

EATON COUNTY BOARD OF COMMISSIONERS



Tim Barnes
Blake Mulder
Terrance Augustine
Brandon Haskell
Jeanne Pearl-Wright

Trevor "TJ" Youngquist
Mark Mudry
Joseph C. Brehler
Brian Droscha
Jacob Toomey

Scott Hansen
Brian Lautzenheiser
Jim Mott - Chair
Frank Holmes
Barbara A. Rogers - Vice Chair

EATON COUNTY BOARD OF COMMISSIONERS/INFORMATION TECHNOLOGY & COMMUNICATION COMMITTEE

WEDNESDAY, FEBRUARY 7, 2024, 4:00 P.M.

BOARD OF COMMISSIONERS' ROOM, COUNTY COURTHOUSE, CHARLOTTE

AGENDA

1. Call to Order.
2. Pledge of Allegiance.
3. Agenda Additions and Changes.
4. Approval of the December 6, 2023 Meeting Minutes.
5. Limited Public Comment.
6. Communications Director Update.
 - County Logo Update
7. Technology Services Director Update.
 - Aerial Imagery Update
 - Broadband Update
8. Miscellaneous.
9. Limited Public Comment.
10. Adjournment.

A quorum of the Board of Commissioners may be present at this meeting.



1045 Independence Blvd.
Charlotte, MI 48813



eatoncounty.org

**INFORMATION TECHNOLOGY AND COMMUNICATION
COMMITTEE MEETING**

WEDNESDAY, DECEMBER 6, 2023

4:00 P.M.

MINUTES

MEMBERS PRESENT: Commissioners Brian Droscha, Barbara Rogers, Frank Holmes, Brandon Haskell, Mark Mudry, and Scott Hansen

ABSENT: Commissioner Jacob Toomey

ALSO PRESENT: Connie Sobie, Logan Bailey, Eric Daley, Nathan Nighbert, and Liz Walby.

The December 6, 2023 regular meeting of the Information Technology and Communication Committee was called to order at 4:00 p.m. by Chairperson Droscha.

The Pledge of Allegiance was given by all.

Commissioner Haskell moved the approval of the agenda. Commissioner Holmes seconded. Motion carried unanimously.

Commissioner Haskell moved the approval of the November 1, 2023 meeting minutes. Commissioner Hansen seconded. Motion carried unanimously.

Limited Public Comment. None.

Communications Director, Logan Bailey, presented the department's monthly report. Updates were provided related to the new draft logos and seal. There was also an update on our media and advertising along with a new look for our website. Beginning in 2024 we will launch a second newsletter to allow for an internal and external audience. Commissioner Droscha commented a spotlight for each township would be a good source of information for people in our county.

Technology Services Director, Eric Daley, presented the department's monthly report. Of the three MMRA grants applied for the County was awarded the grant for cybersecurity training. The grant will provide 50% reimbursement of the project cost and trainings will begin in January, 2024. Director Daley presented a budget request to roll over funds to the new budget year to complete specific projects and to additionally complete two new projects.

Liz Walby, Technical Services Specialist, gave a presentation on one of the new projects being requested called Civicclerk. The new program would assist with meeting agendas and materials, and integrate with our current website. It would also replace Dropbox and cost less.

Commissioner Haskell moved to recommend a budget amendment for the project rollover funds as requested to the Ways and Means Committee. Commissioner Holmes seconded. Motion carried unanimously.

Limited Public Comment. None.

Chairperson Droscha adjourned the meeting at 4:38 p.m.

The next regularly scheduled meeting of the Information Technology and Communication Committee will be held in January 2024 on a date to be determined at the Board of Commissioners Organizational Meeting scheduled for 7:00 p.m. on January 2, 2024, in the Board of Commissioners Room of the Courthouse located at 1045 Independence Blvd, Charlotte MI 48813.

