

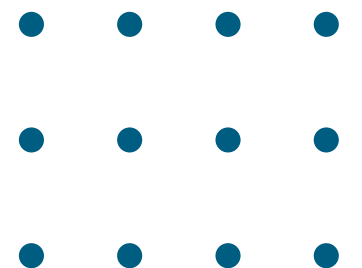
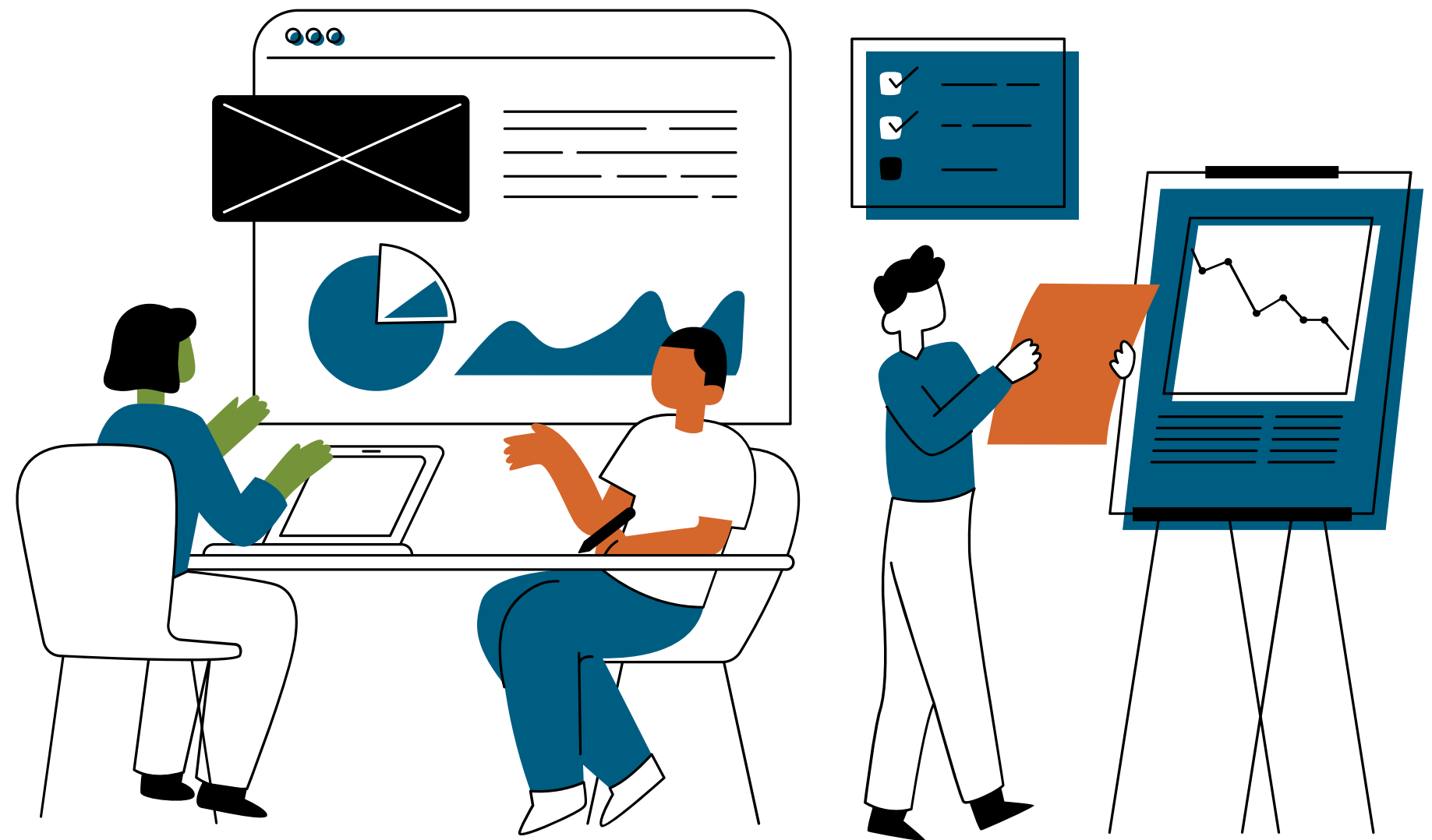
Communications Department

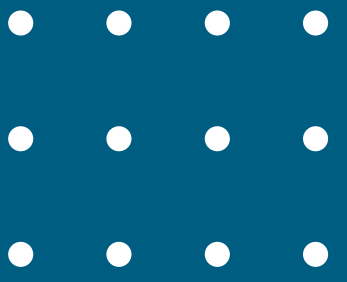
# 2022 Community Engagement & Communications Survey Results



# Survey Snapshot

- Timeframe: January 25 - February 8
- 10 Questions
- 241 Responses
- Purpose: Identifying priorities and assessing the platforms most effective for community engagement & communications.

