

**East Goshen Township
Futurist Committee
January 21, 2021
FINAL Minutes**

Members Present:

Tom Kilburn, Chair; Members: Brian Sweet, Brandon Groff, Jeff O'Donnell

Other Present:

Michele Truitt, Township Supervisor

Call to Order & Pledge of Allegiance

Tom called the meeting to order at 7:01 pm and led the Pledge of Allegiance.

Moment of Silence

Tom called for a moment of silence for first responders, those caring for Covid patients and for our soldiers that are here and abroad.

Chairman's Report

None

Approval of Minutes

Brian made a motion to approve the minutes from December 17, 2020. Jeff seconded. The minutes were unanimously approved.

Old Business

Consider feedback from BOS meeting on 1/19 on digital survey recommendation and determine next steps.

Tom explained that the digital survey was well-received by the Board of Supervisors at the 1/19/21 meeting.

To address the question regarding ADA compliance, Brandon stated that anyone who is impaired and not able to take the survey digitally could contact him to participate via phone. It was also agreed that paper copies of the surveys could be available in the lobby of the Township building for people that do not have internet/computer access.

Michele thanked Brandon and his company for providing the platform for the survey at no cost to the Township.

Tom referenced the online Topeka City Survey. He highlighted the "Perceptions Section as noted below (**Addendum:** the questions below were taken directly from the survey with the change of the word "city" to "Township"). Tom noted the usefulness of the ratings: Very Satisfied to Very Dissatisfied.

- Overall quality of services provided by Township.
- Overall value that you receive for your city tax dollars.
- Overall image of the Township
- How well the Township is planning growth.

- How well the Township is managing growth.
- Overall quality of life in the Township
- Overall feeling of safety in the Township
- Quality of new development in the Township
- As a place to retire
- Quality of transportation facilities for vehicles
- Quality of bike and pedestrian facilities
- Overall appearance of the Township
- Overall effectiveness of leadership provided by the city's elected officials
- Overall effectiveness of the Township manager and appointed staff

Michele referred to the survey that Rick shared with the Committee and BOS stating it was conducted in 2002.

The following topics were discussed:

- Ponds
 - One of the top 15 items
- Trails
 - Are interconnecting trails wanted
 - One of the top 15 items
- Recreation
- Public Sewers
 - Aging infrastructure
- Open Space
 - After discussion regarding open space, it was agreed that this topic should be included in the survey to address the Township-owned land that could be developed (across from East HS & area at Paoli & 352).
- Growth
 - How well is EGT Planning growth
 - How well is EGT Managing growth
 - Quality of new development

Brian noted that these topics should be kept broad. These could be included in the top 15 items.
- Discussion about asking if the survey participant ever attended a board meeting or held a position on an ABC.

Michele asked if the survey could “trigger” participating in an additional survey. Brandon explained that the overall key objective of the survey is to drive engagement in the Township, e.g., Constant Contact for future surveys. The intent is to collect emails etc. for people to participate in future surveys. Michele raised concern about residents’ suspicions of selling personal information. Jeff stated that the survey should have an “opt in” for further communication from the Township with a disclaimer that “after X amount of time, all data will be deleted from the 3rd party”.

Brandon said the survey will rate which 3 topics are most important. There will be a matrix that will ask the participant to rate each item in the topic list (not just the top 3).

There was discussion about preference from residents on receiving an electronic newsletter versus a paper copy in addition to frequency of newsletter editions.

There was discussion about incorporating input from the individual ABCs. Since the object is to keep this survey broad and short, it was agreed to not incorporate ABC feedback. Future surveys could include their feedback. The main survey could be run annually for year-to-year comparison. It was the consensus that the survey is moving in the right direction and is almost complete. The Committee needs to gather feedback from the BOS for additions/deletions.

Business Park Task Force (BPTF) Update

Brian stated that he published the information from the Futurist Committee and shared with the BPTF.

Jeff added that the importance of the BPTF task is ever present. It is good that the Township is ahead of this. Tom confirmed that the revenue the Township receives is 17%.

New Business

Objectives for 2021

Tom referenced the discussion from last meeting regarding:

- Addressing financial aspects of the pandemic and its effect on the future.
- Examining what was learned from COVID-19 and how to apply that to other catastrophic events that could potentially impact the Township.
- Use this information to form a plan for the next pandemic or crisis.

It was agreed to table this for a future agenda.

Liaison Report

Michele reported that:

- The Township Manager search will commence soon.
- The Finance Director search is in the process of performing background checks.
- There is a sewer issue in Hershey Mills estate.

Public Comment

None

Meeting Adjournment

Due to there being no further business, the meeting was adjourned at 7:58 pm.

Respectfully submitted,
Susan D'Amore