Brian Droscha, Chairperson



**EATON COUNTY
CONTROLLER'S OFFICE**

Connie L. Sobie
Controller/Administrator

Melissa L. Ballard
Finance Director

Claudine Williams
Director of Intergovernmental
Affairs and Development

Ben Dawson
Human Resources Director

Logan Bailey
Communications Director

DATE: February 7, 2024

TO: Information Technology & Communications Committee

FROM: Communications Director

SUBJECT: February 2024 Communications Report

DEPARTMENT COMMUNICATIONS

We continued to promote open positions on social media, posting specific highlights for those job openings needing further promotion alongside the general promotions to find candidates. We have been targeting specific demographics and geographies on social media with boosted advertising over the last few months, testing various forms of content to see what yields a higher conversion rate. The newsletters now include department spotlight sections, which have proven popular in our internal and external newsletters. I have received positive feedback from staff on the internal newsletter as well, with departments being able to add messaging they want distributed.

WEB ANALYTICS

Social Media

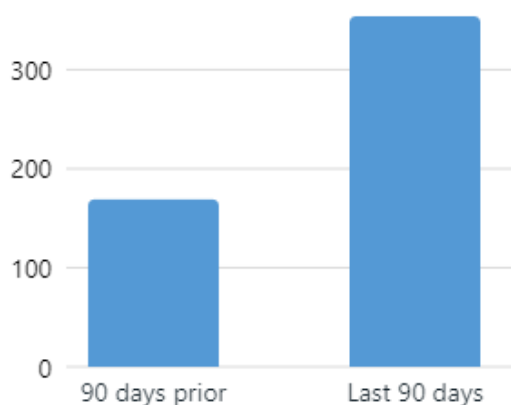
We continue to see growth in organic reach across social media, with Facebook still being the highest, hitting around 18,000 to 20,000 individuals a month. We have continued using repeated messaging within varied channels to maximize this reach, with still-growing results. However, the intensity has diminished since advertising has become less prevalent in the last 30 days. The post-by-post reach is still growing as our followers grow, with more engagement per organic posting, averaging 354 interactions per post, as seen below:

Engagement

Post reactions, comments and shares ⓘ

354 ↑ 109.5%

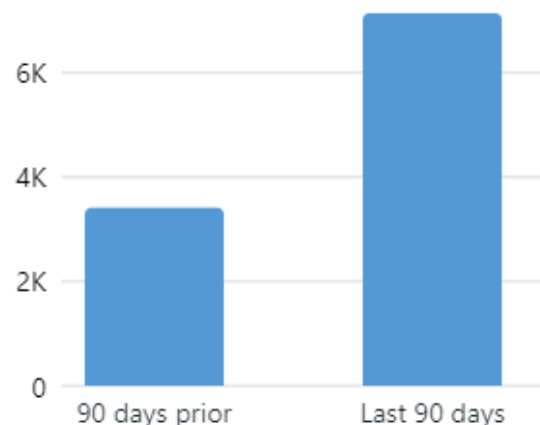
Total from last 90 days vs 90 days prior



Post reach ⓘ

7.1K ↑ 109.2%

Total from last 90 days vs 90 days prior



517-543-2122
517-543-3331 Fax



1045 Independence Blvd.
Charlotte, MI 48813



eatoncounty.org

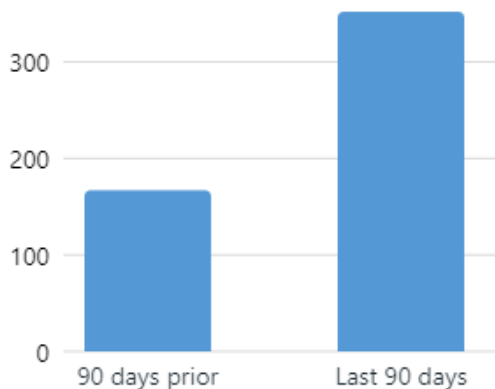
We average over 17,000 impressions (the number of times seen on a screen) from any boosted or advertised post, which has helped our growth in general reach over the past few months. Though small in expense, these ads continue to see significant reach and interaction when launched, which shows the target audience around Eaton County is still lucrative for our pages.

Instagram has also seen an increase in post reach, but followers have not increased much in the last 90 days.

