

City of Huntington Woods
Communication Advisory Committee
September 15, 2020
Minutes

The remote meeting called to order at 7:01 p.m.

Present: Erin Walker, Jeff Samoray, Chera Reid, Ilene Cantor, Lynne Golodner, Amy Sullivan

Absent: Lauren Willens, David Welch, Will Butler

There were no changes to the agenda and the August minutes were approved as written.

Public participation – None.

The first item of business was an update on implementing some of the recommendations from the communication audit. The DPW and Public Safety Facebook pages have been unpublished, and those departments will post on the City's main Facebook page instead. The number of Facebook pages has been reduced to 3 – main City page, Recreation, and the Library. The other suggestion was to create an Instagram account for the City. Before creating an account, Lynne will conduct a social media training for employees and Amy is working on a date for the training.

Amy also provided an update on the website reboot. She is working with Revize on the navigation of the site. Instead of the 4 current tabs at the top of the page and the multiple quick links to the left, she is recommending that it be consolidated into 3 tabs – Government, Departments and Residents. She will share her draft navigation tree with the Committee and ask for feedback on whether there are items that could be eliminated or items that need to be added.

The second item of business was discussion about a City app. Amy got a quote for the MyCivic app used by Troy and Battle Creek. There are 2 app platforms – one is for city business and the other is to report problems with the ability to share photos and location via the app. The annual cost for the platforms is \$4,000 for the city app and \$3,250 for the report a location app for a total of \$7,250/year. There is also a one-time set up fee of \$4,400 for the apps.

Overall, the Committee was concerned about the annual cost. Although there are some useful features like the push notification, is there enough ROI to warrant the annual cost? Lynne suggesting identifying what the communication problem is and then decide if the app would solve the problem. Chera suggested looking into

whether an app custom built for the city would be less expensive. Erin asked if we could get other quotes to compare cost. Amy said she would look into that and had contacted two other sources for apps – the website company the City uses does not do a standalone app and the other app company used by some cities will not do a standalone app unless you use their website platform. There is another report a problem app called See Click Fix that she could contact for a quote to see if the MyCivic cost was in that ballpark. Lynne suggested posting an RFP for an app to see what other options are available. Jeff reminded the Committee that one of the survey questions was whether the residents thought an app would be useful.

The last item of business was about the communication survey. Amy shared the Google doc of the Veneta survey questions that Committee members had commented on. The Committee made the following edits to the survey:

1. Add space for respondent's name as an option
2. Create a drop-down menu for options on "what information would you like the city to share". Amy will create a list and get feedback from the Committee to narrow it to a manageable number of options.
3. Add attend city meetings and Woodward Talk to list of options on how resident get information.
4. For any questions with a scale-type response, add a comment box.
5. Rearrange the order of the questions.
6. Eliminate the question on attending meetings.
7. Add a drop-down menu for question on city app.
8. Add a link to get more information about the City's communication plan in the feedback question.

The Committee discussed how to distribute the survey. Since it will be an online survey, how do we direct residents to the link on the website? If time is not an issue, a flyer can be inserted in the water bills and it would take 3 months to reach the whole city. Or a post card could be created and mailed but there is an expense for postage and printing. The flyer/post card would have a phone number to call and request a hard copy of the survey for anyone who did not want to complete the survey online. Amy said there is a possibility that the City could be reimbursed for the post card expense from the County's CARES act grant if the project could be done by December before the grant expires. She will investigate the deadlines for the grant. The Committee was willing to speed up providing feedback before the October meeting to meet a grant deadline. Amy will work with Lynne on the design of the survey and the post card.

Chera reminded the Committee of the discussion to select a communication initiative that was important to the City Commission as a pilot for the more robust communication plan to see what strategies were effective. Amy will contact the City Commission to get ideas for the communication pilot and see if any Commissioners

would like to discuss the communication plan with the Committee directly at a future Zoom meeting.

The meeting was adjourned at 7:50 p.m.