

2023 PSATC SURVEY FINDINGS



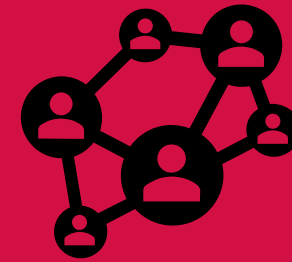
Presented by



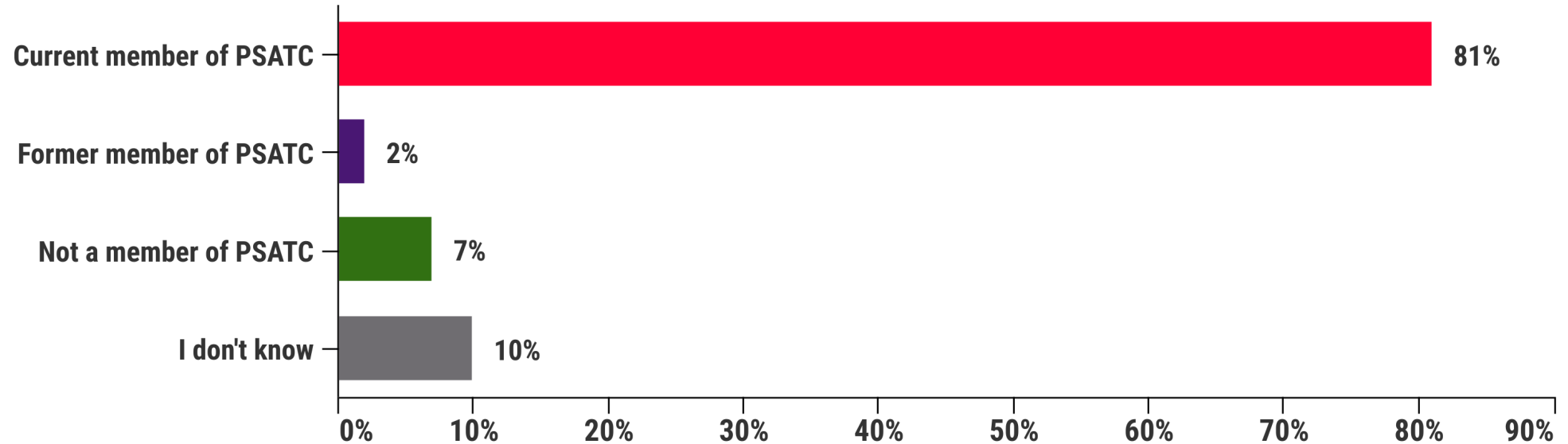
OUR METHODOLOGY

- Communication Solutions held the Leadership Team Kickoff Meeting to define PSATC's vision and discuss survey priorities
- Electronic survey administered between July 12 – July 26
- Survey promoted via Constant Contact, emails, phone calls, outreach from Executive Committee
- 237 email opens through Constant Contact
 - 99 survey participants
 - 42% participation

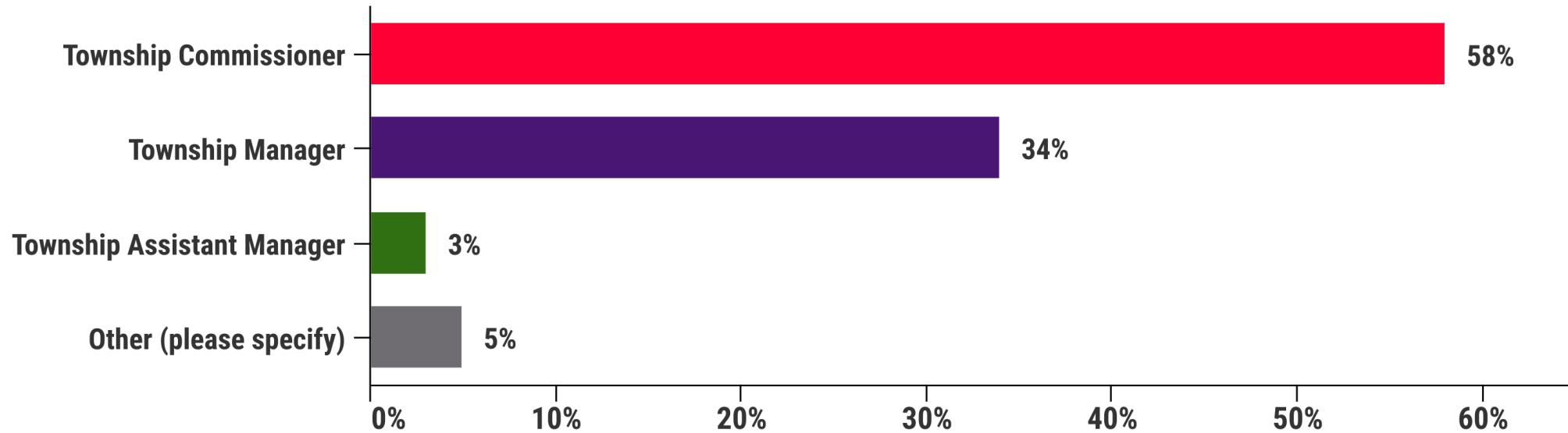
DEMOGRAPHICS



What best describes your township?

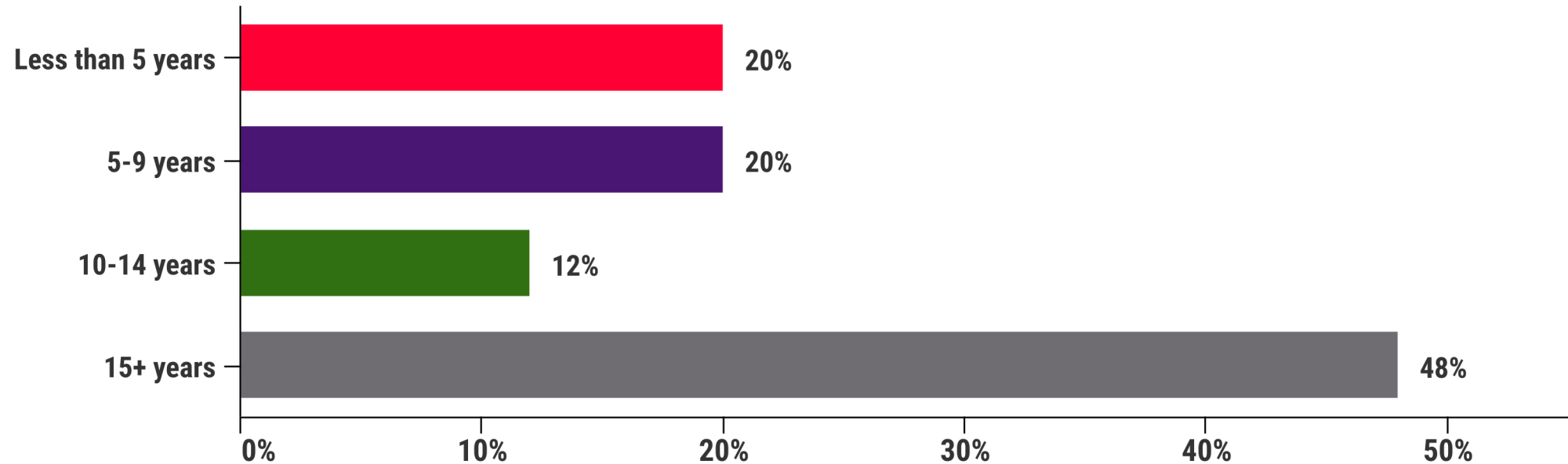


What role best describes you?



Other: Admin assistant/secretary, solicitor

How many years have you worked in/served in municipal government?



What organizations are you currently a member of? (OPEN ENDED)

