

IT / EQUALIZATION COMMITTEE

Kimberly L. Murphy
County Administrator

301 N. Main St, Adrian, MI 49221
p: 517-264-4508 | f: 517-264-4512
lenawee.mi.us



MEMBERS

Dustin Krasny, Nancy Jenkins-Arno, Ralph Tillotson

MEETING LOCATION

Chambers
301 N. Main Street - Adrian, MI

Agenda: Thursday, October 12, 2023 – 1:30 p.m.

- I. Approval of Minutes** – September 7, 2023
- II. Information Technology**
 - A. Finance Report
 - B. IT Report
 - C. Capital Improvement Plan
 - 1. REQUEST:** IT Division
 - D. Communications
 - E. Department Reports / System Concerns
 - F. Updates / Other Business
- III. Equalization**
 - A. Equalization Report
 - B. Updates / Other Business
- IV. Other Business**
- V. Public comment**
- VI. Adjournment**

Lenawee County
Capital Fund IT Division - 401.901.855
Project Funding Report
As of October 2, 2023

Project #	Project Description	Project Budget	Prior Project Expenses	Remaining Budget	Current Year Expenses	Project Balance
Open Projects						
TECH2102	Cisco Phone Refresh	50,000.00	6,761.48	43,238.52	39,044.65	4,193.87
TECH2302	NextRequest FOIA Software			10,776.00	10,776.00	-
TECH2303	2023 Computer Replacement			60,000.00	39,069.80	20,930.20
TECH2304	MS Datacenter Upgrade			60,000.00	-	60,000.00
TECH2305	Microsoft Office Upgrade			25,000.00	22,704.60	2,295.40
TECH2306	ADA Compliance Software			13,447.00	5,860.80	7,586.20
TECH2307	CivicClerk Meeting Management			22,514.00	-	
Closed Projects						
TECH2204	Badge/Card Printer/Software	7,000.00	6,954.35	45.65	35.00	10.65
TECH2205	Access Control Project	10,000.00	9,160.00	840.00	805.00	35.00
TECH2210	Access Control Judicial Project	30,000.00	-	30,000.00	27,100.00	2,900.00
Total		97,000.00	22,875.83	265,861.17	145,395.85	95,005.67

Beginning fund balance, January 1, 2023	341,999.32
Current year appropriations to date	165,000.00
Current year expenses to date	<u>(145,395.85)</u>
Current fund balance	<u>361,603.47</u>
Remaining budgeted appropriations	-
Remaining budgeted project expenses	<u>(95,005.67)</u>
Balance available for future projects	<u>266,597.80</u>



Information Technology Work Report

-

For the month of
October 2023

Project Name	Current and Projected Status											
IT DEPT PROJECTS												
2023 Computer Replacement Program			○	●	●	●	●	●	●	●		
2023 MS Office Upgrades			○	●	●	●	●	●	●	●		
2023 MS Datacenter Upgrade			○	●	●	●	●	●	●	●		
2021 Lenawee County Cisco System Refresh	●	●	●	●	●	●	●	●	●	●		
OTHER DEPT PROJECTS												
2023 CivicClerk Meeting Management									●	●		
2023 ADA Compliance Software				●	●	●	●	●	●	●		
2023 NextRequest		●	●	●	●	●	●	●	●	●		
2022 Tyler Public Safety Upgrade/Update	●	●	✓									
2022 Computer Replacement Program	●	●	✓									
2022 Server Replacement - 2 Servers	✓											
2022 ID/Badge Card Printer and Software	●	●	✓									
2019 CIP PA SQL Upgrade (Onbase software update)	●	●	●	●	●	●	●	●	○	✓		
JanFebMarAprMayJunJulAugSepOctNovDec												
Active● On Hold/No Action○ Completed/Closed✓ Canceled🗑												

[illegible]



LENAWEE COUNTY
MICHIGAN

Action Request Form

To: IT/Equalization Committee

Date of meeting: October 12, 2023

FROM: Shannon Elliott, Deputy

Title: 2024-2028 Capital Improvement Plan –
Information and Technology Division

DEPT: County Administrator

Description of request	Summary: Attached is the proposed Capital Improvement Plan budget for the period 2024-2028 for the IT Division of the Capital Fund. The budget year 2024 reflects projects totaling \$ 295,680.00. This includes \$20,000.00 contingency. The use of \$150,000.00 in the Department's Fund Balance. Request: To recommend approval of the 2024-2028 Capital Improvement Plan for the Building and Grounds Division of the Capital Fund.
Amount Requested:	\$ 145,680.00 Capital Fund, \$ 150,000.00 CIP Fund Balance
Account Number:	
List Attachments:	2024-2028 Capital Improvement Plan Budget

Prepared by SCE

Upcoming agenda items shall be reported to the Administrator at least seven **(7) days prior** to the meeting. All supporting information shall be submitted to the Administrator's Office no later than **3:30 pm the day preceding** the meeting, or by noon on the day of scheduled evening meetings. Exceptions may only be approved by the Chairperson, or in his/her absence, the Vice Chairperson of that Committee.