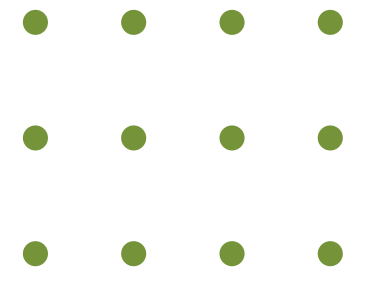
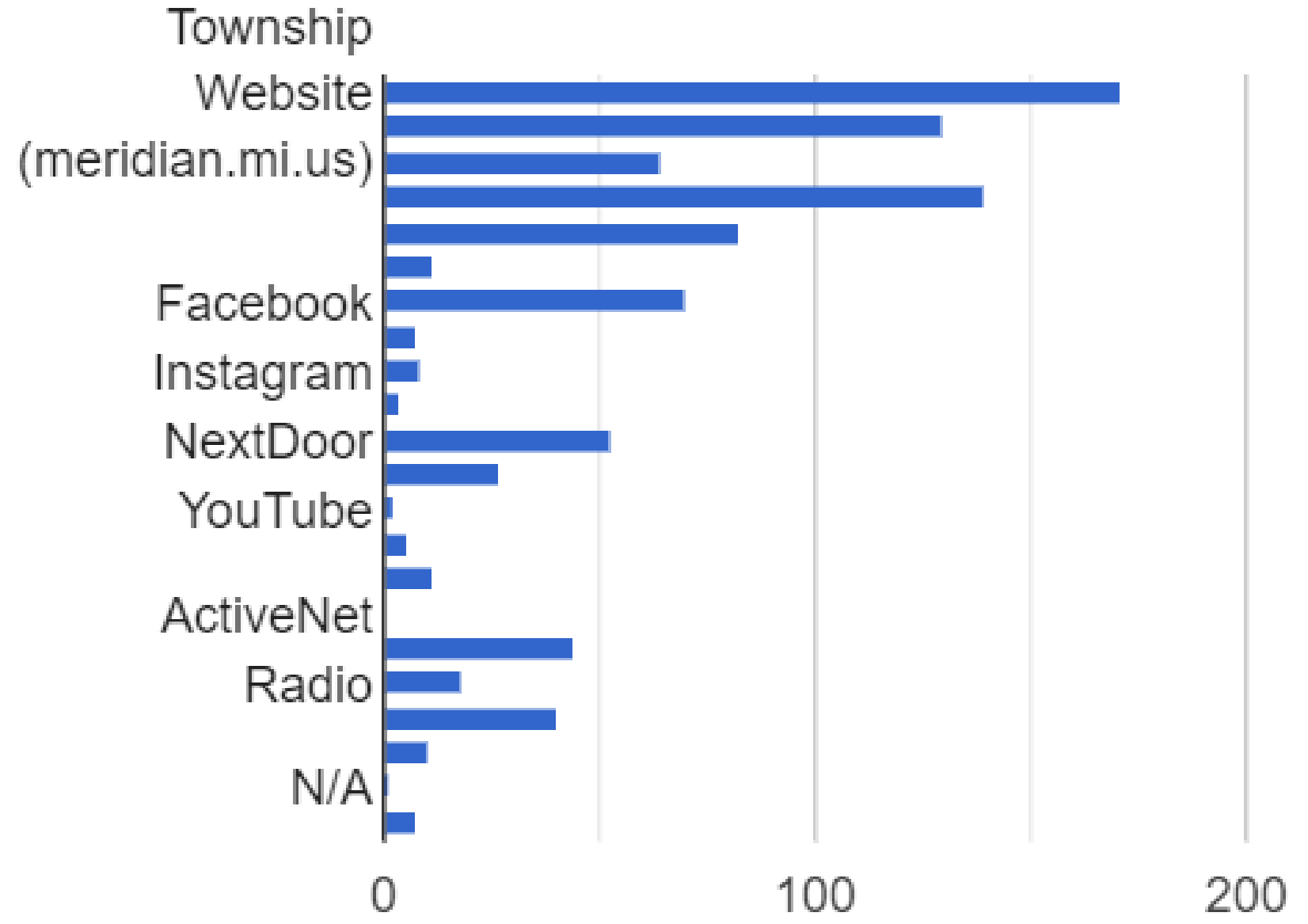




# Question 1: Where do you look for Township information? (22 Choices)

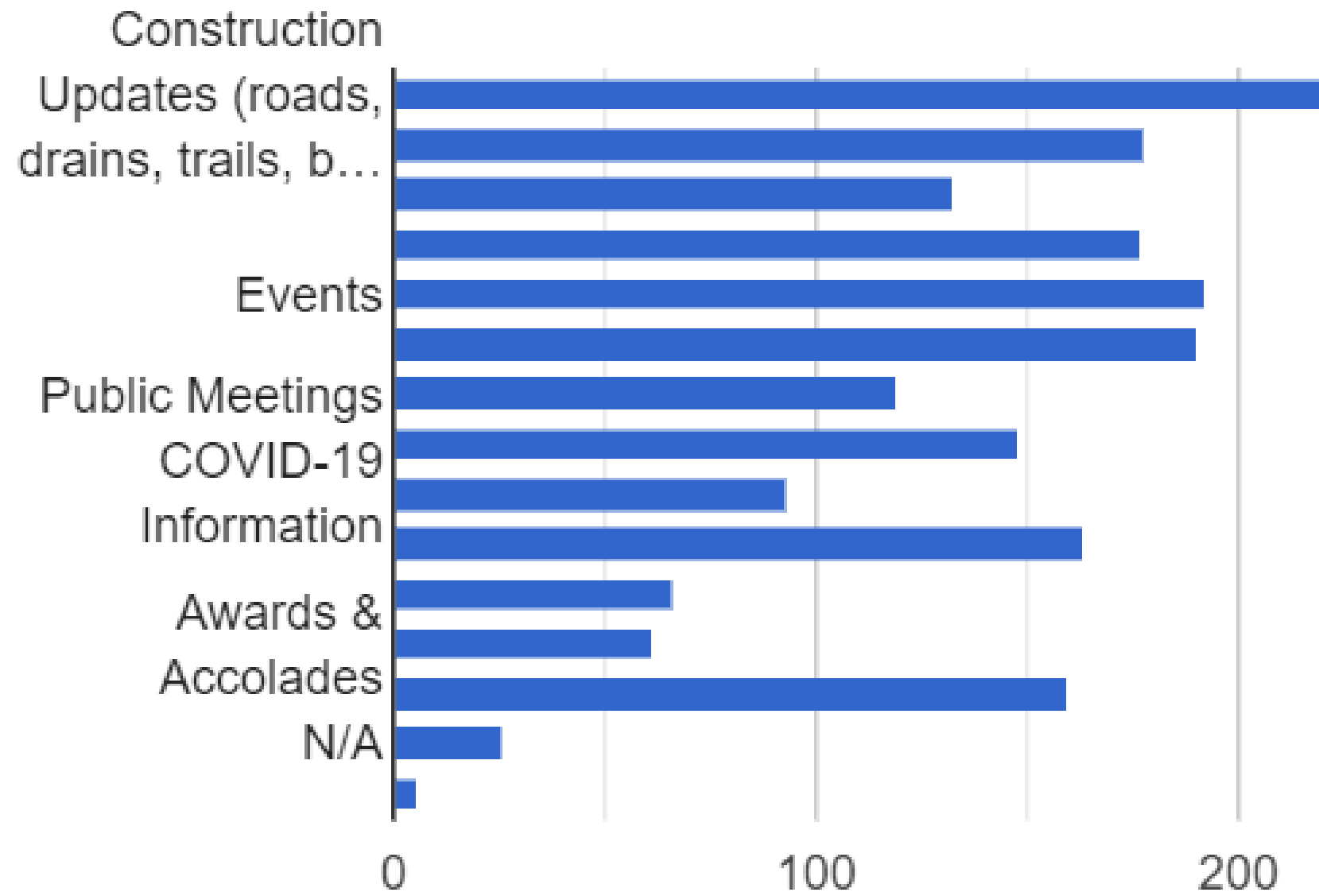
## Top Responses:

- Township Website - 18.75% / 171
- Email Notifications from Web - 15.24% / 139
- Digital Newsletters - 14.25% / 130
- Mailings from Township - 9.10% / 83
- Facebook - 7.68% / 70
- Prime Meridian Magazine - 7.02% / 64



