

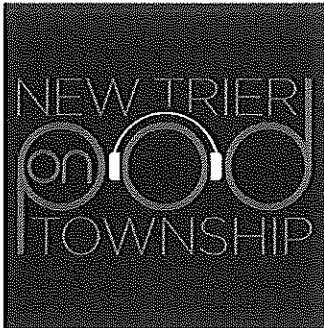
COMMUNICATIONS REPORT

Submitted to the Township Board of Trustees

By: Jack Macholl

April 16, 2018

Podcast- Episodes 6-9 of the township podcast were written and produced during March/April. The episodes featured Amy O'Leary (grantee) of Youth Services Glenview Northbrook on mental health, Maribeth Stein of Congresswoman Schakowsky's office on federal government service help at the Township. Broadcasts 8&9 were special editions featuring the addresses of Supervisor Goldberg and Trustee Eisenberg from the Annual Town Meeting 2018. As always, the content was leveraged to the township Twitter and Facebook feeds.



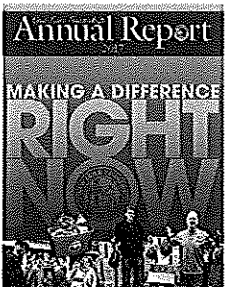
New interviews are being arranged with Lonnie Stonitsch of Family Action Network and other guests TBD. The long-form interview material will be leveraged to social media, Courier/Dispatch articles and website content.

I am encouraging all board and staff members to please "like" NTT podcast at [Soundcloud.com](https://www.soundcloud.com/new-trier-township)

At this writing we have used almost all free trial minutes and will need to purchase the SoundCloud subscription of \$63 for an additional 166 additional minutes of space soon.

Assessor's Office- Worked with Deputy Assessor Shifflett on a press release, e News and social posts regarding challenging 2018 assessed property valuations . Material was released to the public on March 13, 2018.

Clerk's Office- Planning and event management for the **2018 Annual Town Meeting was completed**. Follow-up social media posts and website updates were made the evening of April 10, 2018 and in the days immediately following the Town meeting.



Annual Report- The fiscal 2017-18 annual report was off the press on April 6th. Our Making A Difference-Right Now annual town meeting theme has been carried over to the Annual Town Meeting and social channels to convey action and positive outcomes of township work. Copies of the report were given to Town meeting attendees. Additional copies will be mailed to government officials, local municipal/business/civic leaders. Small quantities will also be given to public libraries, village halls and agency partners for their clients review. An electronic

version of the report and new cover graphic were posted to the website on 4/13/18, accompanied by an eNews blast to 1,073 opt-in contacts.

Website- basic site maintenance including Assessor, Clerk and social service (summer camp application alerts) were completed during March and early April. An initial planning meeting with Civic Plus is to be scheduled to officially begin the migration and development of the new NTT website.

I continue to work with American Eagle on existing website updates and issues as required.

Events- The Low Income Home Energy Assistance Program (LIHEAP) the intake (application) days held during fall/winter generated the following results:

December 14, 2017	7 applications, \$2785 allocated
January 18, 2018	5 applications, \$1384 allocated
March 15, 2018	4 applications, \$1849 allocated
Totals	16 applications \$6,018

We are grateful to the Senior Center for their willingness to staff these satellite programs for another year. We are now able to offer people with limited transportation options a closer site than Northfield to apply for this important program. I have approached Melissa Versch at NSSC about scheduling events for fall of 2018, more to follow on that (funding permitting).

Bernie's Book Bank – I am reaching out to a few volunteer and community organizations interested in helping New Trier Township collect books for at-risk children from **July 9- August 3, 2018**. Additional work will be done to secure more local partners through direct outreach. Social posts alerting community have been posted and will continue, as we get closer to the date. A planning meeting with Bernie's is scheduled for late April.

Publicity

LIHEAP article-A story pitch resulted in coverage of the program partnership with the North Shore Senior Center resulted in some favorable local newspaper coverage (22nd Century media) in Glencoe, Winnetka, Glenview and Wilmette:

New Trier Township energy program helps low-income families

Alexa Burnell, Freelance Reporter
2:46 pm CDT April 2, 2018

The brutal Midwest winters can take a toll on the residents of the North Shore, particularly for those who have fallen on hard times. So, on March 15, New Trier Township, in partnership with the North Shore Senior Center, opened its doors for qualifying individuals to apply for Low Income Home Energy Assistance Program grants, making sure no one is left out in the cold.