Building	IT DIVISION CIP	Project Description	Estimated Capital Fund Expenditure
2024	REQUESTS		
	Computer Replacement Program (annual allocation)		\$60,000.00
	Cisco Switch Refresh (Lease Agreement Year 1 of 5)		\$85,000.00
	Cisco Phone Refresh (Lease Agreement Year 2 of 5)		\$50,000.00
	DEPARTMENTAL Emergency Management Staff Computers		\$6,500.00
	Robertson Access Control		\$6,500.00
Department	Clerk Vital Records and hardware		\$57,680.00
Department	Emergency Management ALICE Training		\$10,000.00
	Contingency		\$20,000.00
		TOTAL	\$295,680.00
2025	REQUESTS		
	Computer Replacement Program (annual allocation)		\$60,000.00
	Cisco Switch Refresh Lease Agreement Year 2 of 5)		\$85,000.00
	Cisco Phone Refresh (Lease Agreement Year 3 of 5)		\$50,000.00
	Old Cisco AP Replacements		\$25,000.00
	Annex Camera Replacements		\$3,000.00
	Contingency		\$20,000.00
		TOTAL	\$243,000.00
2026	REQUESTS		
	Computer Replacement Program (annual allocation)		\$60,000.00
	Cisco Switch Refresh (Lease Agreement Year 3 of 5)		\$85,000.00
	Cisco Phone Refresh (Lease Agreement Year 4 of 5)		\$50,000.00
	Contingency		\$20,000.00
		TOTAL	\$215,000.00
2027	REQUESTS		
	Computer Replacement Program (annual allocation)		\$60,000.00
	Cisco Switch Refresh (Lease Agreement Year 4 of 5)		\$85,000.00
	Cisco Phone Refresh (Lease Agreement Year 5 of 5)		\$50,000.00
	Contingency		\$20,000.00
		TOTAL	\$215,000.00
2028	REQUESTS		
	Computer Replacement Program (annual allocation)		\$60,000.00
	Cisco Switch Refresh (Lease Agreement Year 5 of 5)		\$85,000.00
	Contingency		\$20,000.00
		TOTAL	\$165,000.00

Digital Communication Report

Jennifer Ambrose

October 10, 2023

Website:

- Work on the Department on Aging transition continues
- Preparing for Civic Clerk / Civic Media Implementation
- Continued updates

Social Media

- Department on Aging Social Media Best Practices Presentation
- Stats update – all accounts (see attached report). Highlights:
 - Lenawee County Accounts: Audience, Impressions, Post Clicks are up, Engagement is down
 - Lenawee County Health Department Accounts: Audience, Impressions, Post Clicks are up, Engagement is down
 - Lenawee County Department on Aging Accounts: Audience and Engagement Rate is up, everything else is down

Email Communication

- 60 Second Update – Weekly Update from County Administrator
- DQ – Weekly Internal Email Update from the Deputy Administrator to Department Heads
- Healthy Lenawee – Monthly Update from Lenawee County Health Department
- COVID Update – Monthly Update from Lenawee County Health Department
- Senior Source – Monthly Update from Lenawee Department on Aging
- VetSource – Monthly Update from Lenawee County Department of Veterans Affairs
- Press Releases – As Needed
- Stats Update (see attached report). Highlights:
 - Most of our email communications remain above the industry average for open rate and click through rate

Zencity

- Monthly Report
- Senior Survey Report



Profile Performance

July 1, 2023 – September 30, 2023

Understand growth and health of your social profiles

Included in this Report

 @lenaweecounty

 Lenawee County

 Lenawee County

Performance Summary

View your key profile performance metrics from the reporting period.