Post reach ⓘ

352 ↑ 110.8%

Total from last 90 days vs 90 days prior

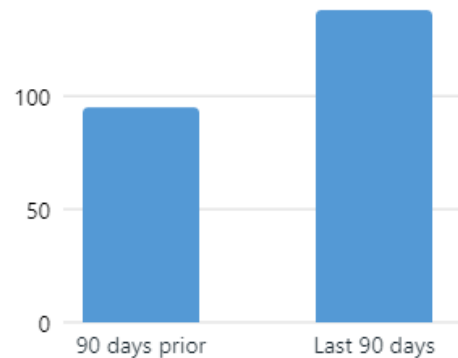


Engagement

Post likes, comments and shares ⓘ

138 ↑ 45.3%

Total from last 90 days vs 90 days prior



We continue to see a steady increase in subscribers on YouTube, as we sit at a humble 50 subscribers. This is due to new followers continuing to find old livestream posts and posts promoting each live public meeting as it happens on our Facebook profile and within local groups on Facebook. As I stated before, we updated our website's main navigation and calendar navigation to showcase the livestreams and archive of videos on our YouTube page. We organized the playlists and live feed to be easier to locate and more accessible, which, based on feedback, has helped us be more accessible.

Website

Our website shows a steady and active user base, with the highest traffic still on the Online Services page, Public Hearing page, and the “Search” page. From December 1 through January 31, we saw 47,000 individual site users (total users per site visit). This represents a more typical base compared to the November review I shared, with the election adding users. Users averaged one minute and five seconds per page engaging with content, which is an increase. I believe this subtle increase, though positive, is partly due to the press releases and higher traffic on specific days skewing the time allotment, so I do expect it to dip down.

Organic search referrals (those using search engines like Google to find us) are the highest, with direct referrals (those typing in the Eaton County URL directly) being second. However, we saw



517-543-2122
517-543-3331 Fax



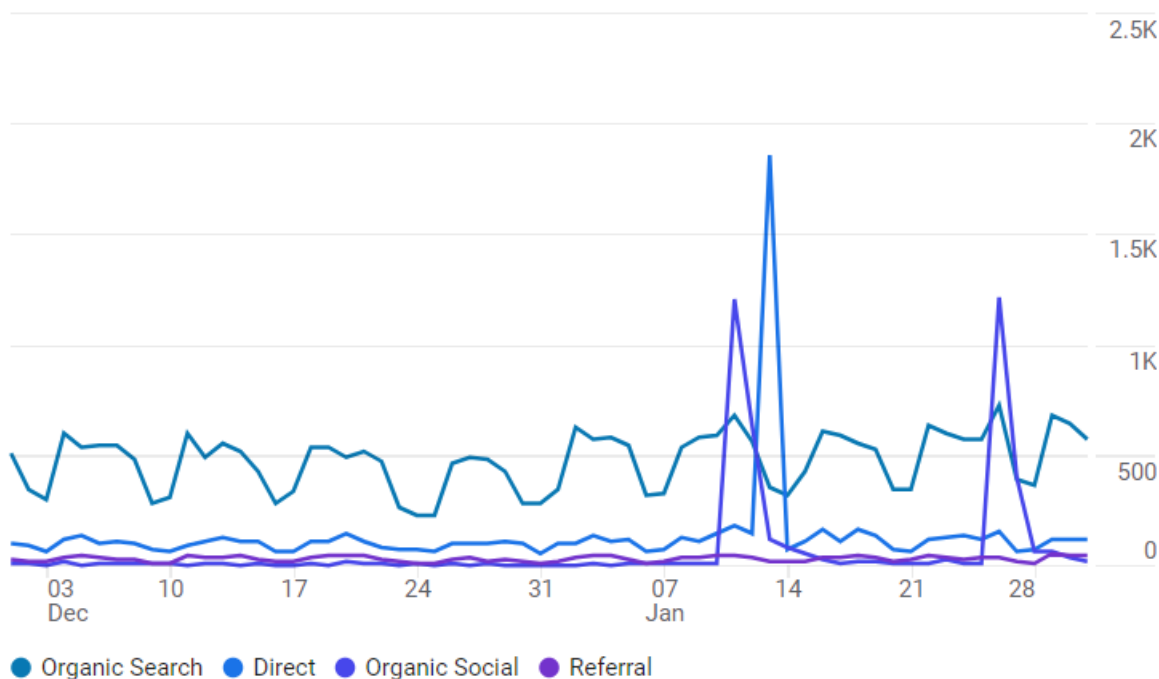
1045 Independence Blvd.
Charlotte, MI 48813



eatoncounty.org

three spikes in social media referrals thanks to Press Releases being shared on Sheriff's Office incidents on Facebook primarily. This drew individual users to read the release and search for updates in the following days.