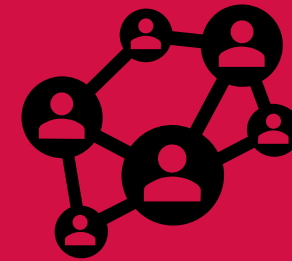


77 responses

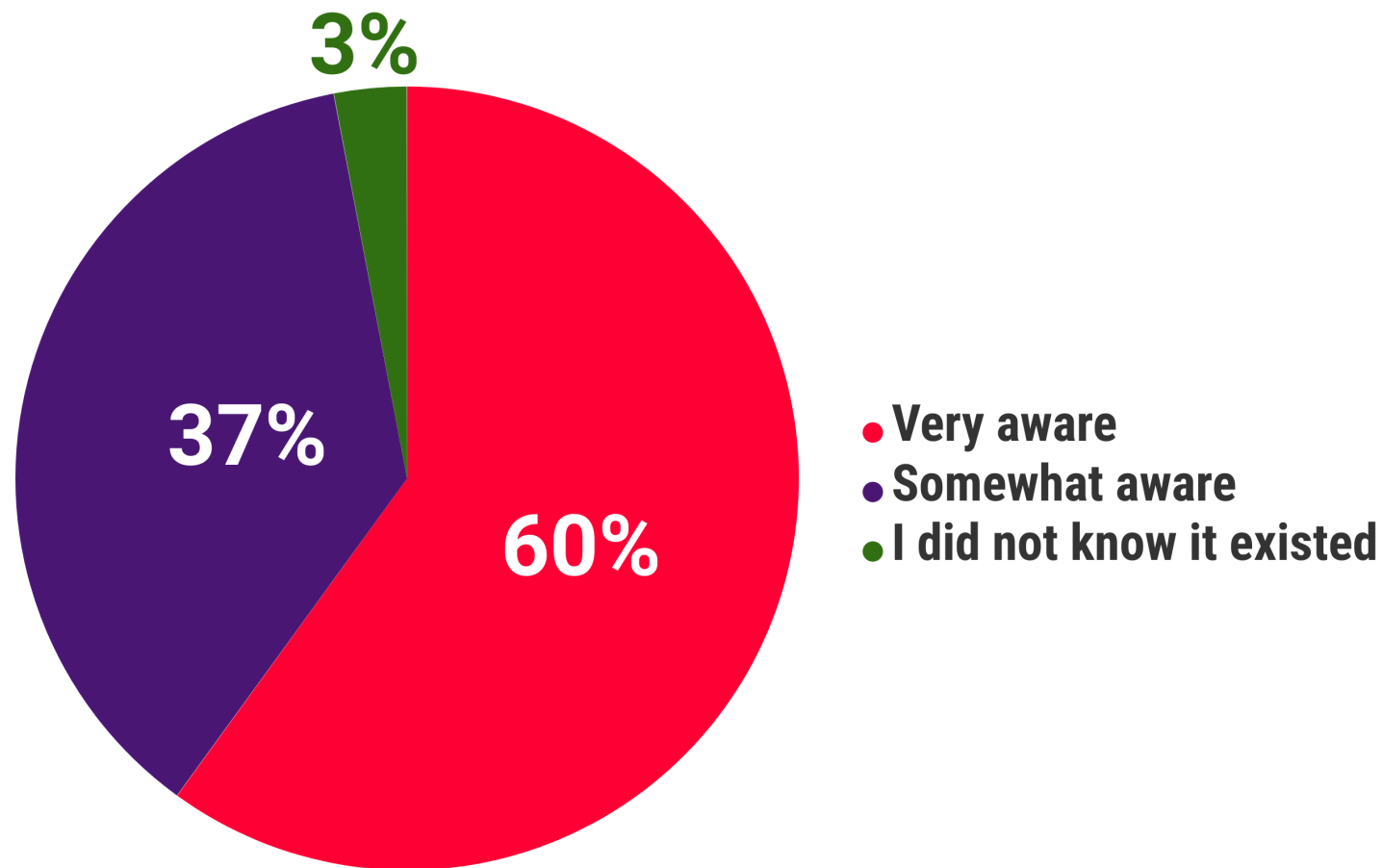
Most common:

- PSATC
- PML
- APM (Association of Pennsylvania Municipal Managers)
- PSATS
- ALOM (Allegheny League of Municipalities)
- Local chamber of commerce

AWARENESS

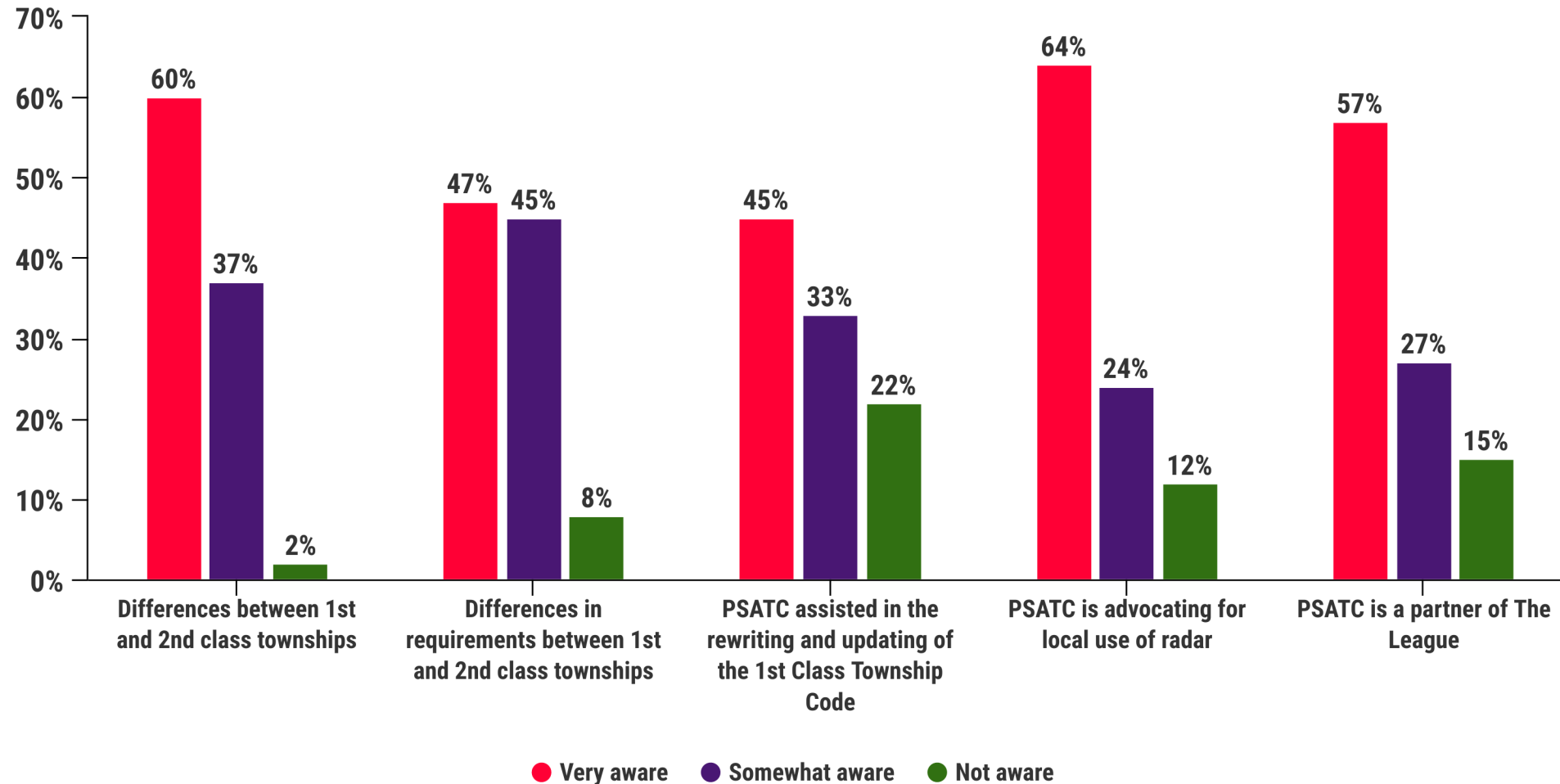


Overall, how aware are you of PSATC as a state organization?

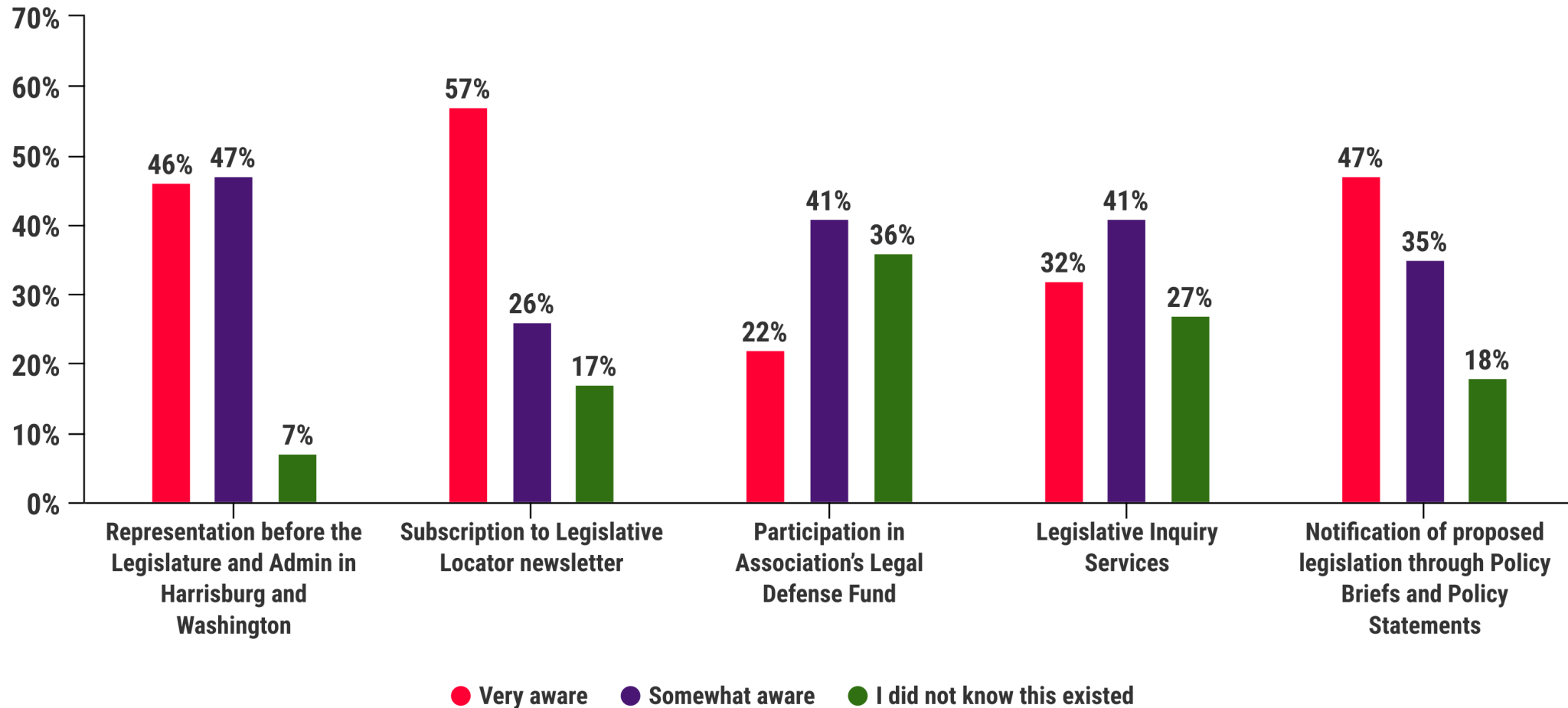


High awareness could be because 81% of survey respondents are current PSATC members.