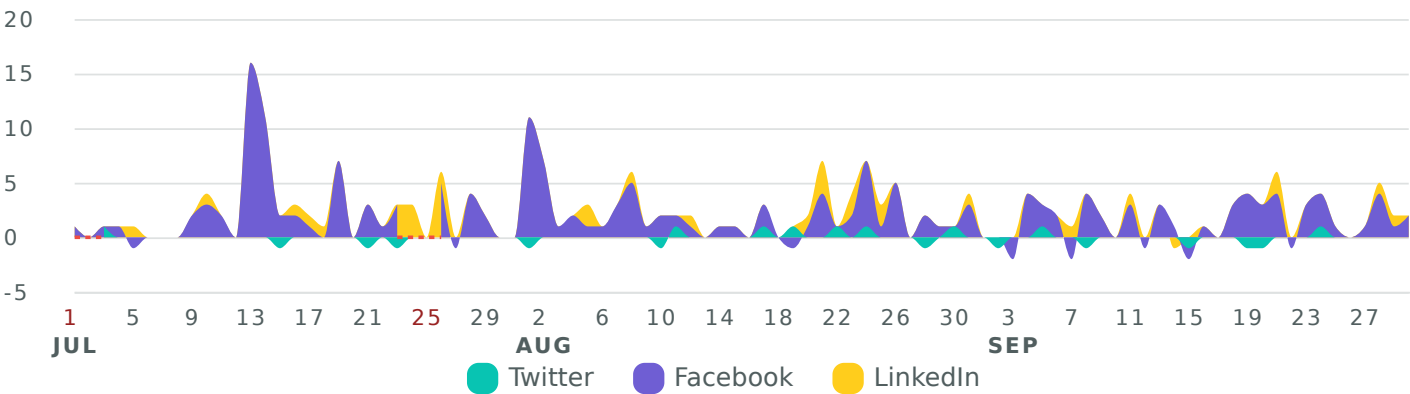
Impressions 262,426 ↗8.6%	Engagements 11,117 ↘14.6%	Post Link Clicks 2,085 ↗16%
Engagement Rate (per Impression) 4.2% ↘21.4%		

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

We are unable to display data for some of this date range. .

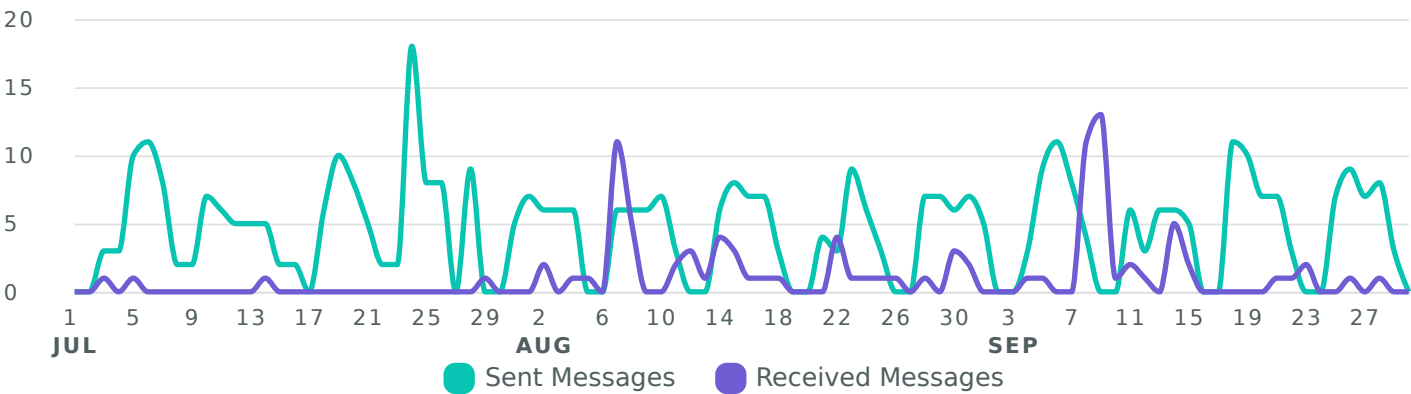


Audience Metrics	Totals	% Change
Total Audience	11,245	↗ 12.1%
Total Net Audience Growth	197	↘ 69%
Twitter Net Follower Growth	-2	↘ 111.8%
Facebook Net Follower Growth	172	↘ 71.5%
LinkedIn Net Follower Growth	27	↗ 80%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



Sent Messages Metrics

Totals % Change

Total Sent Messages	426	↗ 9.8%
Twitter Sent Messages	188	↗ 108.9%
Facebook Sent Messages	174	↘ 23.3%
LinkedIn Sent Messages	64	↘ 9.9%

