

Lower Salford Township  
Communications Committee Minutes  
March 18, 2026

The meeting was called to order at 7:30 p.m. by Chair Kevin Shelly. Committee members present were Kevin Shelly, John Del Pizzo, Terri Ehrhart, Rob Carlson, and Stacy Silva. Grace Kelley was also present as Township liaison. Chair Shelly led all in the pledge of allegiance.

Minutes

Chair Shelly called for review of the February 18, 2026 minutes. Minor corrections were noted. Motion to approve amended minutes by Mr. Del Pizzo, seconded by Mr. Solimeo. All in favor.

Public Comment

No public comment was offered. Chair Shelly welcomed associate member Stacy Silva.

Recurring Items

- Township Presence: Ms. Kelley said the next Harleysville Market is scheduled for May 3. She said the township plans to have a presence there, and that the citizens' group related to the Allebach property referendum may also participate separately.
- Newsletter and email updates: Ms. Kelley said Hometown Press is preparing the annual newsletter and that a rough draft is expected soon. She said the newsletter includes the resident survey and voting information and is expected to be distributed in early May.
- Website and social media: Ms. Kelley said the township is monitoring upcoming accessibility requirements for local government websites and will need to ensure website compliance by April 2027 deadline. Members discussed that accessibility improvements, including readable PDFs and screen-reader compatibility, benefit all residents.
- Development/Open Space awareness: Members agreed to continue discussion of referendum-related communications under New Business.
- General resident feedback themes: Mr. Carlson raised a question about how residents should report street light outages and other concerns through the Resident Request Portal. Ms. Kelley said the portal is the appropriate channel for those requests, though the platform is temporarily down while the vendor completes system updates. Members suggested that residents be informed when the portal is unavailable and when it returns to service. Mr. Carlson also noted that the Code360 email alert system worked well in notifying subscribers of township code updates.

Unfinished Business

A) Resident Survey

Ms. Kelley said the resident survey has been set up using Google Forms and is now live. She said the QR code included in the newsletter links directly to the Google-hosted survey and can remain active even if edits are made to the form. Members discussed additional ways to promote the survey beyond the newsletter, including social media, the

township office, Harleysville Market, parks, kiosks, and printed copies for residents who prefer not to use QR codes. Members agreed with a suggestion by Ms. Silva suggested the survey should remain open through June 30, 2026, with periodic check-ins on response levels. Ms. Kelley said she would add that deadline to the newsletter draft.

B) Referendum-related communications

Members discussed how the township can communicate neutral, factual information about the upcoming ballot question while remaining consistent with the Communications Committee's advisory role. Members reiterated that the committee should not advocate for a yes or no vote, but should help ensure residents understand the issue, know voting deadlines, and are aware of eligibility requirements.

Members focused on informing independent voters and other residents that they may vote on the ballot question even if they are not voting in a party primary. Members discussed possible communications directing residents to voter registration information and agreed that registration messaging should begin promptly and more specific recommendations can be discussed at the next meeting.

Ms. Kelley said no decision has been made whether Natural Lands Trust might hold an informational session at some point, and that the need for such a session would depend on what the township hears from residents.

Other Items

C) Increasing awareness of township communication tools

Mr. Del Pizzo observed that residents continue to report that they are unaware of certain communication channels, including Constant Contact email newsletter and other tools. Members agreed this remains an important topic and said future discussion should continue to focus on how to increase awareness and simplify sign-up and participation across township communication channels.

Public Comment

No public comment was offered.

Closing

There being no further business, the meeting adjourned at 8:31 p.m on motion from Mr. Carlson and second from Mr. Solimeo.

The next meeting is scheduled for April 15, 2026 at 7:30 p.m. at the Township Building and via Zoom.

Respectfully submitted,

/s/

Rob Carlson

Communications Committee Secretary