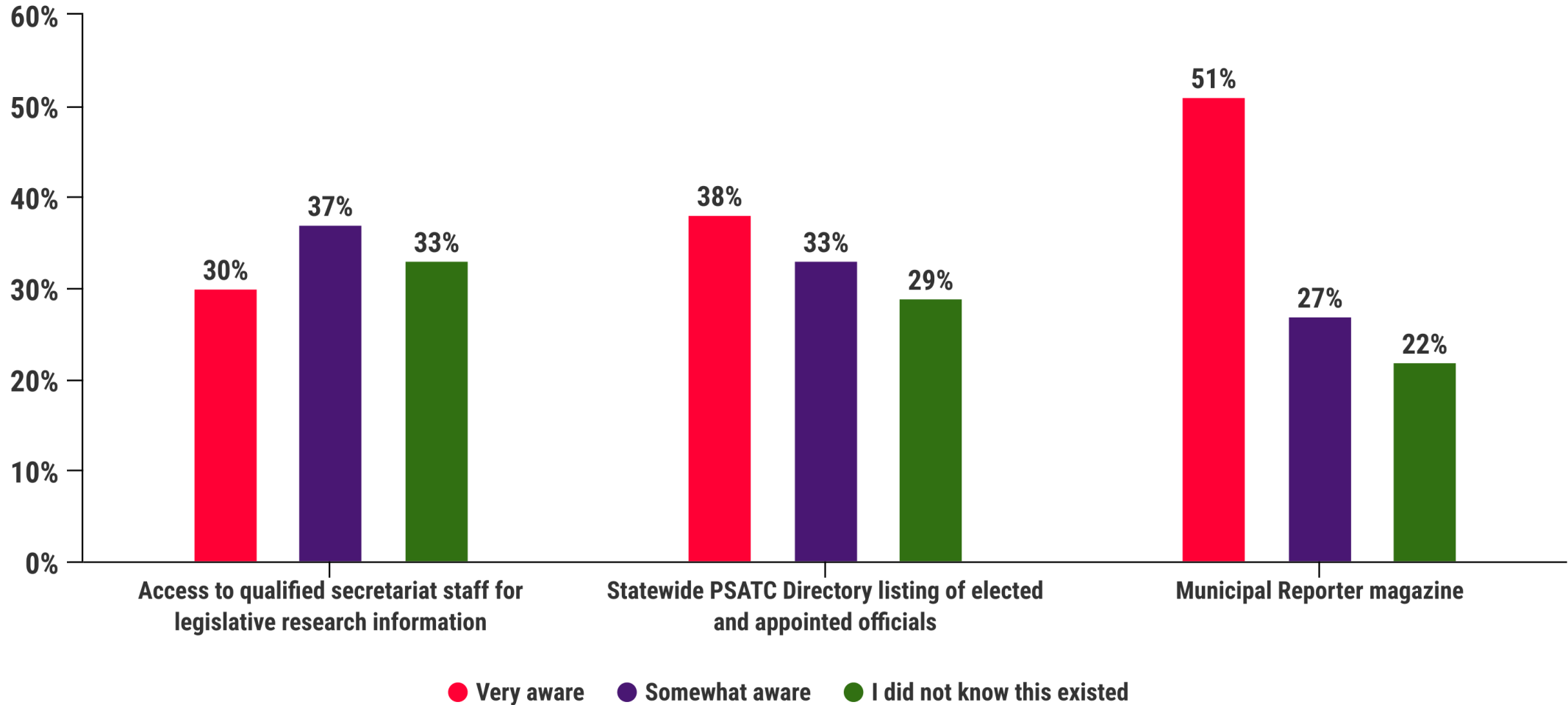
Please rate your awareness of the following:



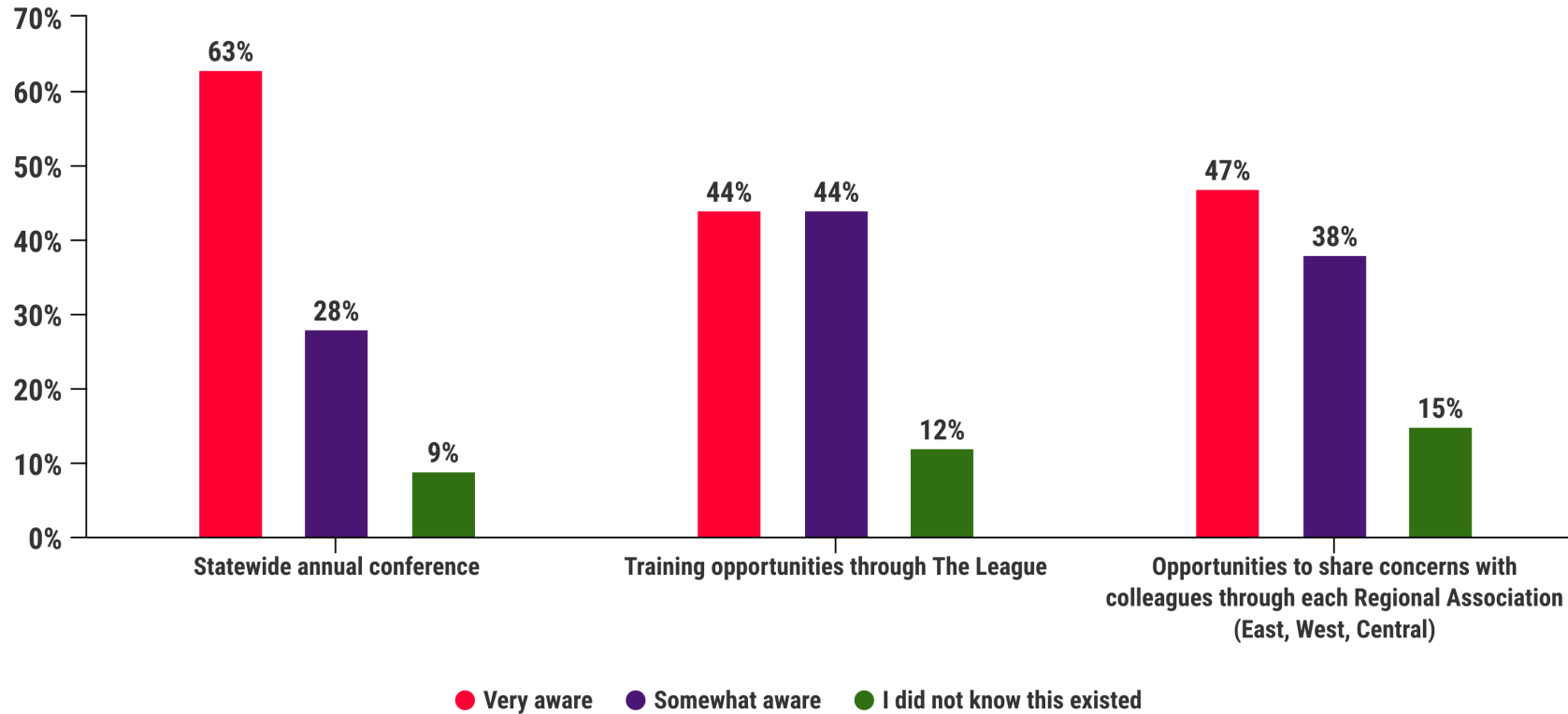
How aware are you of the legislative advocacy benefits of PSATC?



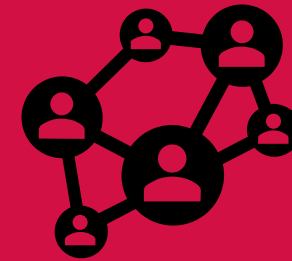
How aware are you of the resource benefits of PSATC?



How aware are you of the networking & educational benefits of PSATC?



MEMBERSHIP BARRIERS



What do you think prevents first class townships from joining PSATC? (OPEN ENDED)



44 responses

23 (52%) – Lack of awareness/knowledge of PSATC and its benefits

11 – Cost

9 – Lacking relevance, impact, benefits/value

7 – Limited time/involved in other organizations

2 – Small in number (both first class townships and township staff)

2 – Other (difficult Board members, ignorance)

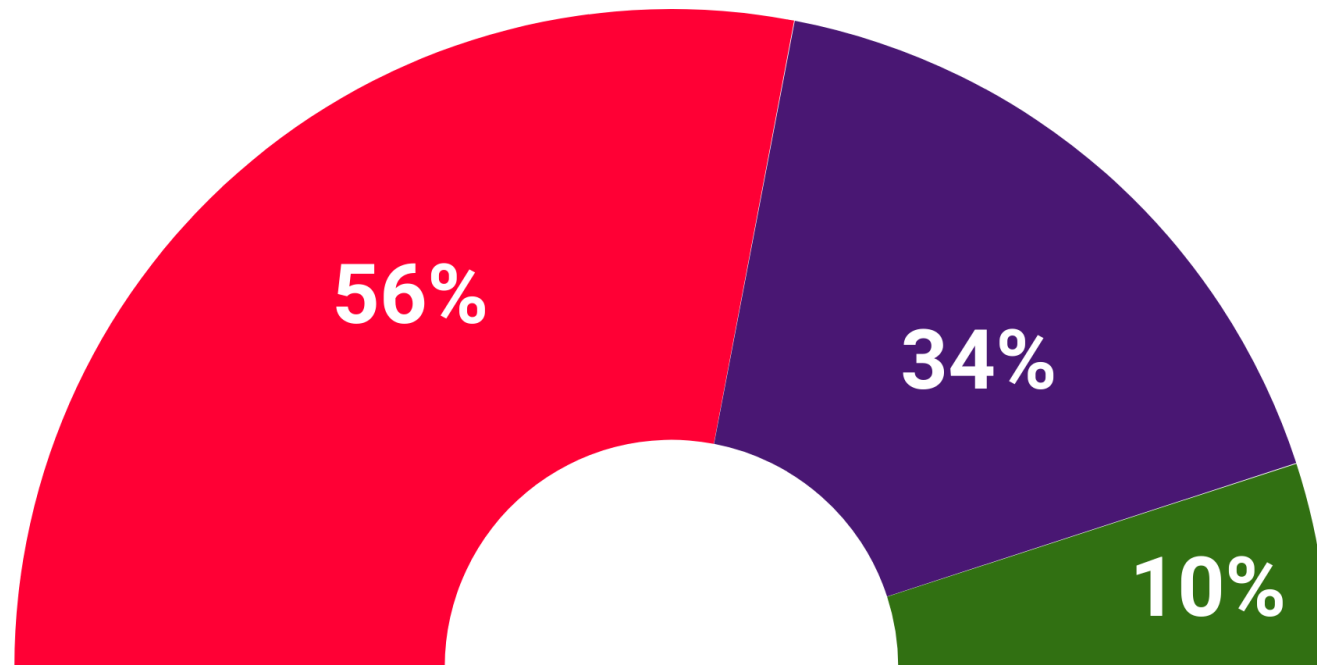
PROPOSED INITIATIVES



How beneficial is each proposed initiative?



