

SPECIAL EDITION · MARCH 2024

THE MACOMB MINUTE

Thank you for participating in the 2024 Communications Survey!

The 2024 Macomb Township Communications Survey has come to a close, and we want to thank everyone who participated for providing us with invaluable feedback that Macomb Township can use to improve the way we communicate. The goal of the survey was to get a high-level understanding of how effective the Township's current communications strategies are. While this survey was not intended to be an exhaustive analysis, we aimed to get a better understanding of how to adapt our current communication strategy to meet the needs of our growing community.

Your feedback gives the Township information and data that we can use to determine where we go from here. Macomb Township is committed to evolving and ensuring the best services are provided to our residents. Now that we have a better idea of what our community wants to see, we can develop a plan to help strengthen our communication efforts.

In this Special Edition of The Macomb Minute, you can find information regarding the results of the survey, how we plan to put your feedback into action, and how you can stay connected with all things happening in Macomb Township. If you have any questions about this survey or analysis, please contact Grace Lovins, Community Relations Liaison, at (586)992-0710 x 2299 or lovinsg@macomb-mi.gov.

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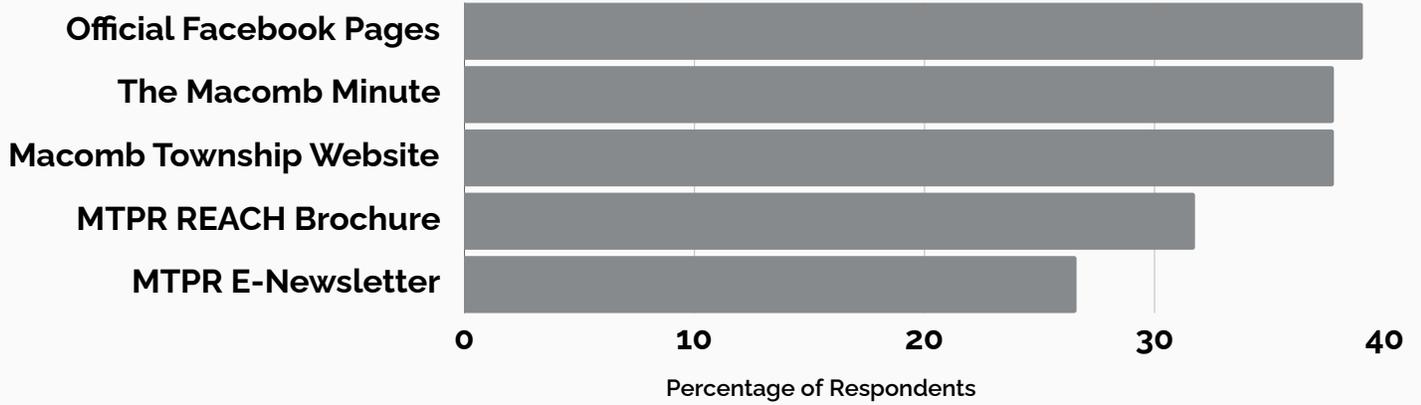
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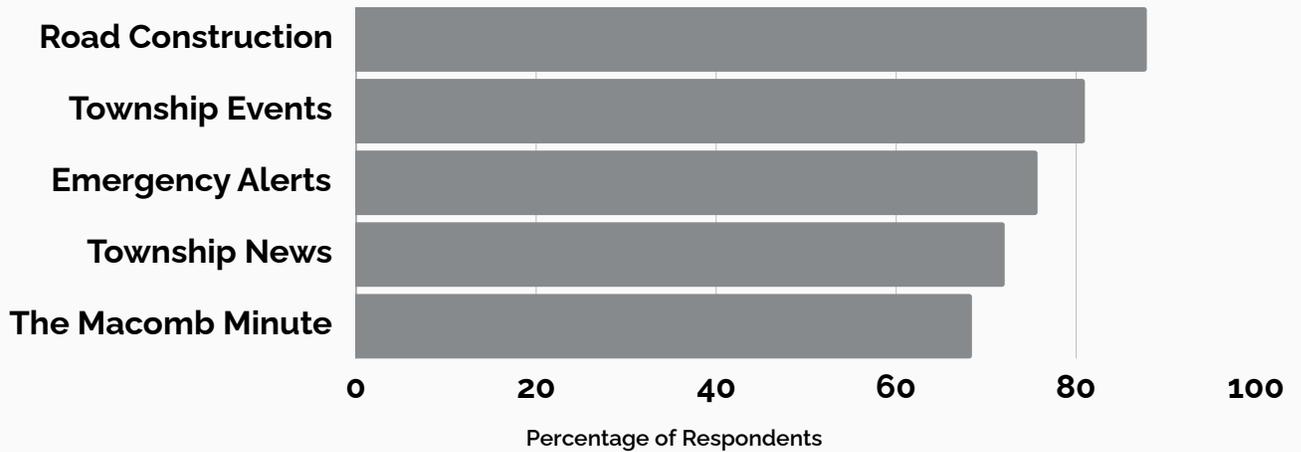


WHAT WE LEARNED FROM YOU

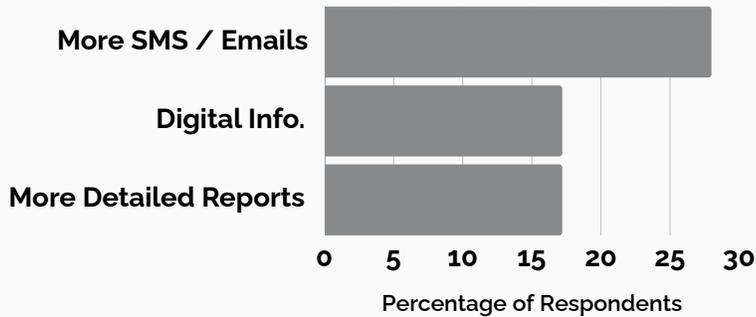
How You Want to Get Your Info.