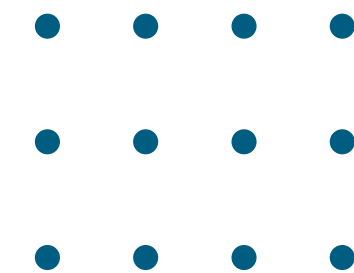


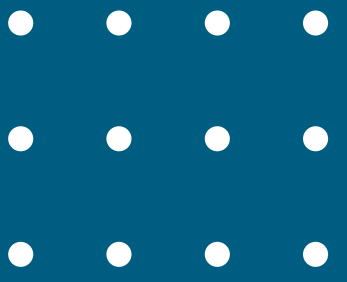
## Question 2: What type(s) of information would you prefer to receive from the Township? (15 Choices)



### Top Responses:

- Construction Updates - 11.42% / 221
- Events - 9.92% / 192
- Things to Do - 9.82% / 190
- Development/Business Updates - 9.20% / 178
- Township Projects/Goals - 9.15% / 177
- Safety Updates - 8.42% / 163
- News & Announcements - 8.27% / 160

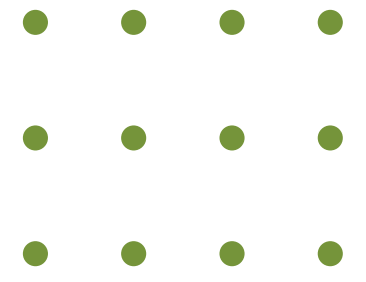
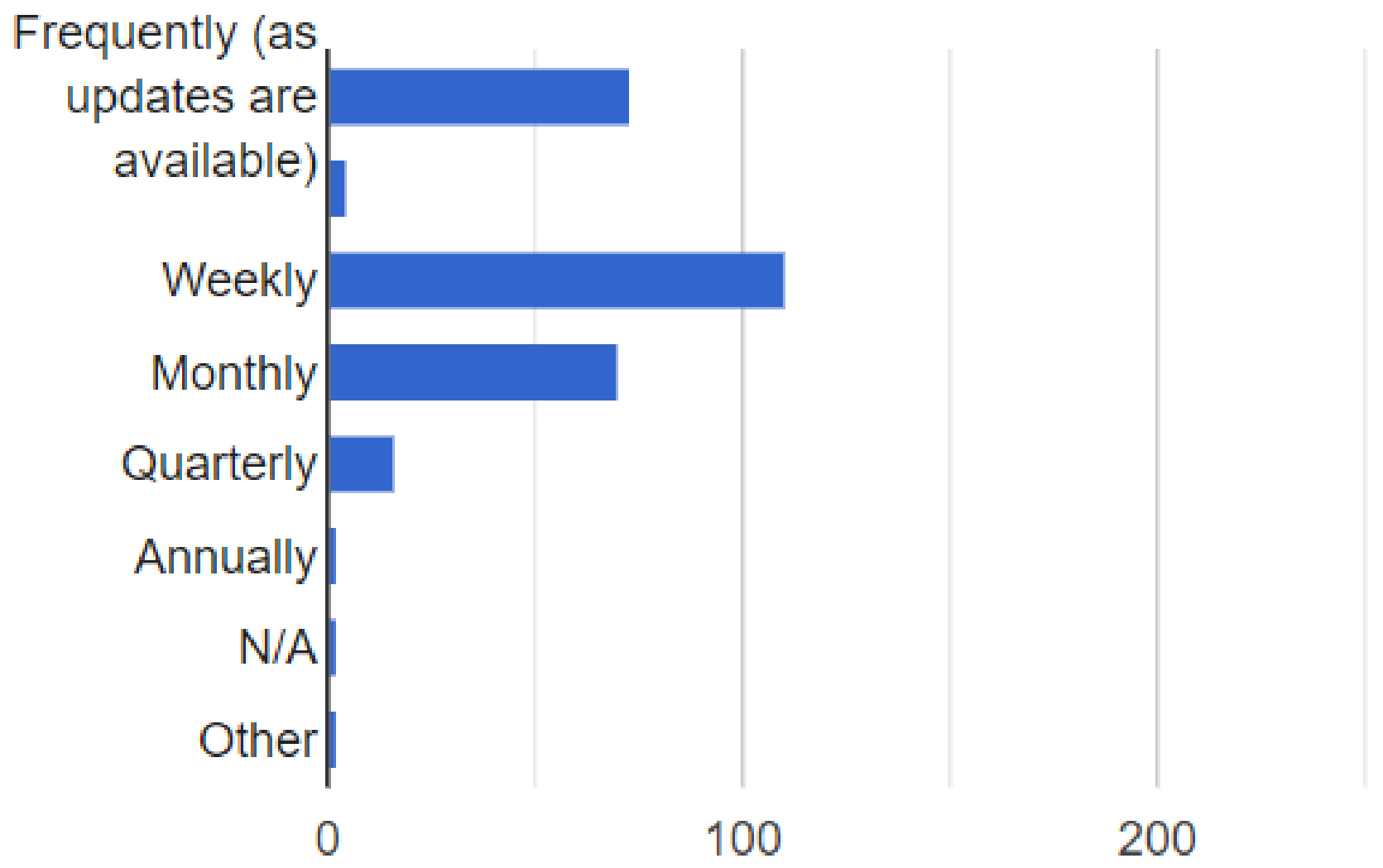


