



Upper Gwynedd Township

1 Parkside Place
North Wales, PA 19454

BOARD OF COMMISSIONERS ACTION ITEM REQUEST

Date: February 10, 2022

To: Board of Commissioners

From: Sandra Brookley Zadell, Township Manager

Re: PR Firm for Township Communications

Meeting Date: February Meetings

Background: Staff was asked to review options for professional communications companies to aid with PR for various Township projects. I reviewed options with colleagues and Gailey Murray Communications came highly recommended. They have several Montgomery County municipalities as clients and understand our municipal communication needs (Whitpain Township, Lower Gwynedd Township, Whitmarsh Township, Upper Dublin Township, and more!).

The proposals have been scoped in two parts. One is for communications pertaining to large scale Township projects, such as the Martin Tract. The second is for the creation of a weekly township e-newsletter. Related to the Martin Tract the consultant's focus would be on messaging to ensure that the needs of Township residents are properly gathered and analyzed.

The proposal related to Martin Tract work is estimated to be \$10,000 for the first 90 days of work. My recommendation is the Board set a "not to exceed" limit at \$10,000 and then you can revisit this at a future date to see if you need to continue the engagement.

The cost for the weekly e-newsletter is \$2,000 per month. This tool will really help us increase citizen engagement and enable us to communicate more often with our residents.

Budget Impact: If the board approves all the proposed activities the total annual cost for this year would be estimated at \$30,000. We have \$32,500 available in our budget that we were going to utilize for a part time special projects coordinator, that would be focusing on issues like communication. I think it would be a good idea to forgo that position and utilize this funding towards communication.

Interdepartmental Action: The Township Manager's office will work on establishing the communications plan with Gailey Murray.

Recommended Motion/Resolution/Ordinance: Motion to approve the proposals from Gailey-Murray communications.



It's Your Story. Tell It.®

A Communications Proposal For Upper Gwynedd Township

Our Story

We are seasoned professionals with decades of success in marketing and public relations in corporate, agency and government settings.

We are communications strategists and storytellers who understand this simple fact:

It's about outcomes, not outputs.

We look forward to helping you tell Upper Gwynedd's story.



Our Capabilities

- Marketing
- Media Relations
- Digital Media
- Issues Management
- Crisis Communications



Our Public Sector Experience Includes...



**MONTGOMERY COUNTY
ASSOCIATION OF
TOWNSHIP OFFICIALS**



Upper Gwynedd's Client Contact

Tom Gailey will serve as the primary contact for all work with Upper Gwynedd.

The firm has worked with municipalities throughout the region for more than a dozen years. The objective of that work is to help municipalities tell their story.



Tom Gailey's Background

- ❑ 30+ years experience building and executing successful marketing communications programs in public and private sector
- ❑ Co-founder of GaileyMurray Communications (2007)
- ❑ Public Information Officer, Upper Merion Township (1988)
- ❑ Senior Vice President, Tierney Communications (2004)
- ❑ Vice President of Communications, Suburban Cable (1993)
- ❑ Reporter, Norristown Times Herald (1985)
- ❑ Created initiatives that launched products, grew businesses, enhanced reputations, won public support and built awareness
- ❑ Senior strategist with hands-on ability who has counseled CEOs for Fortune 500 companies

Communications Support

- Weekly email newsletter
 - Design and setup of newsletter on platform such as Constant Contact
 - Work with Township staff on weekly content, write pieces and send newsletter

Our monthly fee for the weekly e-newsletter is \$2000.

