt a policy and a procedure for gathering resident's physical and email addresses for mass communication purposes.
- iii. Mr. Jones is working on a mass notification system he will discuss under new business.
- iv. Mr. Jones said that with the exception of the hardware issue that affected the camera for videoing some of meetings, Granicus is working very well. This hardware issue has already been resolved.

4. Website Update

- i. Mr. Jones stated that the new website is online and working well. He explained that some of the bio pages have been created and added. Additional bio pages for each member of the BOS, as well as each department head, will be added to the website as soon as they are available. Each bio will include past experiences and credentials.
- ii. Mr. Starner said he was very impressed with the video of Ms. Wilson on the Township website. Mr. Jones explained that this video was produced by a company called CGI Communications. This company is providing this free service to the Township for one year as a trial. Ms. Yannich explained that this web page is not yet complete. It will also include videos of local schools and parks. Local businesses will also advertise on this page. This web page is not intended to replace the hard copy of the Link. Different businesses that do not currently advertise in the Link will be asked to participate. Mr. Starner requested that around month 8 or 9, the CAB have the ability to be part of negotiations with this company, if the BOS decides to continue with this service.

5. Content for the TV Station

- i. Mr. Jones discussed the contents of the TV channel. He explained that Ms. Ross has been researching and gathering videos for the TV channel. Once Ms. Wilson is able to upgrade the software, these videos will be uploaded.
- ii. Ms. Woodill recommended that video interviews with all of the supervisors, discussing different issues in the Township be created and added to the TV channel. This was a very well received idea by the members of the CAB.
- iii. Mr. Jones said that some of the recent Board of Supervisors meetings have been televised as well as the last Planning Commission meeting.
- iv. Mr. Starner suggested contacting Central Bucks High School South to see if they would be interested in televising football games or other activities on the Township TV channel.

6. Wireless Microphones

- i. Mr. Jones stated that this information will be discussed in item 10 of the agenda.

7. Bucks County Consortium: Cohen Law Group Franchise Fee Negotiations

- i. Mr. Jones explained that he is working with the Cohen Law Group regarding the Cable Franchise Fee Negations. Cohen Law Group is also working with the Bucks County Consortium to create a uniform contract. Each individual municipality will be able to tailor their individual contracts to meet their needs. Northampton County is spearheading this effort, which is a cost sharing effort.
- ii. Once the initial document is prepared, Mr. Jones will ask Mr. Luber if it can be forwarded to the CAB for review. Mr. Starner and Ms. Woodhill have offered their expertise in reviewing and making recommendations on the agreement. Mr. Jones feels it would be good for in house CAB legal council to provide feedback.
- iii. Mr. Starner asked what the time line for this agreement is. Mr. Jones will ask Mr. Luber to forward any updates he has, in order to update the CAB.

NEW BUSINESS (ACTION/DISCUSSION ITEMS)

8. TV above Reception Counter

- i. Mr. Luber has asked Mr. Vargas to look into purchasing a new TV from Walmart to replace the broken one above the reception counter. Mr. Jones said that the cable provider will be contacted and they will hook up the TV so we will then be able to play our public access channel in the lobby.

9. GeoDecisions- Notify

- i. Mr. Jones explained to the CAB that GeoDecisions will be making a presentation to the BOS on October 25, 2016 to discuss their new mass notification systems called Notify. They are currently using a version called Rapid Response and are trying to make a full transition of all of their clients over to Notify. Currently, the Bucks County Water Authority is working on getting Notify. Horsham Water and Sewer Authority are using Rapid Response and Warminster Water and Sewer is using a program called Code Red.
- ii. Notify is a system that utilizes an online portal that is integrated with Ark GIS to send out automated phone calls, text messages and emails. This all stems from the water contamination issue. It is Warrington Townships desire to have a module on our website so that residents will be able to sign up online. They will be able to choose how and what kind of updates they would like to receive. There will also be other methods to sign up for this service for those who do not have access to a computer, such as advertising in the Link, an insert in the water bill or a signup sheet at the front counter in the lobby. This would be used for any Tier 1 notice or update that people may need to be notified about.
- iii. Mr. Jones explained that this kind of notification system is required by DEP when there are known water quality issues in a Township.
- iv. Mr. Starner asked if this company owns the data or if we can use the data for other reasons related to communications in the Township. He asked if it would be more useful for people to sign up through the Township so we also have access to the data. After the Township would receive the information, then it could be transferred to the Notify website.
- v. Mr. Starner would like Mr. Jones to forward a copy of the presentation to the CAB members can they can comment prior to any final decisions.

10. Board Room and Equipment Upgrades

- i. Mr. Luber is planning the addition of a control room in the back of the BOS meeting room. A camera will be stationed on each wall. Someone will be in the control room working the camera and improving the production quality of our videos.
- ii. Mr. Jones thanked Mr. Filipe for working with RTS Solutionz on the Warrington Township Boardroom Upgrades. Mr. Filipe contacted RTS because they originally developed the plan for the existing boardroom. Mr. Filipe explained to RTS what the Townships preliminary vision is for the project, and they put together a rough estimate. RTS will build upon the work they have already done in the boardroom and expand upon it to make it better and complete the project in accordance with Townships desired specifications.
- iii. Mr. Starner asked what the time frame is on the renovations. Mr. Jones said it is in the preliminary phase and will move along when the funds are available, but the Township is moving forward with the planning process. This will depend on the approved budget for 2017, and the importance of other projects. Most likely, these improvements will not happen this year.

BOARD COMMENTS

Ms. Yannich is trying to figure out the best way to update the members of the volunteer night time meetings to be more up to date with what is happening in the Township and issues that the BOS will be discussing. Mr. Starner suggested that the Chairman's of each committee get an invite from the BOS, if issues will be discussed regarding their specific committee.

ADJOURNEMNT

Mr. Filipe made a motion to adjourn the meeting at 9:15 PM; the motion was seconded by Mr. Wise and passed unanimously.