Received Messages Metrics

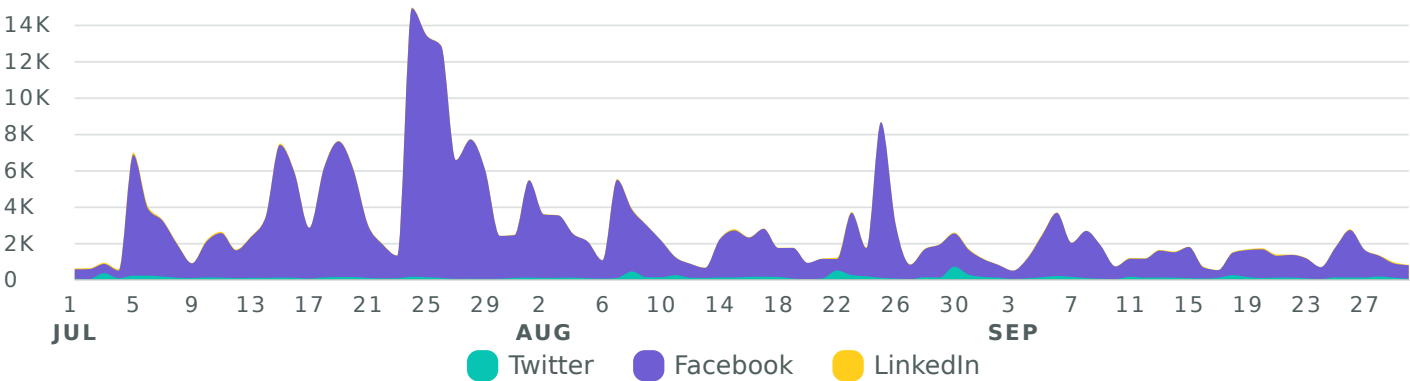
Totals % Change

Total Received Messages	97	↗ 212.9%
Twitter Received Messages	23	↘ 11.5%
Facebook Received Messages	70	↗ 1,300%
LinkedIn Received Comments	4	↗ —

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

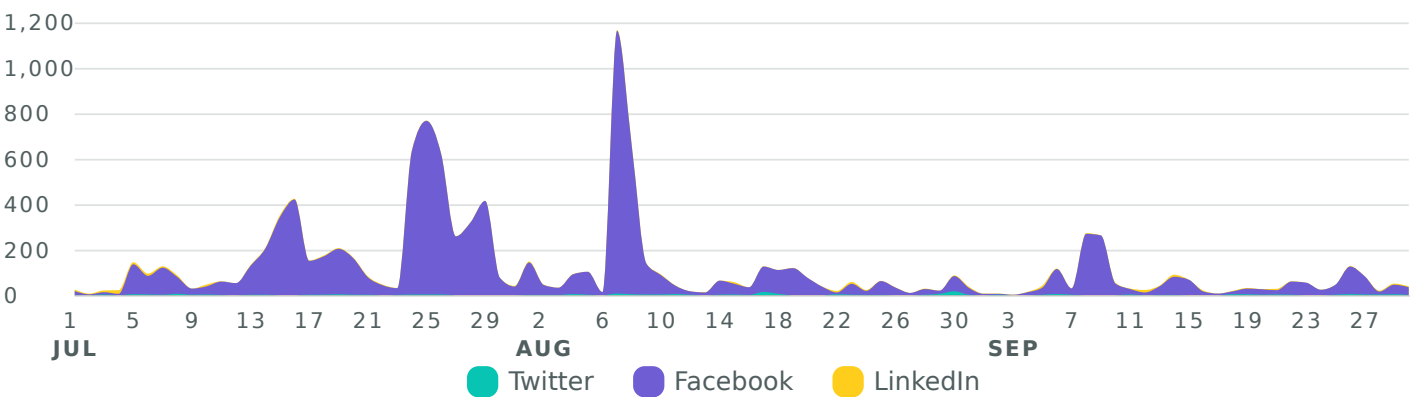


Impression Metrics	Totals	% Change
Total Impressions	262,426	↗ 8.6%
Twitter Impressions	9,348	↘ 12.5%
Facebook Impressions	249,886	↗ 8.9%
LinkedIn Impressions	3,192	↗ 136.3%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