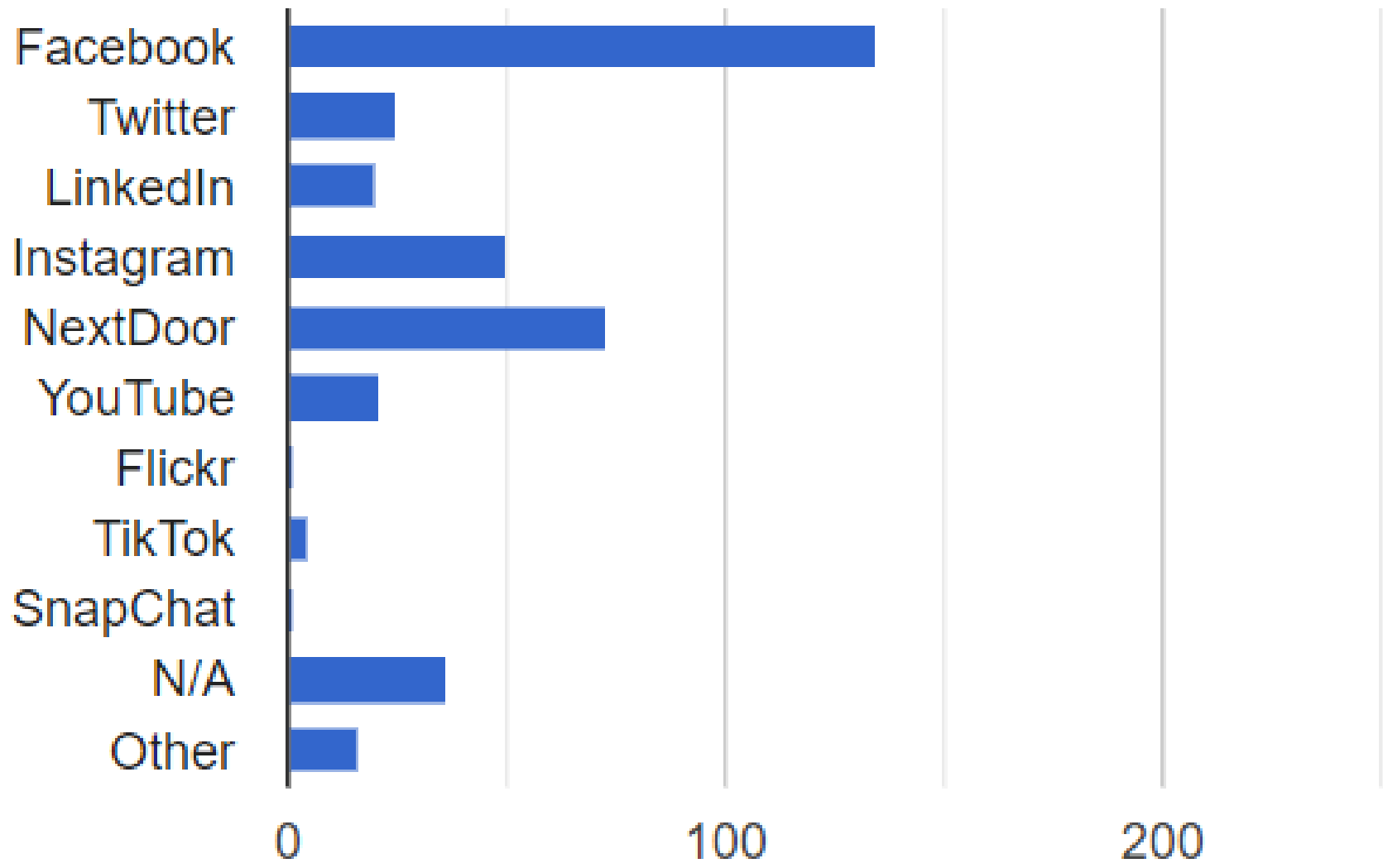


# Question 3: How often do you wish to receive information from the Township? (8 Choices)

## Top Responses:

- Weekly - 39.50% / 111
- Frequently - 25.98% / 73
- Monthly - 24.91% / 70
- Quarterly - 5.69% / 16
- Daily - 1.78% / 5

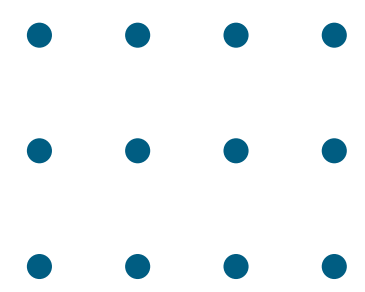


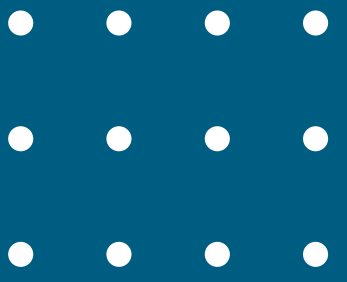


# Question 4: What platform(s) are you most active on? (11 Choices)

## Top Responses:

- Facebook - 35.06% / 135
- NextDoor - 18.96% / 73
- Instagram - 12.99% / 50
- N/A - 9.61% / 37
- Twitter - 6.49% / 25
- YouTube - 5.45% / 21
- LinkedIn - 5.19% / 20



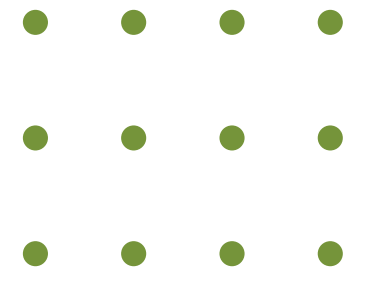
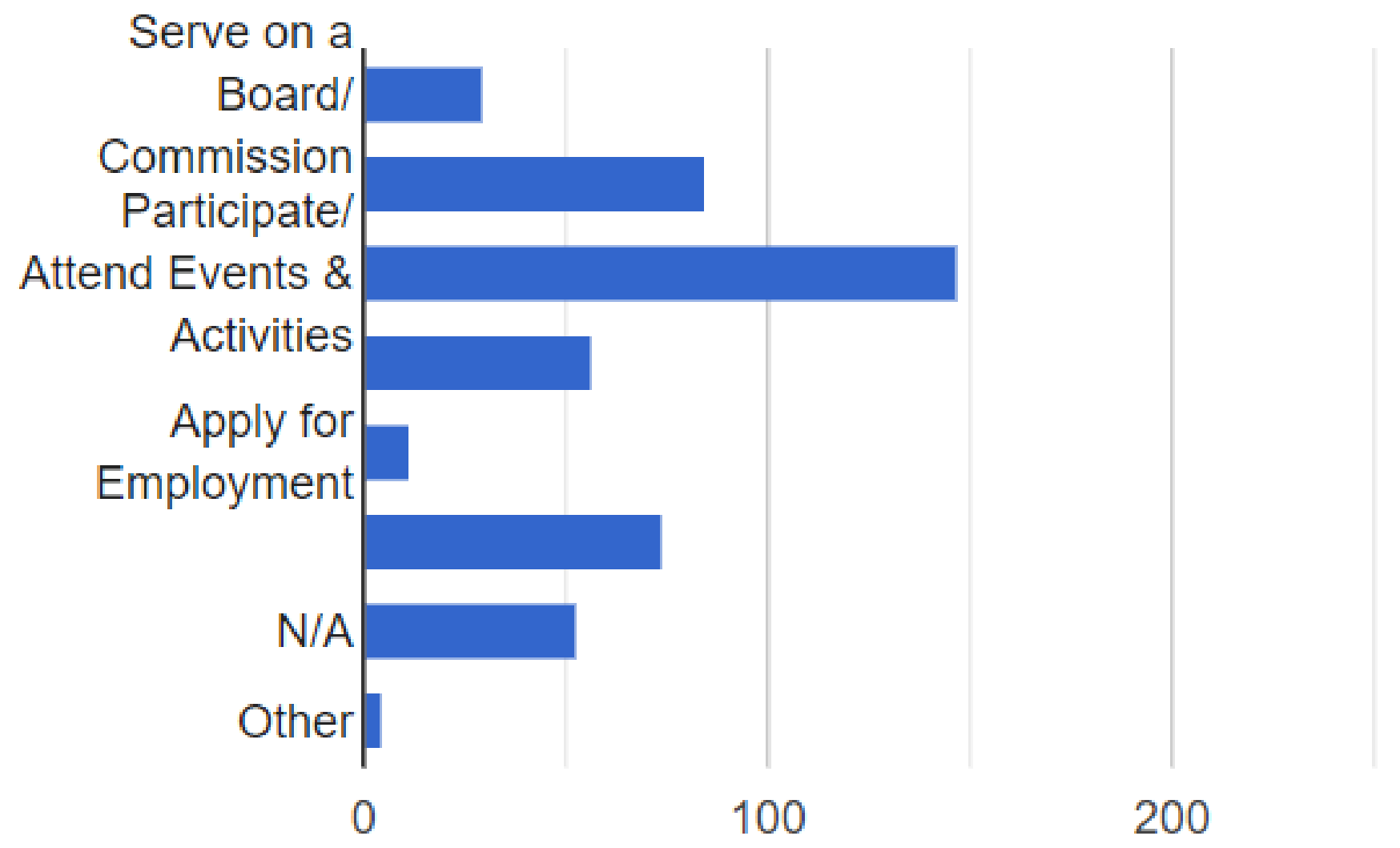