PSATC member-only resource portal to access resources essential to first class townships

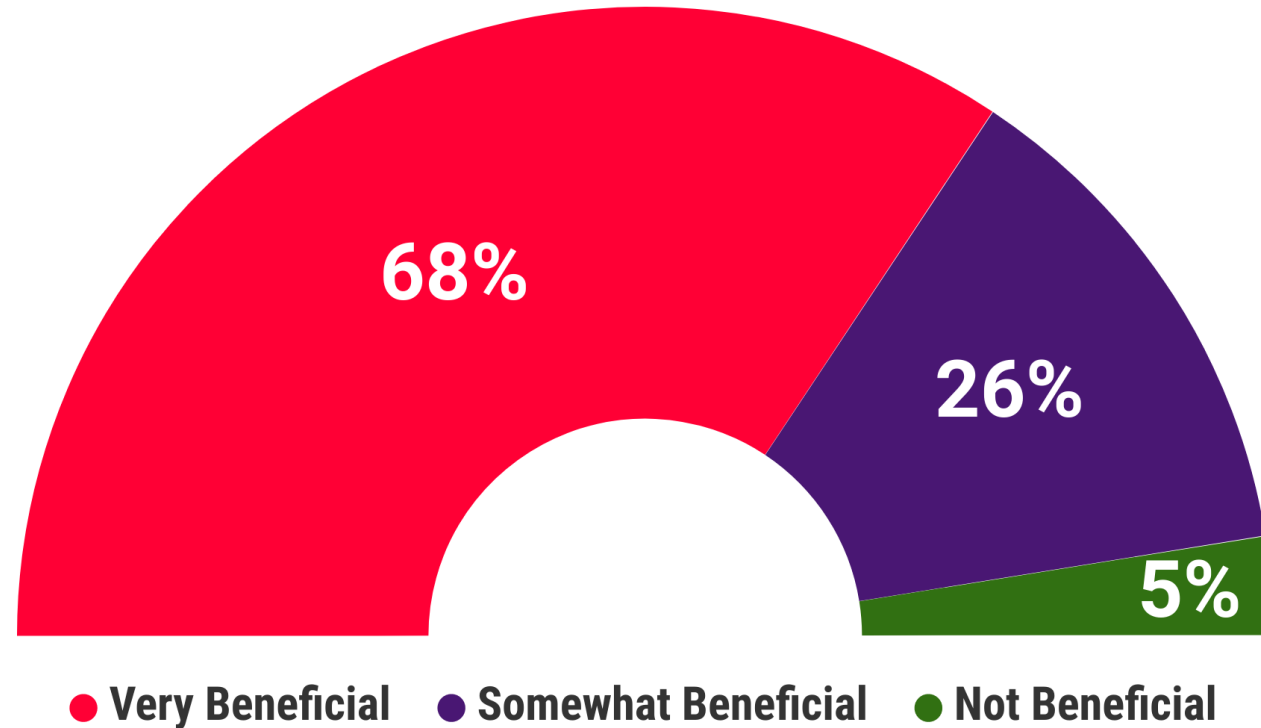


● **Very Beneficial** ● **Somewhat Beneficial** ● **Not Beneficial**

How beneficial is each proposed initiative?



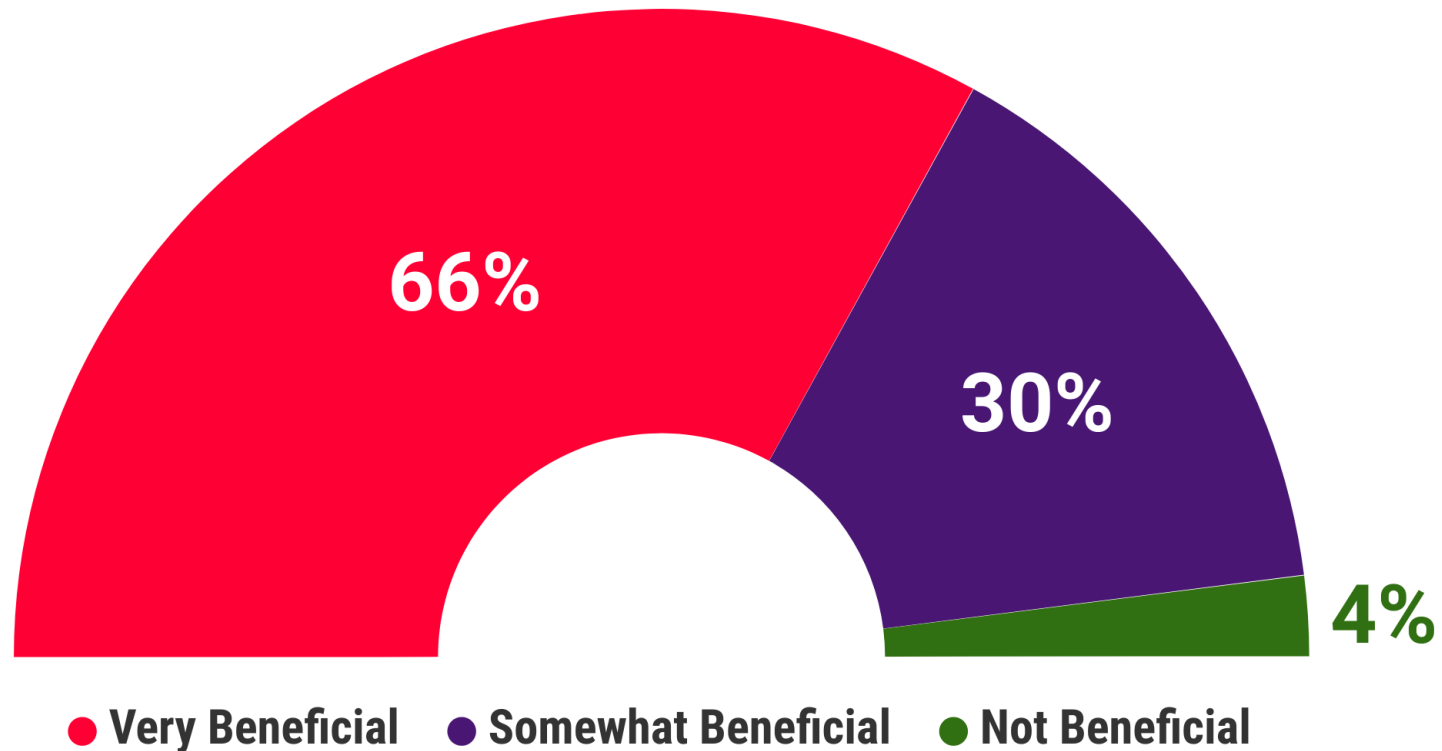
E-mail updates from PSATC on legislation specific to first class townships



How beneficial is each proposed initiative?



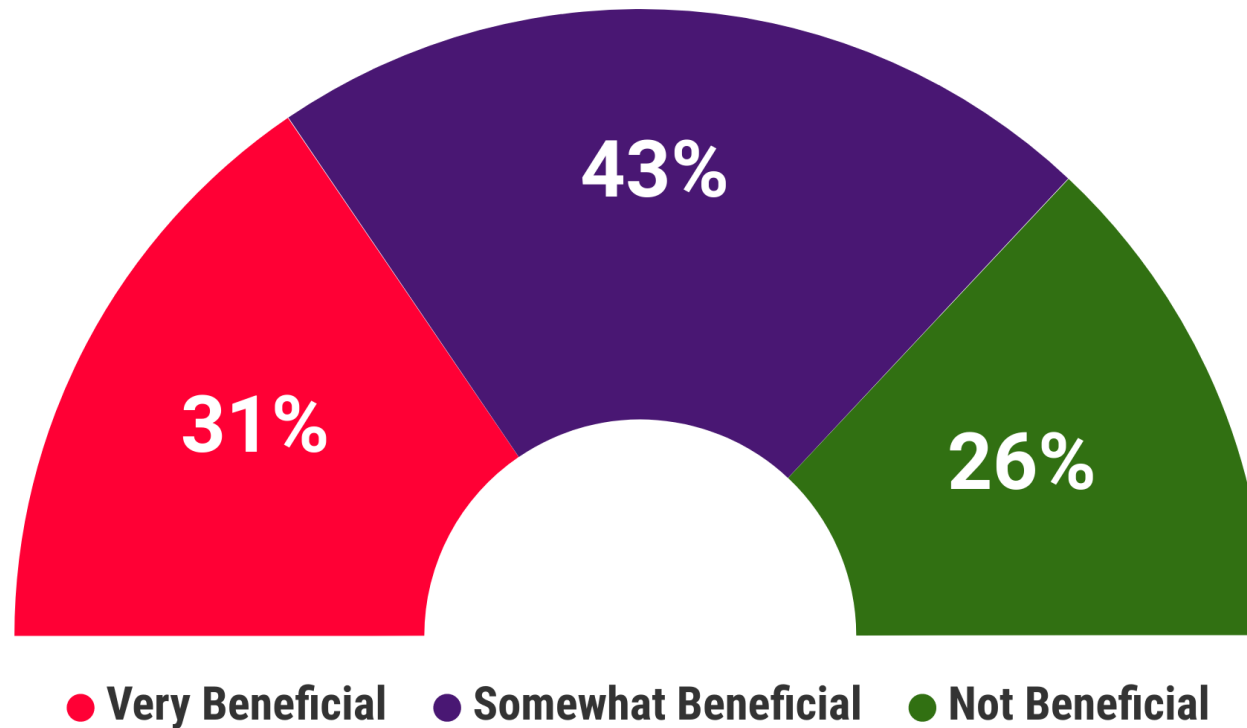
Quarterly e-newsletter from PSATC to keep first class townships informed of its work



How beneficial is each proposed initiative?