A Sampling Of Our Public Sector Work





Whitpain Township
Pennsylvania



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Mermaid Property

Meetings

WHITPAIN WIRE

OCTOBER 14, 2020

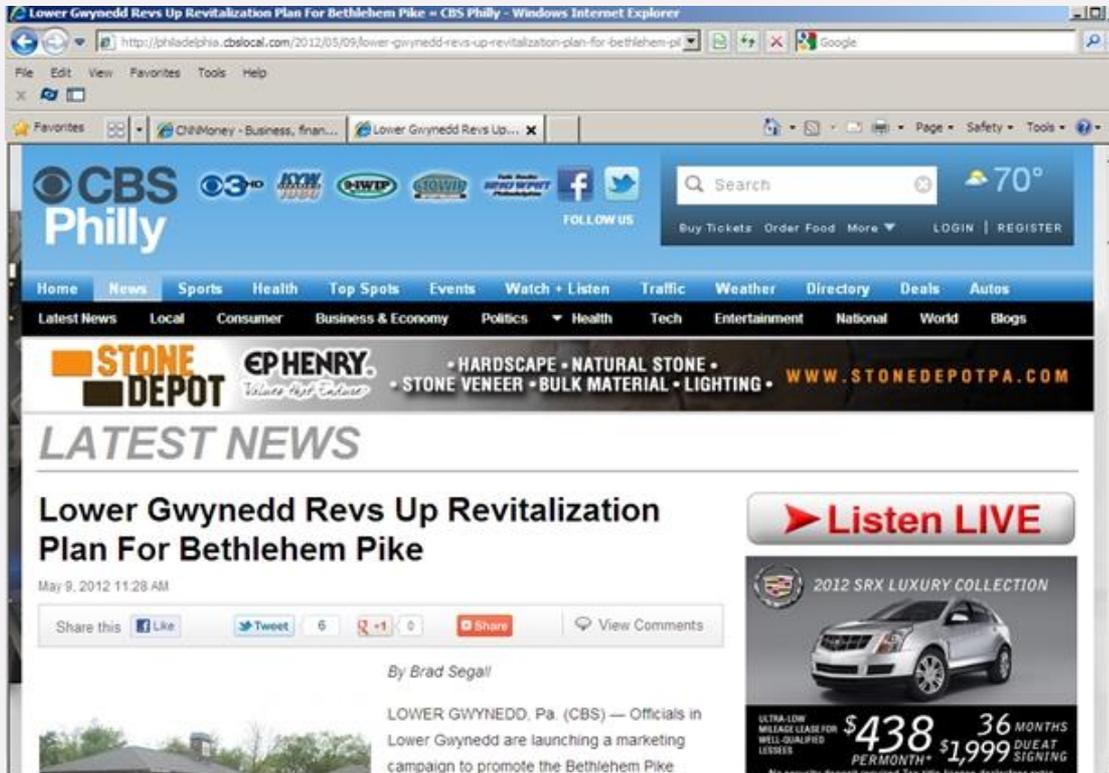
Mermaid Property Opens To The Community

The newest member of the Township's Parks system

Organization: Whitpain Township

Situation: In 2010, Whitpain was looking for recommendations and hands-on support for improving communications with the community.

Outcome: We worked with the Board of Supervisors and staff to develop a strategy that was based on the Township becoming *the* go-to source for news and information from Whitpain. A key piece of the effort was the creation of a weekly electronic newsletter. The Wire has since won awards from PSATS. The approach also relies on Twitter and the Township website.



Organization: Lower Gwynedd Township

Situation: A stretch of Bethlehem Pike in Lower Gwynedd had several vacant or underutilized private properties. Previous attempts had failed in attracting development attention.

Outcome: We developed the "I Like The Pike" campaign to showcase the opportunities to developers and energize the business community in Lower Gwynedd. The effort included earned media, videos, a briefing for developers, a website and events. The effort resulted in redevelopment interest in three properties and the restarting of a Township Business Association.



October 9, 2020

Board Honors Fire Volunteers For Service

The Board of Supervisors last night recognized 19 volunteers from the Barren Hill Fire Company and Spring Mill Fire Company for their service to the community.