# Question 5: How would you like to be involved with the Township?

(8 Choices)

## Top Responses:

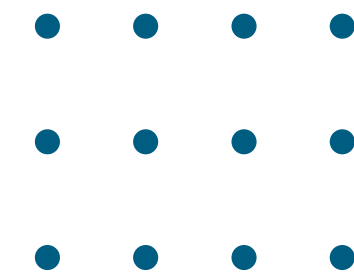
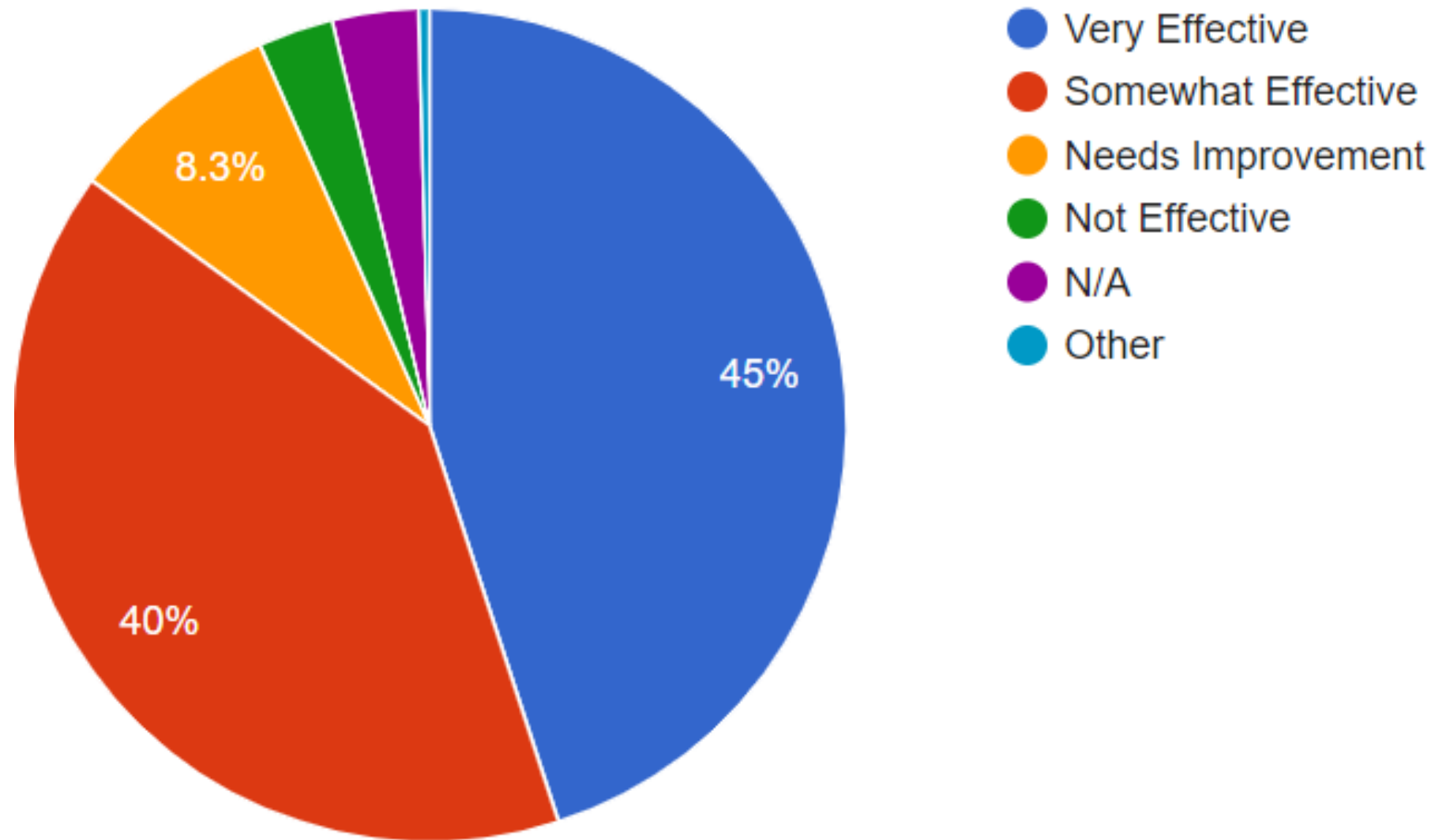
- Participate/Attend Events - 31.75% / 147
- Volunteer - 18.36% / 85
- Provide Input/Feedback - 15.98% / 74
- Participate/Attend Meetings - 12.31% / 57
- N/A - 11.45% / 53
- Serve on a Board/Commission - 6.48% / 30



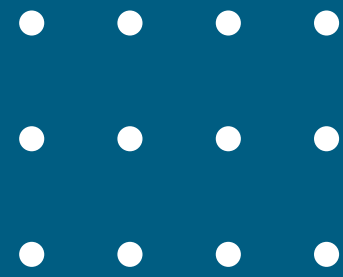
# Question 6: How effective is the communication you receive from the Township? (6 Choices)

## Top Responses:

- Very Effective - 45% / 108
- Somewhat Effective - 40% / 96
- Needs Improvement - 8.33% / 20
- N/A - 3.33% / 8
- Not Effective - 2.92% / 7