Creation of an annual Innovative First Class Township Award



TRAINING



Where do you receive the majority of training for your role within the township? (OPENENDED)



68 responses

Most common:

- Conferences, seminars, workshops
- On the job experience, from the township
- PSAB (Pennsylvania State Association of Boroughs)
- PML
- PSATS

How can PSATC make itself more valuable and useful to your township? (OPEN ENDED)



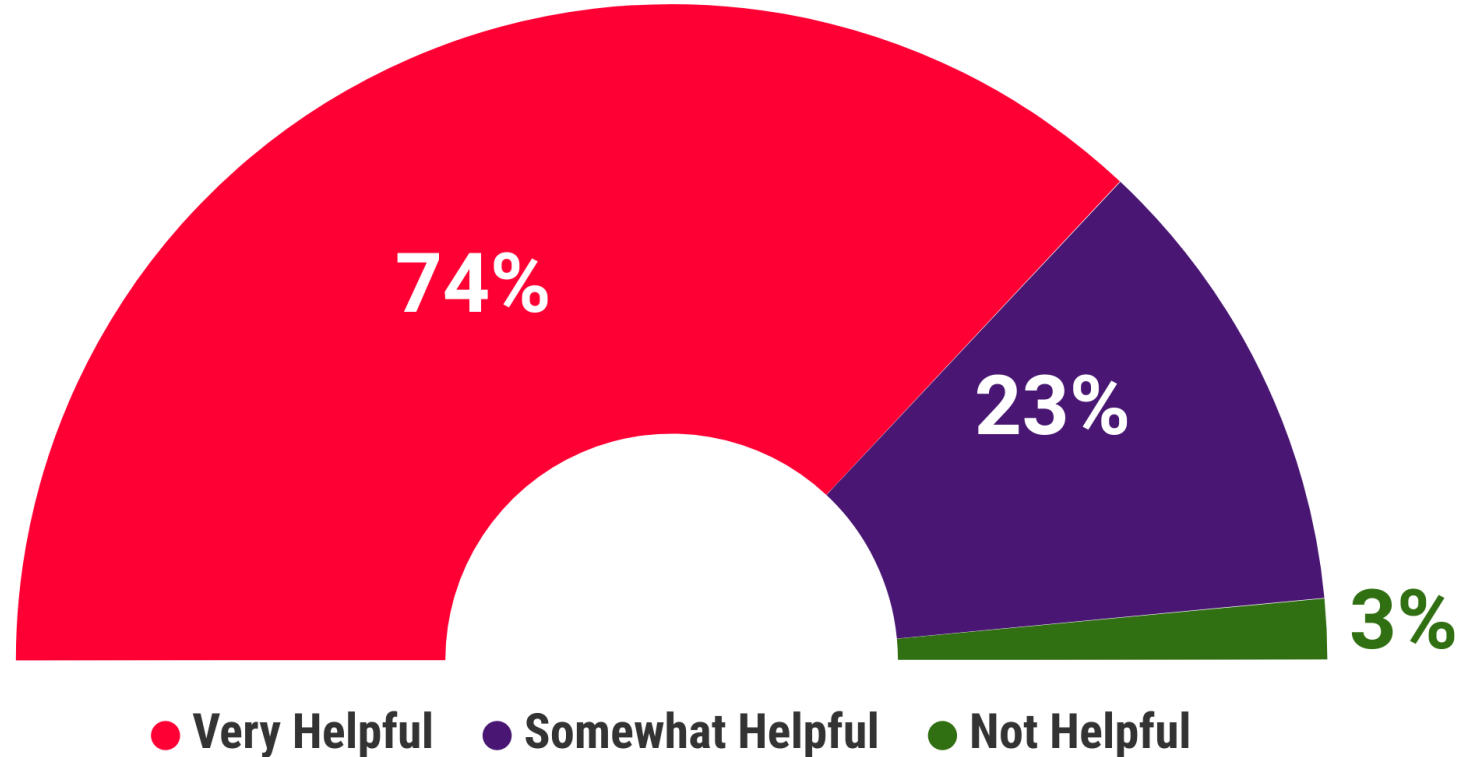
38 responses

- 17 (45%) – Training, education, provide more valuable information
- 7 – More awareness, bigger presence
- 7 – In-person engagements, local events, round tables, workshops
- 6 – Communication about what's going in the state and PSATC
- 3 – Lobbying, presence in the Capital
- 4 – Other (revise strategic mission, keep politics out...)

How helpful would the following training topics be to your township?



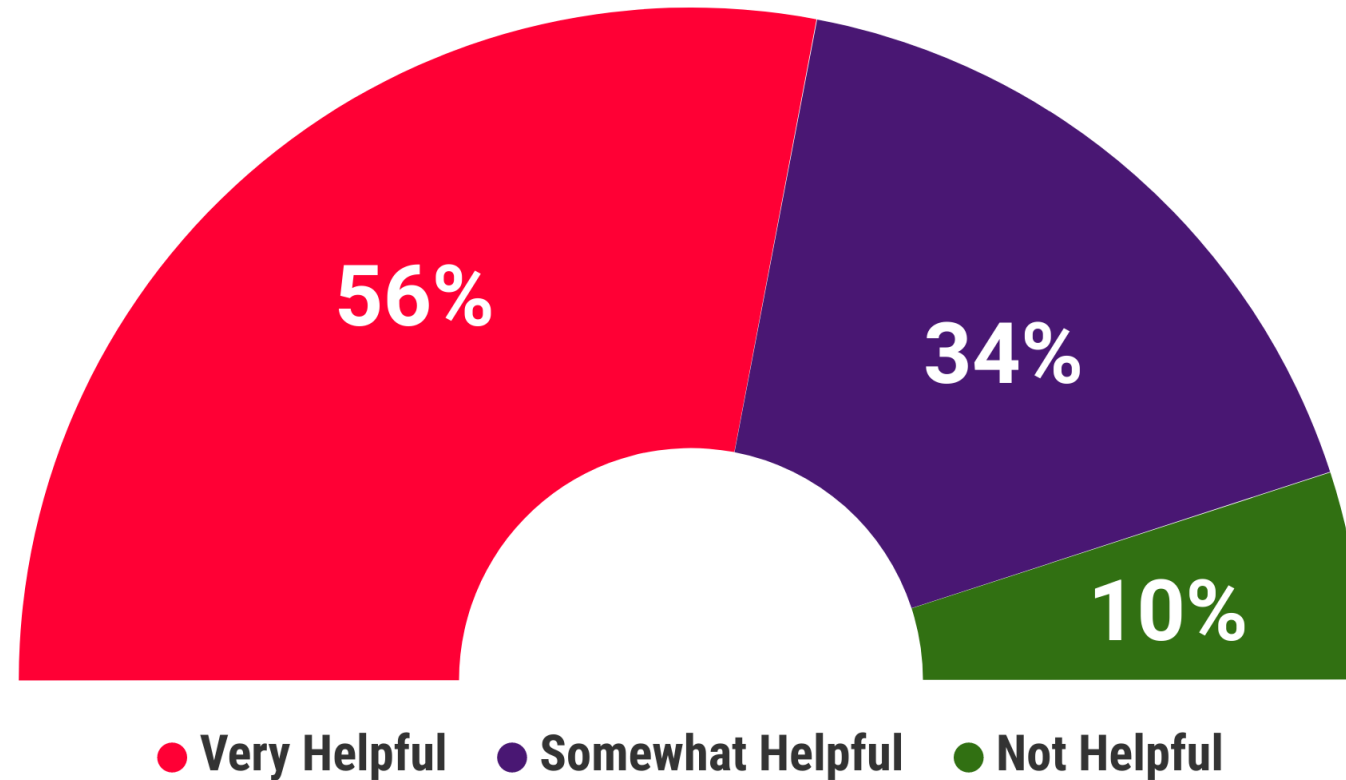
Governance for new township commissioners and key township staff



How helpful would the following training topics be to your township?