Jack Macholl, communications director for New Trier Township, explained how the LIHEAP program is reflective of the Township's newly embraced motto, *"Making a Difference — Right Now."* "What we are doing right now is helping those in

our township who need it most," Macholl said. "Right now, through our food pantry, we help those who are facing financial hardships, and needs help acquiring every day staples such as paper towels, hygiene products, fresh produce and more. Right now, we are helping seniors who may be struggling with finances or health related issues. Right now, we are helping those who've lost their jobs, connecting them with the right people and agencies, so that they can gain employment. And, right now, on this very day, we are helping people keep their heat and lights on, despite the fact that prices skyrocket during the winter months."

New Trier Township serves Winnetka, Wilmette, Kenilworth, Glencoe, and parts of Northfield and Glenview, making it hard for people to believe that even among the affluence of the North Shore, there are families struggling to make ends meet. "It's easy to think that New Trier Township residents don't need this type of assistance, but everyone is susceptible to falling on hard times. Sometimes, families are faced with a medical crisis or job loss that can quickly and drastically change their financial status," Macholl said. "Each week, we have 88 people, not including all family members, who come to the pantry, just to get the staples that perhaps they once didn't have to think twice about. It's the Township's duty to help them. When we help these individuals, we keep the overall community healthy."

Ana Pinshower, a case manager from the North Shore Senior Center, was on hand, helping families navigate the application process, touched by the people she met. "Today, we've seen a variety of clients, from seniors to families with young children, all who qualified for assistance," Pinshower said. "One of the cases that hit me the hardest was that of a senior who required an oxygen tank. Just think how detrimental it would be for his utilities to be shut off. While his case is the one that stands out to me the most, there are dozens of people just like him who need assistance for good reasons. Last year alone, we filed applications well into the hundreds."

For more information on the LIHEAP program, call the North Shore Senior Center at (847) 784-6040 or visit newtriertownship.com. The Township also encourages residents to come to the upcoming New Trier Township 169th Annual Meeting, scheduled for 7 p.m. April 10 at the Arthur C. Nielsen, Jr. Campus of the North Shore Senior Center, located at 161 Northfield Road, Northfield, to learn about all the services that the New Trier Township provides for residents.

Completed:

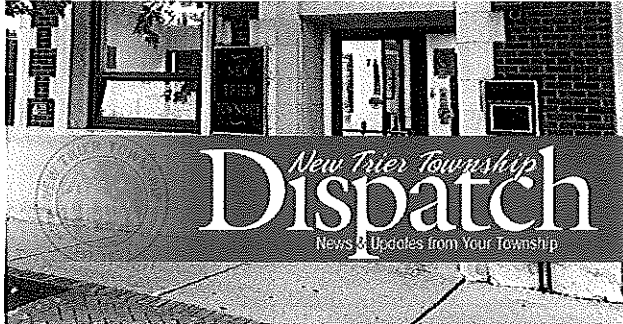
- Press releases for Assessor Churchwell- Assessed property valuation final appeals
- **Social Services-** Podcast press release Amy O'Leary on mental health services for youths
- **Annual Town Meeting-** promotional release with theme graphic

Pending:

- Annual report promotion
- Award winners annual meeting 2018

Other

Broadcast Email



Five issues have been published to date, with open rates of 51+% from a total mailing list of 1,073 opt-in subscribers. We have stabilized the list with zero opt-outs in issue #5, and seeing small, incremental subscriber increases as issues are distributed. We have received some favorable anecdotal feedback from community members and have been forwarded by Phil Kiraly, Village Manager of Glencoe to their social media channels.

Link clicks are being tracked as we seek to connect constituents to multiple electronic channels.

Social Media

To date NTT has 739 (+18) followers on Twitter and 443 (+6) "Likes" on Facebook. If budgets are approved for post boosts and advertising we will continue to see new followers beyond slow, organic growth.

At present we have 6 subscribers to the podcast, having more subscribers and sharing the show links with contact networks connects our message with more community members.

Elected officials and staff can help growth tremendously by sharing NTT posts.