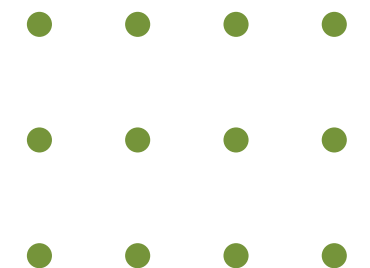
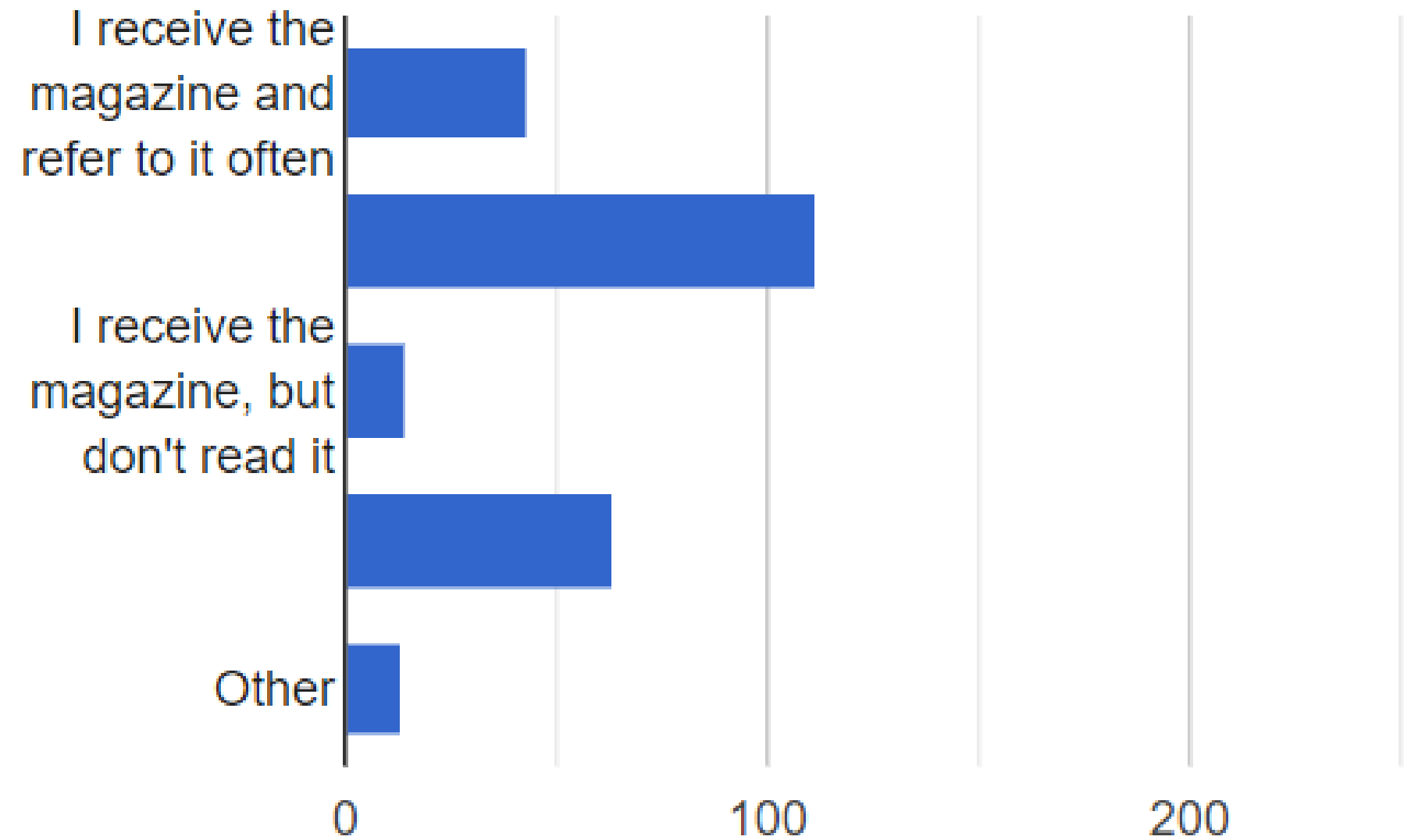




## Question 7: Do you receive the Prime Meridian Magazine in the mail and how often do you utilize it? (5 Choices)

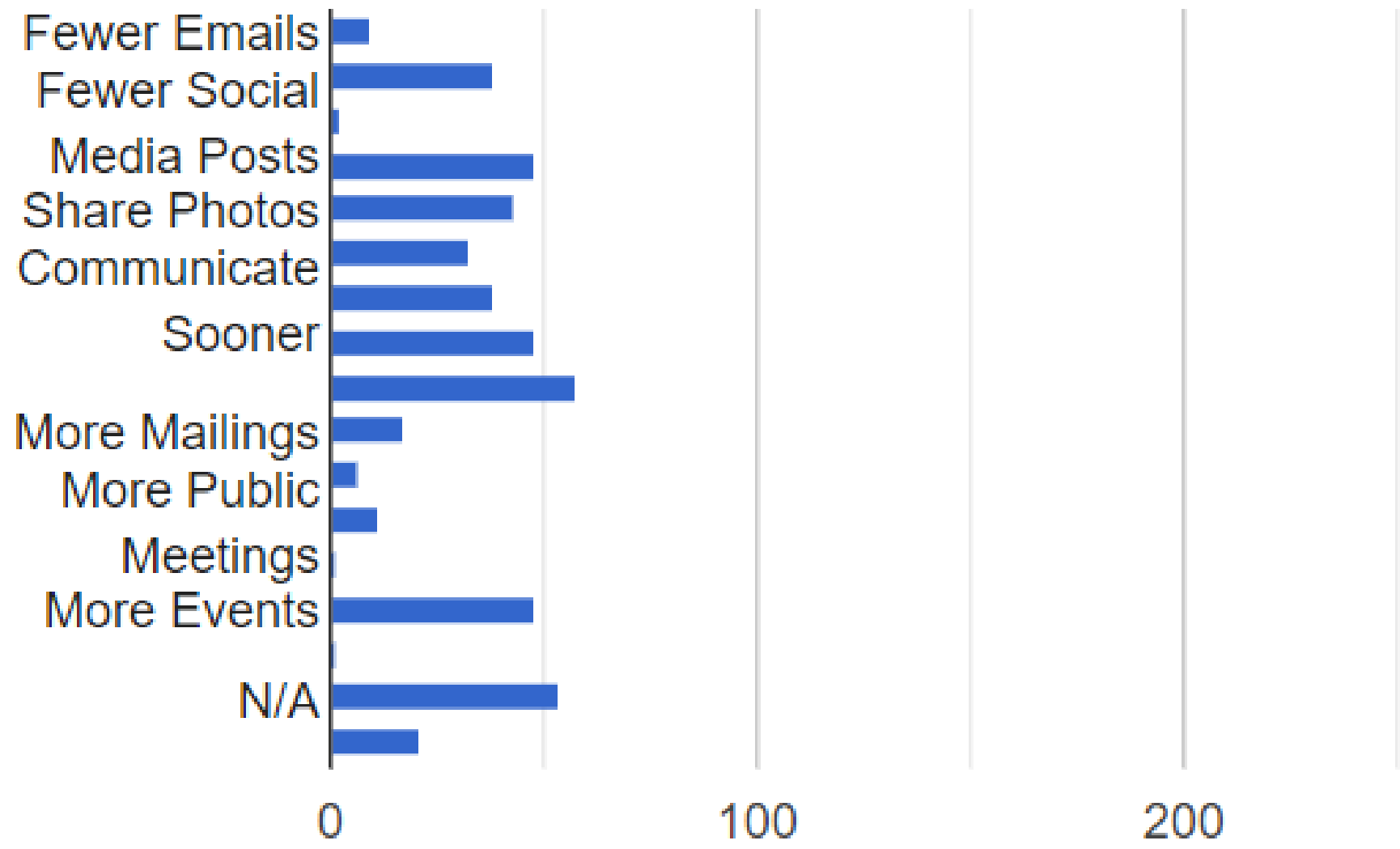
### Top Responses:

- I receive the magazine and read it once - 45.34% / 112
- I don't receive the magazine - 25.51% / 63
- I receive the magazine and refer to it often - 17.41% / 43
- I receive the magazine, but don't read it - 5.67% / 14



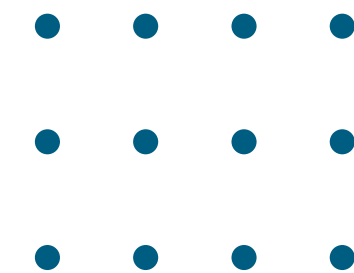


# Question 8: In what ways can we improve our communications & engagement with the community? (17 Choices)



## Top Responses:

- Frequent Web Updates - 11.89% / 58
- N/A - 11.07% / 54
- More Events - 9.84% / 48
- More Social Media Posts - 9.84% / 48
- Share Results - 9.84% / 48
- Share Photos - 8.81% / 43
- More Emails - 7.79% / 38
- Communicate Sooner - 7.79% / 38



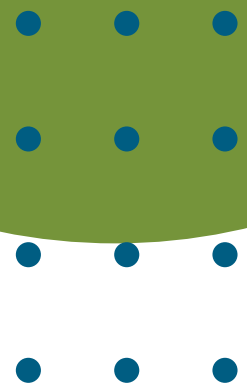
## Question 9:

Any additional comments on Meridian Township community engagement & communications:



## Positive Comments:

- Please keep up the good work. We love living here and are very grateful for all the effort that goes into making it such a nice community.
- I'm satisfied the way I'm receiving news etc. about the Township.
- Excellent communication. Just wish more citizens would take advantage of the great work you do!
- We enjoy hearing what's going on in the Township. We read the emails and select the articles that interest us.
- I love and use your website all the time. Thank you!
- Thank you for keeping us informed.
- You are doing a great job communicating.



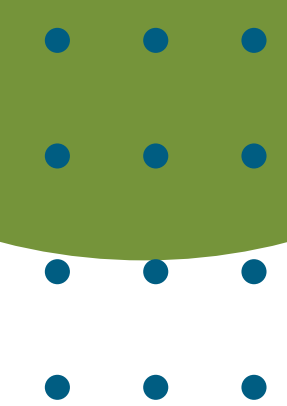
## Question 9:

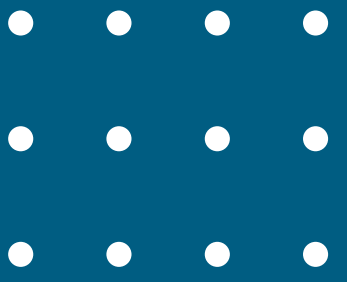
Any additional comments on Meridian Township community engagement & communications:



### Constructive Feedback:

- Communications regarding the local street repaving project needs to be much more detailed and timely for residents living on affected streets.
- Lack of communication from Meridian Township employees. The general feeling I got was I don't want to be bothered.
- I'm busy, so do not wish to be inundated with lots of announcements.
- Please don't send emails more often than once weekly. There are many redundant topics, so you should carefully decide whether a weekly email is necessary or whether some information can wait.
- It would be great to include a "Did You Know" box at the bottom of email communications, giving tips and tricks to residents.
- Need to send info about events before they happen, or more than 1 or 2 days notice.