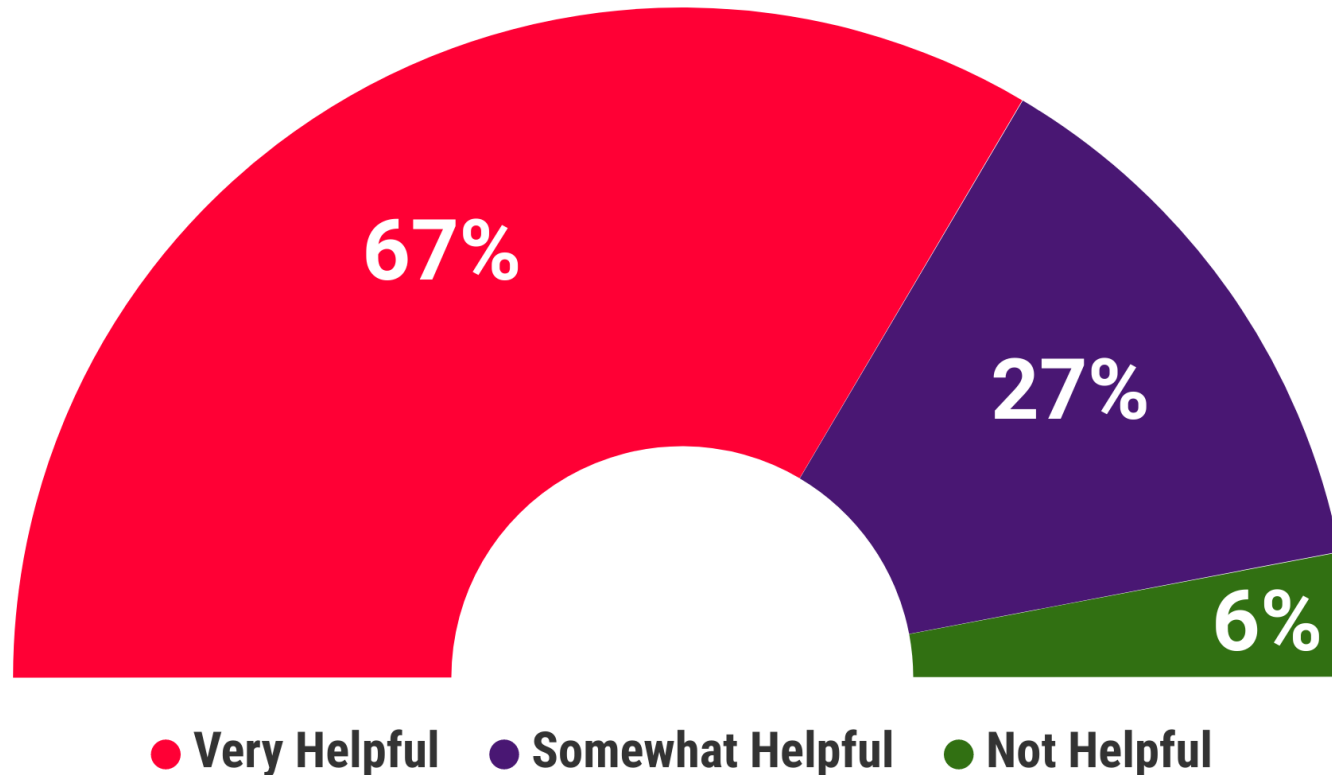
How to engage with state or local legislators



How helpful would the following training topics be to your township?



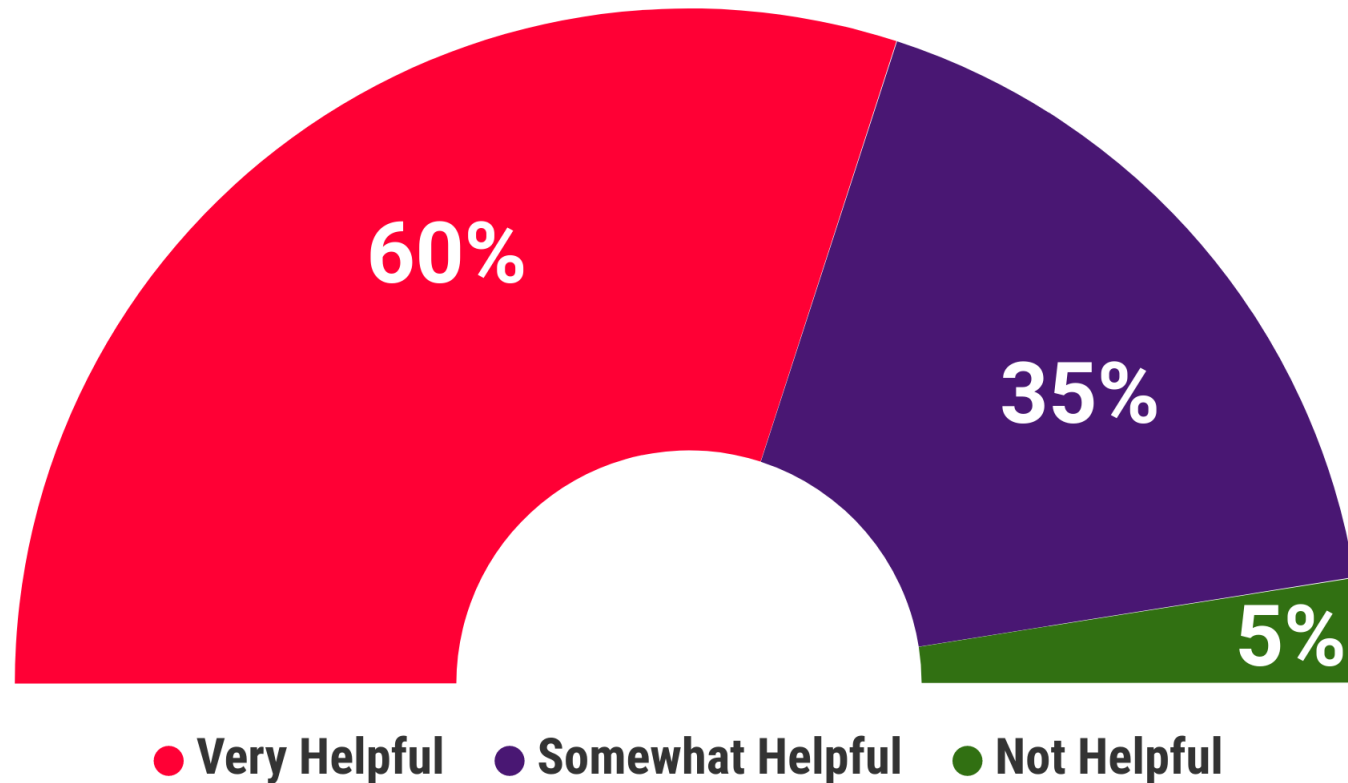
How to access and obtain grants



How helpful would the following training topics be to your township?



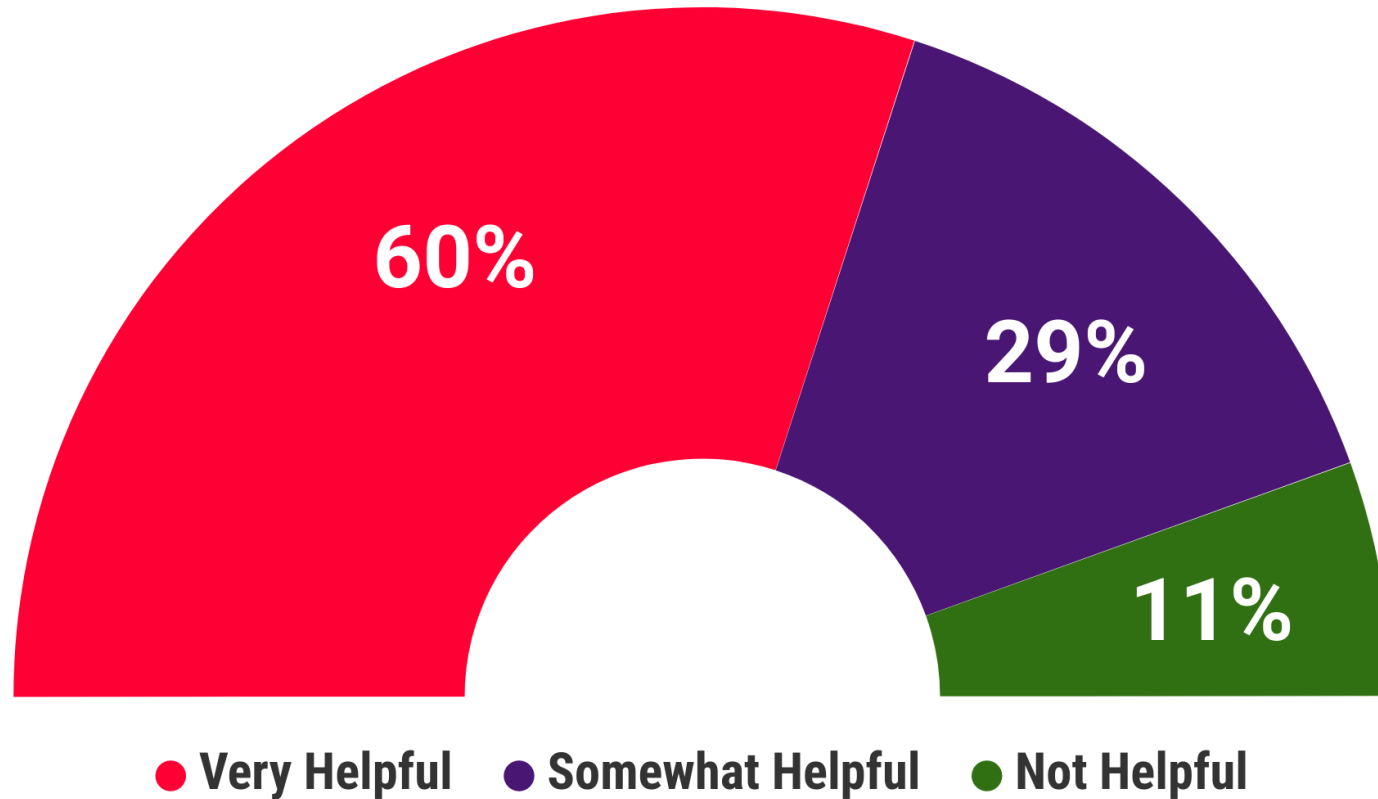
Stormwater management strategies



How helpful would the following training topics be to your township?