New users by First user primary channel group (Default Channel Group) over time



My department and Technology Services have officially kicked off the process of updating the new site. This began with a look into ADA compliance monitoring options and changes in January. We are currently analyzing the best way to move forward with compliance and how to structure short-term changes to up accessibility and engagement on our website. This is a months-long process, but we have officially begun working with a Civic Plus project manager and design team. You will begin to see subtle changes over the next few months.

MEDIA

In December and January, Eaton County sought and received press on the Opioid Settlement Funds and Strategic Planning, Emergency Management's Strategic Planning, as well as several Sheriff's Office incidents, including an officer-involved shooting in Roxand Township and the Lansing Mall robbery in Delta Township.

I want to thank the Sheriff, Undersheriff, and Chief Deputy for being so available to assist in the drafting and publication of these press statements and releases, as well as trusting me to assist in the process. I also want to thank Chair Mott and Commissioner Barnes for being open and available during the incidents.

If you would like further information or links on any specific press done in the last 60 or so days, please contact me at lbailey@eatoncounty.org.



517-543-2122
517-543-3331 Fax



1045 Independence Blvd.
Charlotte, MI 48813



eatoncounty.org

DESIGN UPDATE

After several months of design, internal focus groups, and countless iterations, I am happy to recommend to this Committee a new logo to represent Eaton County in official communications.

I am hopeful this Committee will move my recommendation for a new logo and imagery to the full Board on February 23, 2024, for final adoption.



517-543-2122
517-543-3331 Fax



1045 Independence Blvd.
Charlotte, MI 48813



eatoncounty.org







I'm a local unit of government: what role can I play in BEAD?

You can participate in the State Challenge Process by submitting challenges. If you do not already receive email updates from MIHI, sign up so that you get up-to-date information about when the State Challenge Process will begin. Once the State Challenge Process Portal is launched, register for an account to begin submitting challenges. Make sure you are communicating with other local units of government with which you share constituents (I.e., cities, villages and townships should be communicating with their counties) to coordinate work. You may wish to sign up for a Tier E CostQuest license in order to get access to all the information you may need.

MIHI recommends that local units of government focus on “consequential” challenges during the State Challenge Process – that is, challenges that ensure that all locations that are unserved or underserved are identified correctly and, in places where they are appropriate, focusing on area and multi-dwelling-unit challenges. There is a statewide nonprofit organization, [Merit Network](#), that is supporting many local units of government in preparing and submitting challenges.

If you support a specific grant application that is being proposed, you can participate in the Subgrant Process by giving the grant applicant a letter of support to include with their application. It is entirely acceptable (and encouraged) to provide letters of support to more than one grant application, if you do in fact support more than one application. It is entirely acceptable (and encouraged) to refrain from providing letters of support for any application that you do not in fact support. We currently expect to begin taking grant applications in mid-2024.

In order to support the success of any BEAD-funded projects that may be awarded in your area, we recommend at the conclusion of the State Challenge Process, you review the list of BEAD-eligible locations in your jurisdiction and consider what permits may be needed for those projects. We currently anticipate the conclusion of the State Challenge Process in mid-2024. Compiling the relevant materials, designating a point-of-contact who can help the grant recipient move through the permitting process and/or other steps that you may identify that could streamline the process can help ensure the success and speed of high-speed internet deployment in your community.

If you are interested in applying for a BEAD Subgrant, make sure you are signed up to receive our email updates, to ensure you have up-to-date information about timelines and the project design map we are developing. All applicants must meet the same qualifications as any other internet service provider.

If you want to keep track of what grants are awarded and when construction will be complete, be aware that we currently expect to begin taking grant applications in mid-2024 and having a final plan for grant awards in 2025. In order to keep up to date when announcements are made, sign up for updates via our newsletter. We will continue to update information about the progress of each project throughout the build-out process.

See additional information and answers about BEAD on the MIHI website at:

<https://www.michigan.gov/leo/bureaus-agencies/mihi/funding-opportunities/bead>