

# Mansfield Township Economic and Industrial Development Advisory Council (EDAC) Quarterly Update

Mansfield Township Committee Meeting

July 27, 2016

Betsy Griggs

# Who: The Economic and Industrial Development Advisory Council

- EDAC Reinstated April 2016
- Appointed Members
  - Elizabeth Griggs, Chair
  - Ron Hayes
  - Shirley Kocher, Mayor
  - Cate Oakley
  - Russ Onderko
  - Dawn Smith
- 2016 Budget of \$200 (\$0 spent to date)

# When: Governance Structure

- Mansfield Township EDAC 1<sup>st</sup> Wednesday of month at 8pm
- Key Metrics
  - Conducted 100% monthly meetings to date (4/4)
  - 100% of approved meeting minutes submitted for website posting (3/3)
  - Open/Closed Action Item Tracking - defines action item, owner, target date, percentage completion, red/yellow/green status (29 Total Actions, 24 Open; 5 Closed, all green status)
- Warren County EDC 2<sup>nd</sup> Thursday of month at 8:00 am
  - Metrics; participated in 100% of monthly meetings to date (6/6)
- Mansfield Township Committee Quarterly Updates
  - Present to Township Committee and post to website

# What: Mission, Objective, Strategy, Initiative

## Completed

- Grounded ourselves by the mission and objectives established by the Mansfield ordinance
- Reviewed what other communities have done (evergreen process)
- Brainstormed as a team
- Attended all 2016 Warren County EDC meetings to align

# What: Mission, Objective, Strategy, Initiative

## Next Steps

- Gather info/data from the community
- Use that input to drive the Mansfield Township Economic and Industrial Development goals, strategies and plans
- Identify goals, metrics and KPIs (key performance indicators)
- Link the Mansfield Township plan to the Warren County plan where opportunities exist

# How: Make smarter decisions with data

- Gather insights and input from the community
- Conduct a town-wide survey
- Develop a strategic communication plan
  - Limited communication vehicles exist in the township

## Leverage

- township website
  - annual tax notice inserts (already past for 2016)
  - free social media like Facebook, Twitter, etc.
  - existing Nixel Alerts process
  - Other community based tools (WRNJ, Manfield Patch, etc.)
- Use robust analytics to make data-driven decisions
  - Get survey responses in real time
  - Slice and dice data to reveal insights

# Tool: Survey Monkey

## Survey Monkey Options (details in appendix)

- Option A: Basic (Free)
- Option B: Select (\$26.00/month billed month to month)
- Option C: Gold (\$25.00/month billed annually)
- Option D: Platinum (\$85.00 month billed annually)

# Action Approval

- Recommend Pilot Option B (Select)
  - Within budget \$26/month
  - Not locked into an annual commitment
  - Allows unlimited questions
  - Allows up to 1,000 responses
  - Can upgrade to annual plan later which provides more robust capabilities and less restrictions
- Leverage across other committees; reaching out to other committees to identify opportunities to leverage



# Appendix

# SurveyMonkey Plan Options

	BASIC Free	SELECT \$26 / month Billed month-to-month <small>SAVE with an annual plan</small>	GOLD \$25 / month / user Billed \$300 annually <small>BEST VALUE</small>	PLATINUM \$85 / month / user Billed \$1,020 annually
	<a href="#">Sign Up ▶</a>	<a href="#">Sign Up ▶</a>	<a href="#">Sign Up ▶</a>	<a href="#">Sign Up ▶</a>
	–	Available on annual plan	NEW! Team collaboration <a href="#">?</a>	<input checked="" type="checkbox"/>
	–	Available on annual plan	NEW! Add users <a href="#">?</a>	<input checked="" type="checkbox"/>
10 questions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Unlimited questions	<input checked="" type="checkbox"/>
100 responses	1000 responses*	<input checked="" type="checkbox"/>	Unlimited responses	<input checked="" type="checkbox"/>
Standard email support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Priority 24/7 email support	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Custom logos, colors & more <a href="#">?</a>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Skip logic <a href="#">?</a>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Data exports & reports <a href="#">?</a>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Statistical significance <a href="#">?</a>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Text analysis <a href="#">?</a>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Question & answer piping <a href="#">?</a>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Randomization <a href="#">?</a>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Advanced survey logic <a href="#">?</a>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Onboarding and phone support <a href="#">?</a>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	White label surveys <a href="#">?</a>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	HIPAA-compliant features <a href="#">?</a>	<input checked="" type="checkbox"/>