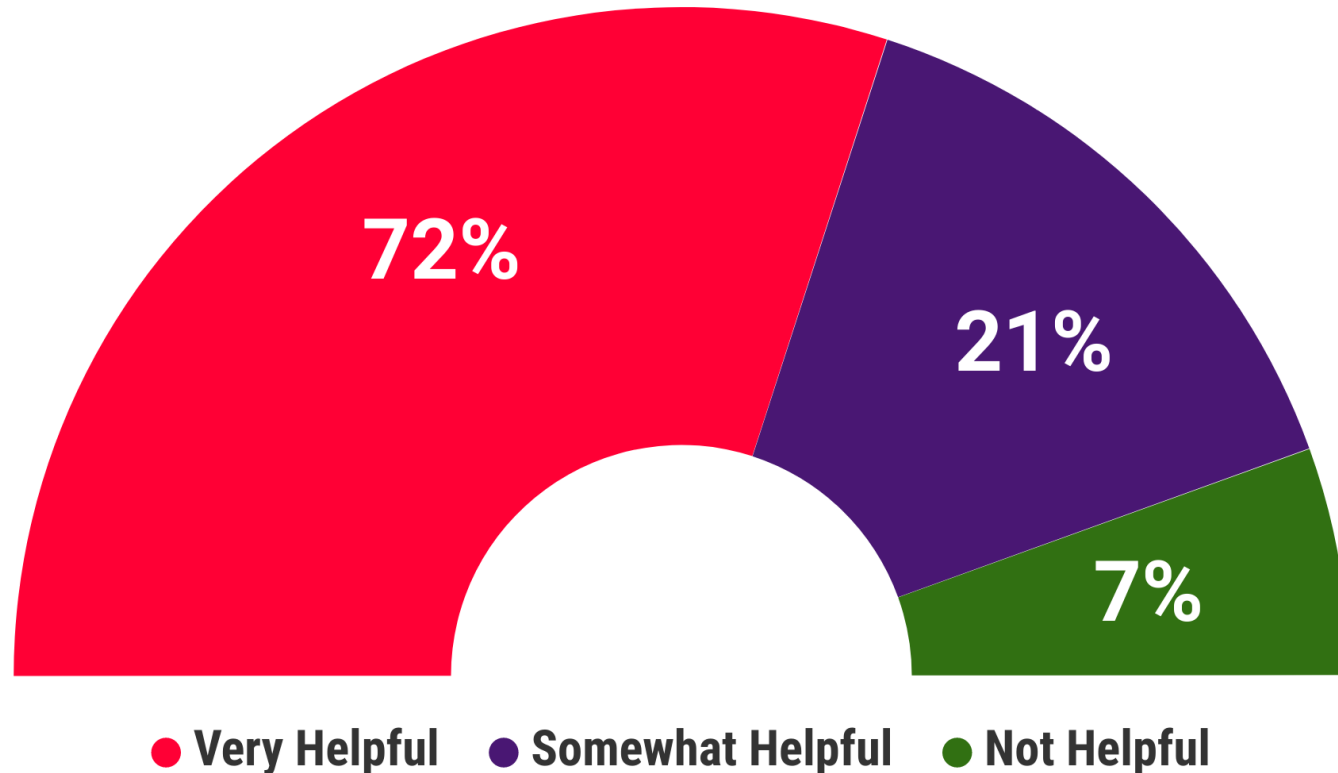
Police recruitment and retention strategies



How helpful would the following training topics be to your township?



Fire recruitment and retention strategies



What other training topics would benefit you or your township? (OPEN ENDED)



29 responses

7 – Budget/finance

6 – Constituent interaction/community engagement

4 – Township coordination (Coordination between townships, coordination with residents)

3 – Grant writing

3 – Land development/preservation

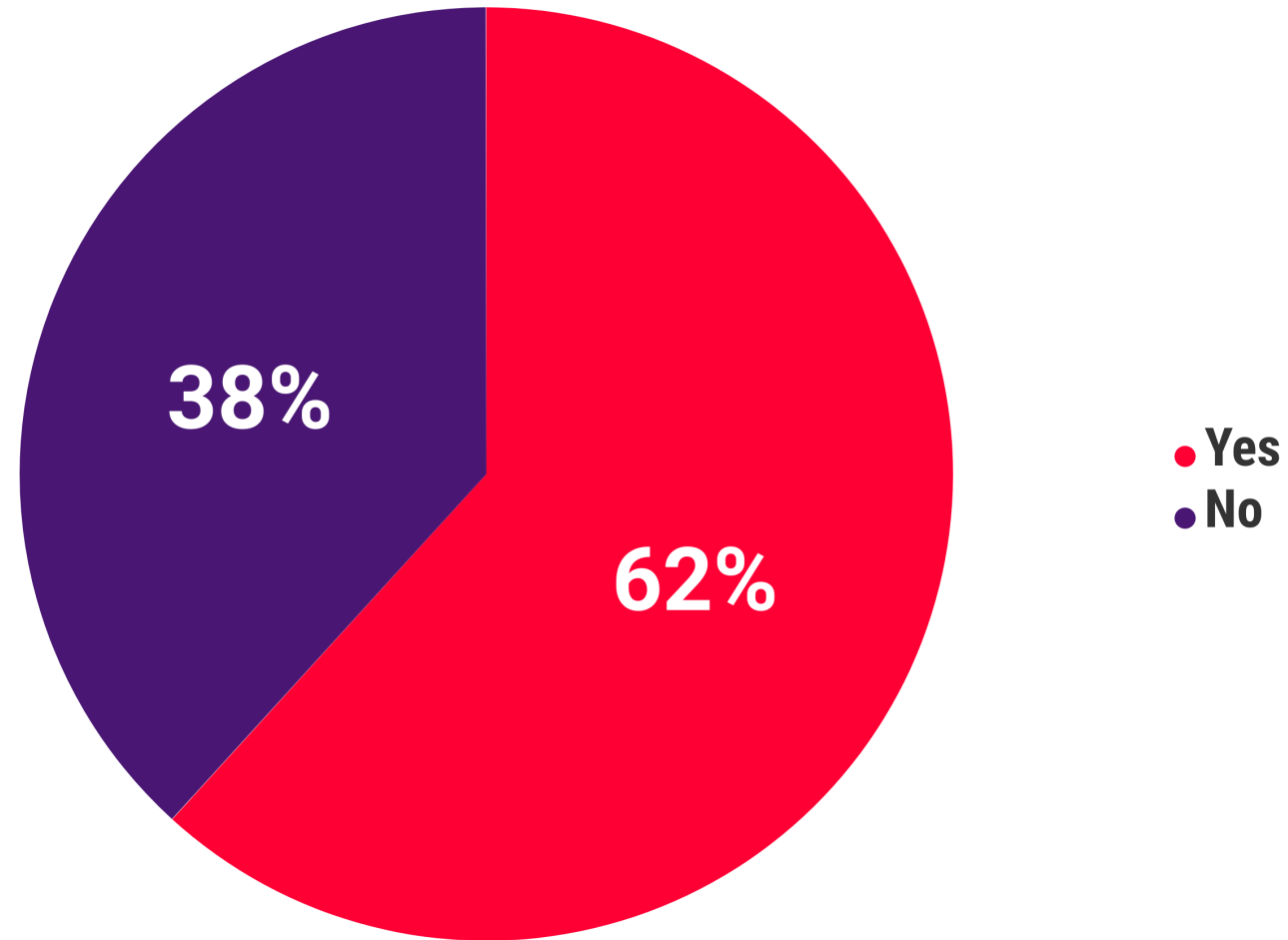
2 – Waste reduction strategies and recycling

2 – Basic management principles

CONFERENCE FEEDBACK



Have you ever attended the PSATC annual conference?



What would you like to see at the conference in the future or would get you to attend? (OPEN ENDED)



34 responses

- 17 (50%)** – Increased educational value (Better educational classes, legislative updates, first class township success stories, interactive sessions/workshops)
- 7**– Convenience (location, would like weekend events, too much time away from work, cost)
- 5** – More attendees (legislators and state administrators, first class townships)
- 3** – Communication/awareness about the conference and what to expect there
- 2** – Word of mouth, hearing from others it's “the place to be”
- 2** – Combine with PML or another conference

INSIGHTS & FEEDBACK



What challenges or issues keep first class townships up at night? (OPEN ENDED)



53 responses

23 – Finding the money for unfunded mandates

20 – Recruitment & retention (police and firefighters mentioned)

9 – Public safety

7 – Stormwater management

6 – Township planning, communication and engagement

3 – Taxation

If you could create the ideal association for first class townships, describe what that would look like. (OPEN ENDED)



25 responses

- 7 – Collaborative, more first class township participation
- 6 – Happy with PSATC as it is now
- 5 – Beneficial educational opportunities/training
- 3 – Presence (can contact PSATC 24/7 through website, advocacy work, overall presence of PSATC)
- 2 – Strong understanding of township needs
- 2 – Modern
- 6 – Other (Be like PSATS, PML and PSATC should merge, low cost)

OPTIONAL



Q20 Participate in a 1-hour focus group on Zoom to assist PSATC in branding



32 responses

Q21 Joining or volunteering with PSATC

13 responses

2 are currently nonmembers

KEY ISSUES &  RECOMMENDATIONS

Standout Open-Ended Feedback



DATA WORTH NOTING

- **52%** said lack of awareness/knowledge of PSATC and its benefits prevent others from getting involved
- **45%** said more townships would join if PSATC offered training, education, and more valuable information to first class townships
- **50%** seek more educational value from your annual conference (Better educational classes, legislative updates, first class township success stories, interactive sessions/workshops)
- **32** respondents provided contact info so they can participate in the branding visioning session

ISSUE #1 – Lack of Awareness RE: PSATC Actions & Benefits



- Although the majority of survey participants are aware of PSATC, they lack awareness of one key initiatives PSATC has been involved in:
 - Updating of the First Class Township Code
- Strong member benefits also suffering from lack of awareness seem to be strong resources for first class townships. Yet respondents did not know they were available through PSATC. They include:
 - Participation in Association's Legal Defense Fund
 - Access to qualified secretariat staff for legislative research information
 - Statewide PSATC Directory listed elected and appointed officials
 - Legislative Inquiry Service

A communication plan can increase awareness regarding existing and new member benefits.

