



## **WARRINGTON TOWNSHIP COMMUNICATIONS ADVISORY BOARD MINUTES FOR NOVEMBER 28, 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; Jim Calore; 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.
  - i. Mr. Starner made a motion to approve the Minutes. Mr. Filipe seconded the motion. The motion passed unanimously.

#### **2. October 24, 2016**

- i. The Minutes of the meeting on October 24, 2016 were presented for a vote of approval.
  - i. Mr. Starner made a motion to approve the Minutes. Mr. Calore seconded the motion. The motion passed unanimously.

### **OLD BUSINESS**

#### **3. Social Media Statistics**

- i. Mr. Jones presented a packet including different data and trends, from the Facebook page, for distribution to the CAB. Mr. Jones presented some of the twenty eight day statistics to the committee. He explained that Facebook has its own trending capabilities.
- ii. Mr. Filipe expressed concern, stating that the likes of the page will always increase, and questioned whether this type of reporting gives the committee the information that is most useful. Mr. Starner asked Mr. Jones if the Township has a Social Media expert on staff. Mr. Jones explained that the Township staff person does have a lot of experience and a diverse background in the field. It is not a lack of expertise as much as a lack of time.

- iii. Mr. Starner feels that the committee needs to determine its goals, regarding social media, and make it a priority of the CAB. These types of communication will be very important especially for emergency services and municipal communication. He also recommended that once these goals have been identified, the members of the CAB present them to the Board of Supervisors (BOS). The CAB members will explain ways to communicate better, using Social Media as an outlet.

#### **4. Granicus Visitor Statistics**

- i. Mr. Jones presented the Granicus visitor statistics. He stated that there was a spike in views that directly correlates to people watching the BOS meeting live, and the recording of the meeting directly afterwards. There were 158 page views following the meeting. Also, 67 visitors watched the meeting live.
- ii. Mr. Filipe is interested in the average number of views after the meeting and feels that should be part of the data.
- iii. Mr. Calore questioned the skewed amount of views using a desktop or laptop and is concerned that there were so few views on mobile devices. He is wondering if this is because the video does not translate well to mobile devices.

#### **5. Website Update**

- i. Mr. Jones stated that all of the bio pages have been created and added to the website, with the exception of the head of Code Enforcement and Emergency Services. The last bio will be added as soon as it is complete.

#### **6. Content for the TV Station**

- i. Mr. Jones stated that Ms. Ross has been continuing to research and gather videos for the TV channel. He also discussed with Mr. Luber, the idea of videoing staff members and members of the BOS. Mr. Luber thought this was a good idea; however, he wanted the CAB to know that the Township does not own any state of the art equipment to do the recording.
- ii. Mr. Jones asked if the CAB members would be willing to do the interviews of the Township staff, or if they would be willing to be interviewed. Mr. Filipe asked if it would be reasonable to produce one video a month. Mr. Sterner pointed out that these videos could be time consuming to produce, so we will need to test it out.
- iii. Ms. Ross suggested that each night time committee could produce a video discussing their initiatives and progress. She also recommended that the CAB members take a look at the videos on the Doylestown Township website. Ms. Yannich also follows Doylestown Township. She asked Mr. Jones to get in touch with them to ask questions regarding their videos.
- iv. Mr. Filipe asked Mr. Jones what was happening with the BOS meeting videos. These videos need to be converted in order to be put up on the television channel. Mr. Jones explained that Episode 7 converts when you drag a file from Granicus into a folder where it is automatically converted onto the television portal. Ms. Wilson will be working on that, as time allows. Mr. Jones will follow up with her.

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

- i. Mr. Jones read a letter he received from Mr. Bob Pellegrino, Township Manager from Northampton Township. The letter stated that the plan is to meet with the Negotiating Committee and the attorney early next year (2017) to discuss the process and priorities of the new contract and make any appropriate changes. This will include any input from the entire Consortium.

- ii. Mr. Starner asked if Warrington Township has a representative on the committee. Mr. Jones said that we are not on the committee but we are part of the Consortium. He also stated that he will be at a meeting at the end of the week, where he can be updated on the process.

#### **8. TV above Reception Counter**

- i. Mr. Jones reported that the television in the Township building lobby is up and running. It is currently showing the slide show from the Township television station.

#### **9. GeoDecisions- Notify**

- i. Mr. Jones explained to the CAB that GeoDecisions made a presentation to the BOS on October 25, 2016 to discuss their new mass notification systems called Notify. He explained that there are different levels of notification depending what you sign up for. There are no extra charges for different levels of notification.
  - 1. Level 1- Urgent Emergency Notification-This includes water supply emergencies (required by DEP), active shooter, hostage situation, public notices, and severe weather.
  - 2. Level 2- Unplanned Township Wide or Target Impact- This includes fire, car accidents, unplanned road closures, pump station failures.
  - 3. Level 3- Planned Township or Target Impact- This includes hydrant flushing, road and utility work and traffic interruptions.
  - 4. Level 4- Internal Notification- This includes Township building and Facilities closures.
- ii. Mr. Jones explained that this kind of notification system is required by the DEP when there are known water quality issues.
- iii. Mr. Calore asked if PECO would be able to be part of this notification system so that residents can be notified about power outages. Mr. Jones explained that this system will be manned and updated by staff, so it will not be a 24/7 system at least not in the beginning. Possibly, in the future, this system will be automated. Mr. Jones said that it will continue to be run by staff personnel so that we don't exceed our message credits.
- iv. Mr. Jones explained that there will be a widget on the Township website homepage that will redirect residents to GeoDecisions to sign up for Notify. Any new parcels will be added to Munilogic, which will then integrate with ARCGIS Online. The data will then download automatically to Notify. There may be some lag time for new developments. Residents will have to sign in using their Water and Sewer account number. If they don't have an account, sign up will have to be done manually through the Township. This is the way the Township will restrict this system to Township residents.

#### **10. Board Room and Equipment Upgrades**

- i. Mr. Jones said that there are no new updates on the Board Room and equipment upgrades since our last meeting.
- ii. Ms. Yannich explained that the Township would like to move forward with the planning process, however, this will depend on the approved budget for 2017.

## **NEW BUSINESS (ACTION/DISCUSSION ITEMS)**

### **11. Video Streaming and Hosting Company**

- i. Mr. Jones told the CAB that the Township personnel are not very happy with Granicus customer service and the issues relating to the camera change out. Granicus quoted the Township a price of \$4,500 to replace the camera and the CCU, in order for the video streaming to work correctly.
- ii. Mr. Starner asked if we could just get an analog CCU because it would be much less expensive than a new encoder. He also asked if it would be possible to purchase this through ebay to keep the cost down. Mr. Jones believes that any replacement equipment would need to be purchased directly through Gracius, as per the contract.
- iii. Mr. Jones asked if one of the CAB members would be willing to speak directly with Granicus regarding these issues, as they may understand the issues and help to resolve the problem. The CAB recommended that we bring this issue up with Granicus and possibly use this as part of the renewal of the contract. Mr. Filipe will follow up with Granicus.

### **BOARD COMMENTS**

- i. There were no Board comments.

## **ADJOURNMENT**

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