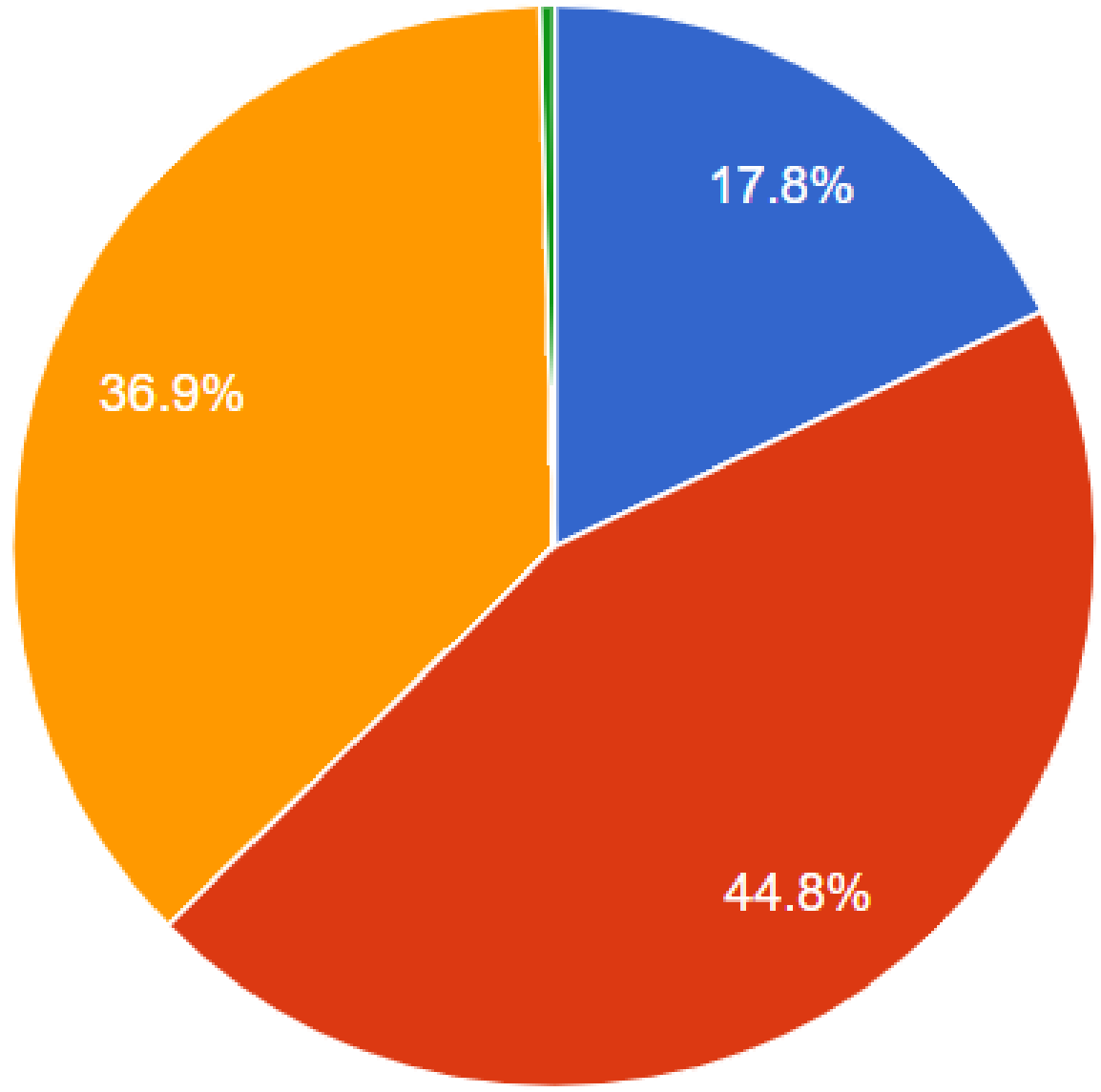




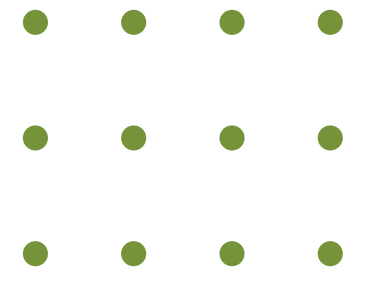
# Question 10: Would you be interested in participating in any community engagement & communications focus groups? (4 Choices)

## Top Responses:

- No - 44.81% / 108
- Maybe - 36.93% / 89
- Yes - 17.84% / 43
- Other - 0.41% / 1

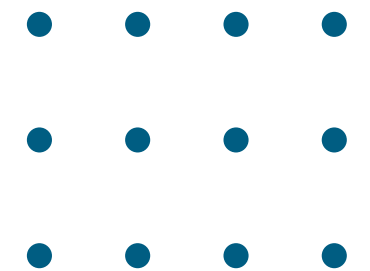
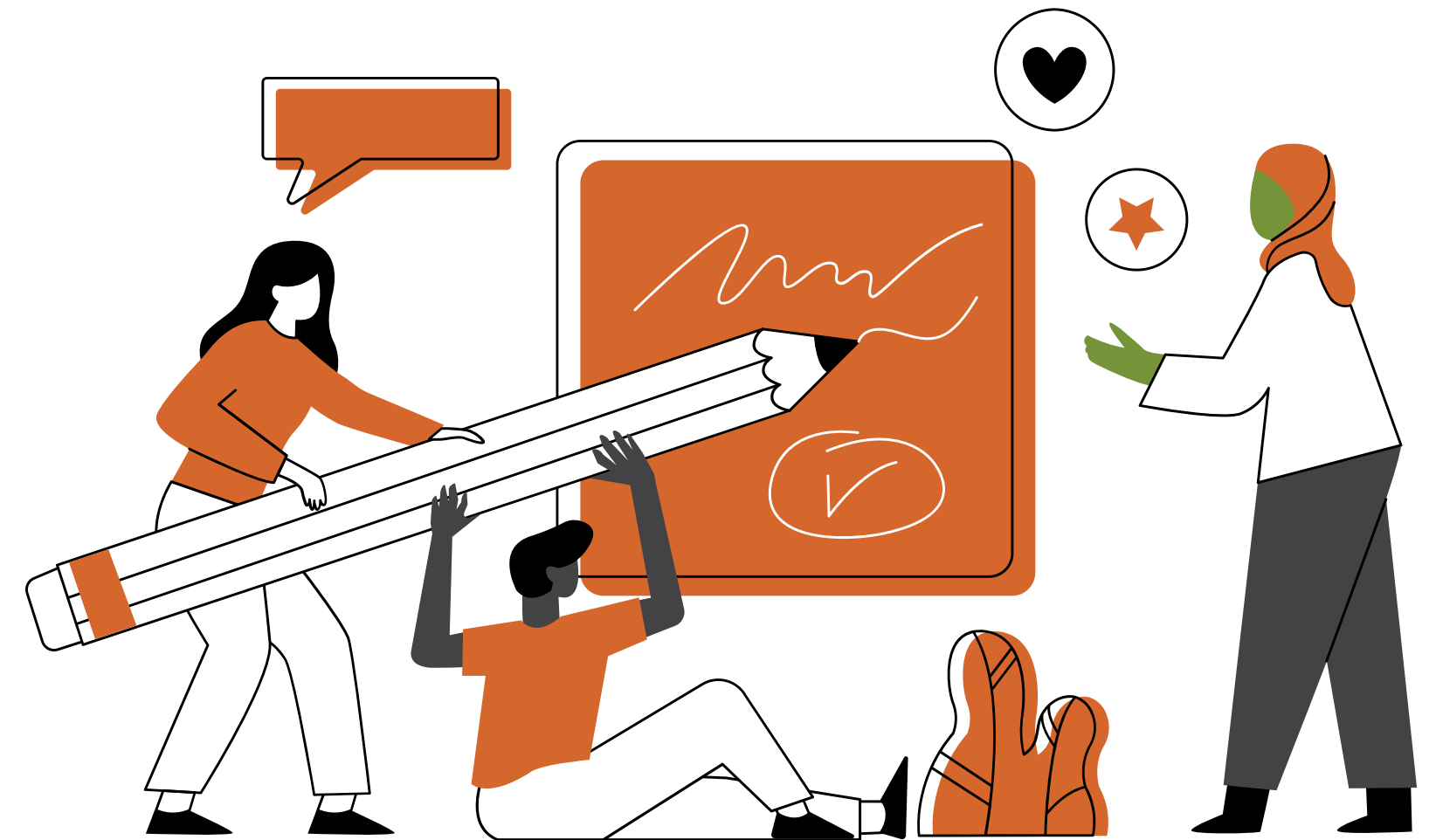


- Yes
- No
- Maybe
- Other



# Takeaways

- Overall a positive response to Township communications.
- Need to work on improvements to accessibility including use of alt text on images online.
- Continue developing the marketing strategy to determine where and how often content should be shared with an emphasis on timing.
- Increase frequency of "Did You Know" campaigns on various topics including the use of the new Township website features & navigation.



# THANK YOU!