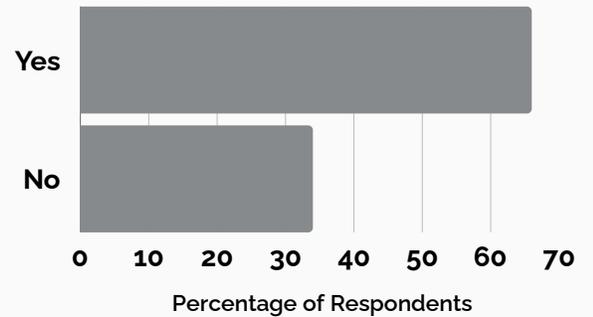
Topics You Want to Know More About



Your Suggestions



Your interest in a mailed newsletter



HOW WE PLAN TO IMPROVE

Based on responses from hundreds of survey participants, we learned how Macomb Township can effectively communicate with you in order to meet your needs as a member of our community. We learned about the different channels through which you want to get your information, and about what you want to see more of. With this information, we can make sure we're delivering more details about what is important to you through channels that will make it more easily accessible.

We're expanding our digital footprint.



Since the Township began receiving feedback, we have expanded our avenues of communicating with you including developing a Public Agency Page on NextDoor and working to enhance the Macomb Township website. We've begun developing plans for ensuring up-to-date information is provided to you on digital platforms, so you'll have the information with you everywhere you go.

With all of the great suggestions we received from you, we plan on incorporating new ways of sharing what's going on around the Township. In the works, we currently have a developing video series, providing the community with a brief rundown of Township news and notes.

We're making information more easily accessible.



While information on social media is increasing in popularity, we know that this may not be the best way to reach all of our residents. That's why we're putting more focus into raising awareness of the various communication methods the Township uses. From email and text notifications to a monthly newsletter, we plan to put a greater focus into how we can reach you outside of social media.

To keep you consistently up to date with Township news, we plan to utilize all the tools available to us to ensure that written and digital communications are delivered to you across multiple platforms.

Another important thing we learned through this survey is that most respondents were interested in receiving a newsletter in the mail. We want to acknowledge your interest and let you know that we are looking into the most cost-effective way to implement a printed and mailed newsletter to be sent throughout the Township.

OTHER WAYS TO STAY CONNECTED WITH MACOMB TOWNSHIP



Sign up to receive text and/or email notifications by visiting www.macomb-mi.gov/notifyme. The link allows you to select which topics you would like to receive notifications about. Emergency alerts will be sent to all subscribers regardless of the topics you signed up for.

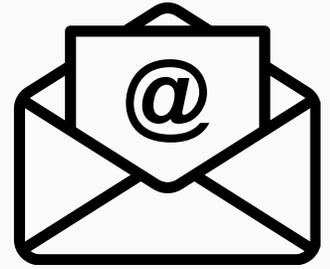
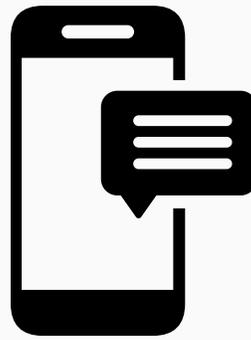


Follow Macomb Township Offices on your favorite social media platforms! We are on Facebook, Instagram, Tik Tok, YouTube and NextDoor. You can also find Macomb Township Parks and Recreation Dept. on Facebook and Instagram, and the Macomb Township Fire Department and Clerk's Office on Facebook.



Keep an eye out for The Macomb Minute Newsletter to get monthly updates and information on everything happening in the Township. Visit www.macombtwp.org/alerts to register for text and/or email alerts letting you know when a new volume is available. Access the digital newsletter without signing up for alerts by visiting www.macombtwp.org/macombminute. Archived versions of the newsletter can be found on the Macomb Township website under the Communications Department page. Print copies are always available in the lobby of Macomb Township Hall. Sign up for the Parks and Recreation Department's E-Newsletter by visiting www.macombtwp.org/3Lv2DYq.

How To sign up for Macomb Township Notifications



- 1)** Go to www.macomb-mi.gov/notifyme
- 2)** Follow the Instructions at the top of the webpage, or listed below:
 1. Type your email address in the box and select 'Notify Me Sign In.'
 2. If you want to receive text messages enter your phone number and select 'Save.'
 3. To subscribe, click the small email or phone icons next to the lists to which you wish to subscribe.
- 3)** There are different types of notifications you can sign up for. You can sign up for Emergency Township Alerts which covers Water Alerts, Downed Wires, Burn Ban, Flooding, and Full Road Closures.
- 4)** You can sign up for the Home Page News Flash; you will receive general news and information that is being published on the home page of our website, such as important dates and township closures.
- 5)** You can sign up for the Macomb Minute Newsletter. The newsletter is published once and month and is a recap of what Macomb Township has been up to. It also includes important dates and upcoming events.
- 6)** You can sign up for Trash Services. You will receive reminders of the Trash Holiday Schedule, or any trash updates.

HOW TO

sign up for Macomb Township notifications via email.

Step 1) Go to www.macomb-mi.gov/notifyme

Step 2) Type your email address in the box and select 'Notify Me Sign In'.

Step 3) To Subscribe click the email icon next to the lists to which you wish to subscribe.

HOW TO

sign up for Macomb Township notifications through text messages.

Step 1) Go to www.macomb-mi.gov/notifyme

Step 2) Type your email address in the box and select 'Notify Me Sign In'.

Step 3) If you want to receive text messages enter your phone number and select 'Save.'