

Lower Salford Township  
Communications Committee Minutes  
April 15, 2026

The meeting was called to order at 7:31 p.m. by Vice Chair John Del Pizzo. Committee members present were Kevin Shelly, John Del Pizzo, Terri Ehrhart, Rob Carlson, Stacy Silva, and Harry Solimeo. Grace Kelley was also present as Township liaison. Vice Chair Del Pizzo led all in the pledge of allegiance.

Minutes

Vice Chair Del Pizzo called for review of the March 18, 2026 minutes. Motion to approve the minutes by Mr. Solimeo, seconded by Mr. Shelly. All in favor.

Public Comment

No public comment was offered.

Recurring Items

- Township Presence: Ms. Kelley said the township had participated in several recent community activities. She reported that township staff and Public Works participated in a fish stocking event at Dan Roth Park with YMCA preschoolers and Souderton Charter School students. The public was informed through channels that the ponds had been stocked for fishing. Township staff participated in the Perkiomen Watershed Conservancy stream cleanup. She said Lower Salford locations filled up before the township could = promote the event to residents.
- Newsletter and email updates: Ms. Kelley said recent township emails included information about voter registration and eligibility for the May 19 referendum. Members said the language was clear and helpful, including the explanation that residents did not need to be registered with a political party to vote on the ballot question.
- Website and social media: Ms. Kelley said the township has hired a new staff member who is expected to start at the end of the month and may be able to devote time and creativity to website and social media communications. Members discussed that accessibility work, including WCAG-related improvements, will make the township website easier to use for residents with vision, hearing, or other access needs. Ms. Kelley said Lower Salford as a smaller municipality has until April 2027 to complete those.
- Development/Open Space awareness: Ms. Kelley displayed new park kiosk signs related to the open space referendum. She said the signs include a large QR code linking to the township's open space referendum webpage, the ballot language, FAQ information, and a map showing the reader's location in relation to the Allebach property. She said the signs were customized by park.

## Unfinished Business

### A) Resident Request Portal

Ms. Kelley said the portal is an ESRI-based ArcGIS interface and remains unavailable while updates are being made to the platform by the vendor. Members said the current error message may make residents feel stopped without a clear next step and suggested adding the township phone number. Ms. Kelley said she would ask whether the message can be updated to include a township phone number or other contact direction. The date of restoration is still unknown.

### B) Resident Survey

Members noted that the resident survey is planned to remain open through June 30, 2026. Ms. Kelley said the survey has been included in the May 1 Constant Contact email and in the printed newsletter. Members also noted that the previous resident survey generated useful action items for the committee and township.

## New Business

### C) Increasing Awareness of Township Communication Tools

Mr. Del Pizzo introduced a list of township communication tools that the committee had developed in prior years. He asked that the list should be updated and used to think systematically about which channels require residents to sign up or take action, and which channels are more passive or controlled by others.

Discussion identified several updates to the list, including separating township Facebook from police Facebook, adding township Instagram, noting website update notifications as separate from Constant Contact, and updating the list of park kiosks.

Several members noted that these distinctions may not be clear to residents, and discussed whether the township website should have a clearer communications page that gathers links to township communication channels in one place. It was suggested that the New Resident Guide page could be re-framed so that longtime residents also see it as a useful source of information.

Members discussed adding short video clips or simple tutorials to show residents how to sign up for website notifications or other township communication tools, and having various social platforms cross-reference each other. The township's electronic message boards were noted their usefulness for short, high-visibility notices, such as recent traffic pattern changes.

Mr. Carlson raised the recent Montgomery County Recorder of Deeds text-based communication tool as a possible model to watch for future township communications. Members discussed two-way text messaging, website chat tools, and automated responses as possible future tools, while noting that prior website platforms offering these features were significantly more expensive than the township's current website platform.

The committee agreed to selecting one communication channel for focused discussion at a future meeting. And agreed to continue discussion next month, including possible ways to promote Constant Contact, kiosks, and tracking website traffic from QR codes where possible. Ms. Kelley said that, in terms of numbers, social media remains relatively weak and Constant Contact has just over one thousand subscribers, which is fewer than desired.

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 May 20, 2026 at 7:30 p.m. at the Township Building and via Zoom.

Respectfully submitted,

/s/

Rob Carlson

Communications Committee Secretary