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 1st 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 2nd 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 monthly 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
## Survey Monkey Plan Options

<table>
<thead>
<tr>
<th>Option</th>
<th>BASIC Free</th>
<th>SELECT $26 / month</th>
<th>GOLD $25 / month / user</th>
<th>PLATINUM $85 / month / user</th>
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<tbody>
<tr>
<td></td>
<td>Sign Up</td>
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<tr>
<td>10 questions</td>
<td>Available on annual plan</td>
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<td>NEW! Team collaboration</td>
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<td>100 responses</td>
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<td>Unlimited questions</td>
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- **NEW! Team collaboration**
- **NEW! Add users**
- **Unlimited questions**
- **Unlimited responses**
- **Priority 24/7 email support**
- **Custom logos, colors & more**
- **Skip logic**
- **Data exports & reports**
- **Statistical significance**
- **Text analysis**
- **Question & answer piping**
- **Randomization**

**Advanced survey logic**
- **Onboarding and phone support**
- **White label surveys**
- **HIPAA-compliant features**