ISSUE #2 – Desire for Education & Training Distinct to First Class Township Needs



Survey data overwhelmingly supported the need for educational programming that addresses the distinct needs of first class townships. **The fact that the majority of respondents get their training from workshops, meetings and conferences opens the door to how PSATC should position itself.**

While all proposed topics scored high, the most in-demand educational topics included:

- Governance training for new commissioners
- How to access grants
- Firefighter recruitment and retention

From the open-ended section of the survey, it appears that any topics focused on funding state or federal mandates would also be of great interest.

Educational offerings should be available throughout the year (as a member benefit) as well as during the annual conference.

ISSUE #3 – Townships want more consistent communication from PSATC



Both the quantitative questions and the open-ended portions of this survey pointed to the fact that respondents want PSATC to be more consistent and purposeful with its communication.

They seek information on legislation, member benefits, PSATC news updates, and township success stories.

Proposed communication vehicles which garnered the most favorable responses are as follows:

- Email updates on legislation specific to first class townships
- Quarterly e-newsletter from PSATC to first class townships on its activities, offerings and best practices.
- Members Only Portal for access to resources (which would be accessible on PSATC stand alone website)

A comprehensive communication program should be implemented for PSATC.



The
Communication
Solutions Group



Action Plan

Before Branding: Where is the Beef?



From survey data, we now know what first class townships seek from PSATC:

- A better understanding of member benefits
- Programming and educational offerings distinct to first class townships
- More impactful offerings at Annual Conference
- Enhanced & ongoing communication from PSATC

A new brand and tagline do not solve this situation. Is PSATC willing to commit to making these changes?

Pathway to Building an Engaged & Informed Membership...



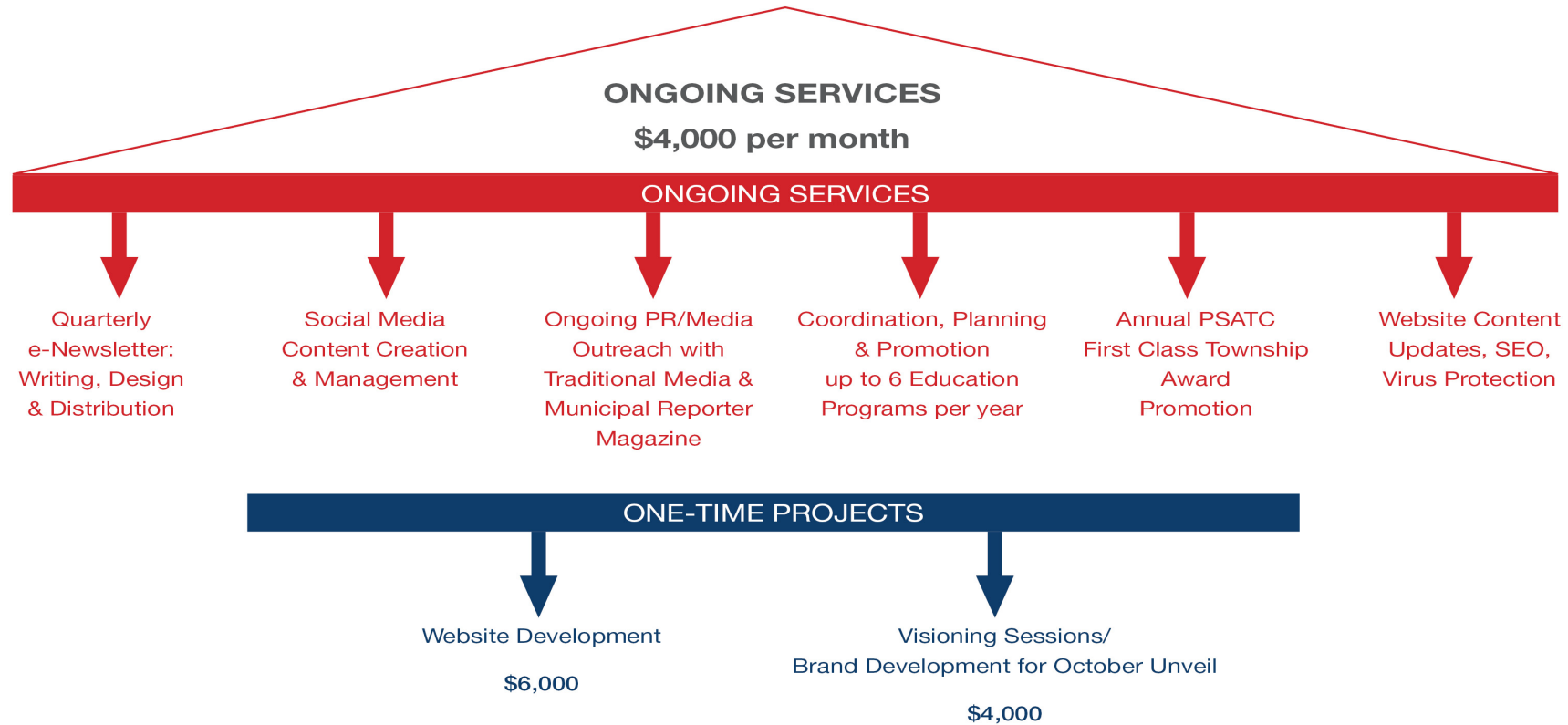
- Visioning Session with 30+ respondents that want to be involved with brainstorming and branding via August visioning sessions.
- Finalizing branding and PSATC benefits/offerings
- Planning & coordination of up to 6 PSATC educational webinars per year
- PSATC website development & ongoing updates
- Quarterly e-newsletter to ALL First Class townships
- Social media and traditional media content creation
- First Class Township Award launch

Cost Estimate



Pennsylvania State Association of Township Commissioners (PSATC)

Proposed Member Communication Engagement Plan



(Pursue corporate partner engagement)

Pennsylvania's First Class Townships

<i>Abington Township</i>	Montgomery	Plymouth Township	Montgomery	Lawrence Park Township	Erie	<i>Upper Gwynedd Township</i>	Montgomery
<i>Aleppo Township</i>	Allegheny	Pocono Township	Monroe	<i>Leet Township</i>	Allegheny	<i>Upper Moreland Township</i>	Montgomery
<i>Annaville Township</i>	Lebanon	Radnor Township	Delaware	<i>Lower Allen Township</i>	Cumberland	<i>Upper Pottsgrove</i>	Montgomery
<i>Aston Township</i>	Delaware	Reserve Township	Allegheny	<i>Lower Chichester</i>	Delaware	Upper St Clair Township	Allegheny
Baldwin Township	Allegheny	<i>Ridley Township</i>	Delaware	Lower Macungie Township	Lehigh	Vanport Township	Beaver
<i>Bethlehem Township</i>	Northampton	<i>Robinson Township</i>	Allegheny	<i>Lower Merion Township</i>	Montgomery	West Lebanon Township	Lebanon
Bristol Township	Bucks	Rochester Township	Beaver	<i>Lower Moreland Township</i>	Montgomery	<i>West Norriton Township</i>	Montgomery
<i>Butler Township</i>	Butler	<i>Ross Township</i>	Allegheny	Lower Pottsgrove	Montgomery	<i>West Pottsgrove Township</i>	Montgomery
Caln Township	Chester	<i>Rostraver Township</i>	Westmoreland	<i>Lower Swatara Township</i>	Dauphin	Whitehall Township	Lehigh
<i>Cheltenham Township</i>	Montgomery	<i>Salisbury Township</i>	Lehigh	<i>Manheim Township</i>	Lancaster	<i>Wilkes Barre Township</i>	Luzerne
Coal Township	Northumberland	<i>Scott Township</i>	Allegheny	<i>Marple Township</i>	Delaware	<i>Wilkins Township</i>	Allegheny
Colebrookdale Township	Berks	Shaler Township	Allegheny	<i>McCandless Township</i>	Allegheny	York Township	York
Collier Township	Allegheny	<i>South Fayette Township</i>	Allegheny	Mt Lebanon Township	Allegheny		
<i>Crescent Township</i>	Allegheny	South Versailles Township	Allegheny	<i>Muhlenberg Township</i>	Berks		
<i>Cumru Township</i>	Berks	South Whitehall Township	Lehigh	Nether Providence	Delaware		
<i>Darby Township</i>	Delaware	Spring Garden Township	York	<i>Neville Township</i>	Allegheny		
East Bethlehem Township	Washington	<i>Springdale Township</i>	Allegheny	<i>Newport Township</i>	Luzerne		
<i>East Deer Township</i>	Allegheny	<i>Springfield Township</i>	Delaware	<i>North Huntingdon</i>	Westmoreland		
<i>East Pennsboro Township</i>	Cumberland	<i>Springfield Township</i>	Montgomery	<i>North Versailles Township</i>	Allegheny		
<i>Elizabeth Township</i>	Allegheny	<i>Stonycreek Township</i>	Cambria	<i>O'Hara Township</i>	Allegheny		
<i>Hampden Township</i>	Cumberland	<i>Stowe Township</i>	Allegheny	<i>Patterson Township</i>	Beaver		
<i>Hanover Township</i>	Luzerne	<i>Susquehanna Township</i>	Dauphin	Penn Hills Township	Allegheny		
Harmony Township	Beaver	<i>Swatara Township</i>	Dauphin	Penn Township	Westmoreland		
<i>Harrison Township</i>	Allegheny	<i>Tinicum Township</i>	Delaware	Penn Township	York		
<i>Hatfield Township</i>	Montgomery	<i>Upper Allen Township</i>	Cumberland	<i>Plains Township</i>	Luzerne		
<i>Haverford Township</i>	Delaware	<i>Upper Chichester</i>	Delaware				
<i>Hopewell Township</i>	Beaver	<i>Upper Darby Township</i>	Delaware				
<i>Kennedy Township</i>	Allegheny	<i>Upper Dublin Township</i>	Montgomery				

2023 PSATC Members



Questions