Barren Hill Volunteer Fire Company

Prakash Bhuyan - 5 years of service

Eugene Langerfeld - 5 years of service

Chris Roberts - 10 years of service

Dave Cox - 15 years of service

Shaun Maher - 20 years of service

Ed Swift - 20 years of service

Scott Yoder - 25 years of service

John Ward - 30 years of service

(of Flourtown Fire Company)

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Fire Volunteers

Fire Expo

Voting Resources

Comprehensive Plan

Chalk It Up

Drug Takeback

Coronavirus Resources



Whitemarsh Township

October 19 at 11:30 AM · 🌐

The Parks and Recreation Department was recognized by the National Recreation and Park Association for the virtual programming it has been offering the community during the pandemic.

The Association's October magazine highlights the work of the department, calling the variety of activities "invaluable."

<https://tinyurl.com/yymrcq2d>

Organization: Whitemarsh Township

Situation: Whitemarsh was looking for an approach to enhance communication with residents. The Township also wanted assistance with communications activities.

Outcome: After conducting a communications audit, we recommended the launch of a weekly email newsletter along with a more frequent social media schedule. The "Whitemarsh Weekly" is now sent to approximately 3000 contacts. We create content and post to Facebook and Twitter on behalf of the Township. Social media frequency and engagement has increased





"We keep in touch with our son and his family thanks to High Speed Internet. We don't know where we would be without it."

*Chuck and Pat Montag,
Butler residents and CenturyLink customers*



High Speed Internet opens up a new world. To connect with High Speed Internet today, call the Public Utility Commission at 1-800-692-7380 or visit www.IDoMoreWithHighSpeedInternet.com

Organization: PA Public Utility Commission (PUC)

Situation: Broadband use in rural counties in PA trailed usage in urban areas. The PUC wanted to encourage usage and asked agencies for ideas. We proposed the integrated "I Do More With High Speed Internet" campaign.

Outcome: We developed a focused campaign that included special events, speaking engagements and earned media to identify broadband users in rural areas. These All-Stars were featured on a website and in paid media. The campaign drove interest and broadband subscriptions.



Organization: Upper Dublin Township

Situation: Upper Dublin wanted to test its communications response during a crisis.

Outcome: We developed a scenario that involved a bus crash during a Parks and Recreation trip. Township staff, including elected officials and police, were taken through a two-hour timeline of the incident and asked to respond in real-time. We provided a recap of the response and recommendations to enhance the Township's crisis communications.

References

➤ Whitpain Township

Dave Mrochko, Assistant Township Manager

610-313-2384

dmrochko@whitpaintownship.org

Scope: communications strategy, issues management, weekly e-newsletter production, website content, Twitter content

➤ Whitemarsh Township

Rick Mellor, Township Manager

610-825-3535

rmellor@whitemarshtwp.org

Scope: communications strategy, issues management, weekly e-newsletter production, website content, Twitter and Facebook content

References

➤ Lower Gwynedd Township

Craig McAnally, Township Manager

215-646-5302

cmcanally@lowergwynedd.org

Scope: communications strategy, issues management, weekly e-newsletter production, economic development initiative

➤ East Whiteland Township

John Nagel, Township Manager

610-648-0600

jnagel@eastwhiteland.org

Scope: communications strategy, issues management, weekly e-newsletter production, website content, website redesign, Twitter content

Thank You For The Opportunity

Tom Gailey

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tgailey@gaileymurray.com

A Proposal For Upper Gwynedd Township

Overview

GaileyMurray Communications proposes to assist Upper Gwynedd Township with communications on the future of the Martin Tract. Support will include regular discussions with Township officials and day-to-day direction of any communications effort.

Scope

- Research
- Strategy
- Message Development
- Outreach Program
- Content Development
 - Website
 - Social Media
 - Direct Mail
 - Email Messages
- Data Analysis
- Events

Fee

Work will primarily be performed by Tom Gailey at a rate of \$150 per hour. A fee of \$10000 for professional time is estimated for the first 90 days of the engagement. GaileyMurray will invoice for actual time performed on behalf of Upper Gwynedd. GaileyMurray will work the Township to establish a “not to exceed without Township approval” fee.

Expenses, such as printing and research, will be in addition to the professional time fee.