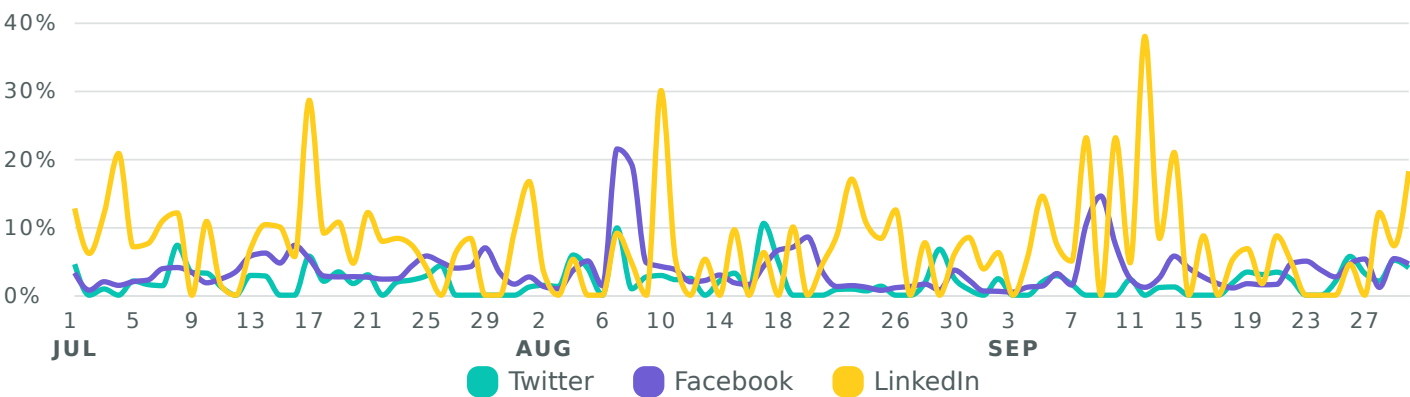


Engagement Metrics	Totals	% Change
Total Engagements	11,117	↘ 14.6%
Twitter Engagements	195	↘ 44%
Facebook Engagements	10,663	↘ 15.3%
LinkedIn Engagements	259	↗ 197.7%

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression), by Day

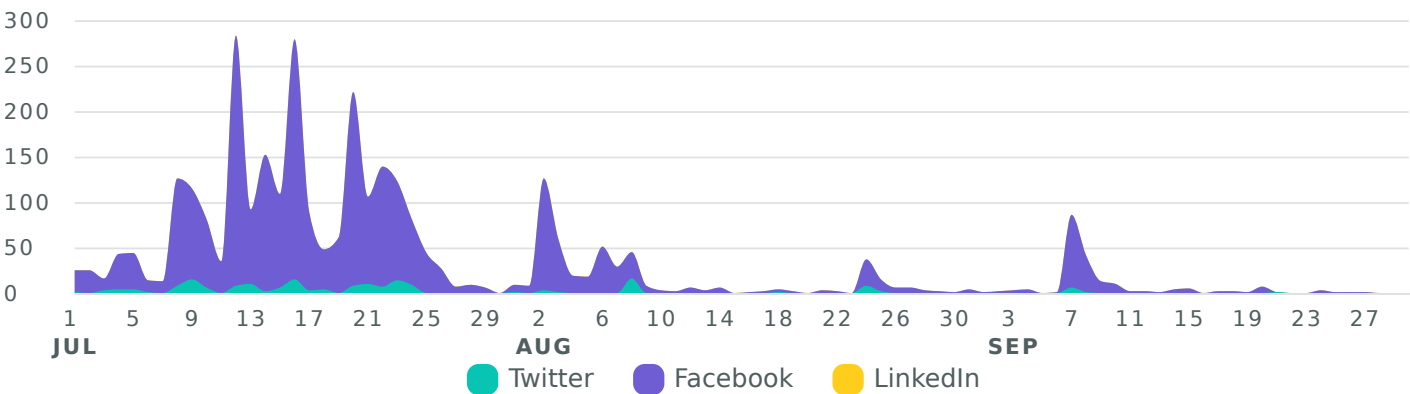


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	4.2%	↘ 21.4%
Twitter Engagement Rate	2.1%	↘ 36%
Facebook Engagement Rate	4.3%	↘ 22.2%
LinkedIn Engagement Rate	8.1%	↗ 26%

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views	3,087	↗ 194.3%
Twitter Video Views	178	↗ 1,518.2%
Facebook Video Views	2,909	↗ 180.3%
LinkedIn Video Views	0	→ 0%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	11,245	197	425	262,426	11,117	4.2%	3,087
Jul 1, 2023 - Sep 30, 2023	↗ 12.1%	↘ 69%	↗ 10.4%	↗ 8.6%	↘ 14.6%	↘ 21.4%	↗ 194.3%
Compare to	10,035	635	385	241,601	13,024	5.4%	1,049
Jul 1, 2022 - Sep 30, 2022							
 @lenaweecounty	416	-2	188	9,348	195	2.1%	178
 Lenawee County	10,639	172	173	249,886	10,663	4.3%	2,909
 Lenawee County	190	27	64	3,192	259	8.1%	0



Profile Performance

June 1, 2023 - August 31, 2023

Understand growth and health of your social profiles

Included in this Report

 @LenaweeHD

 Lenawee County Health Department

 Lenawee County Solid Waste / Recycling

 lenaweehealth

 lenaweerecycle

Performance Summary

View your key profile performance metrics from the reporting period.

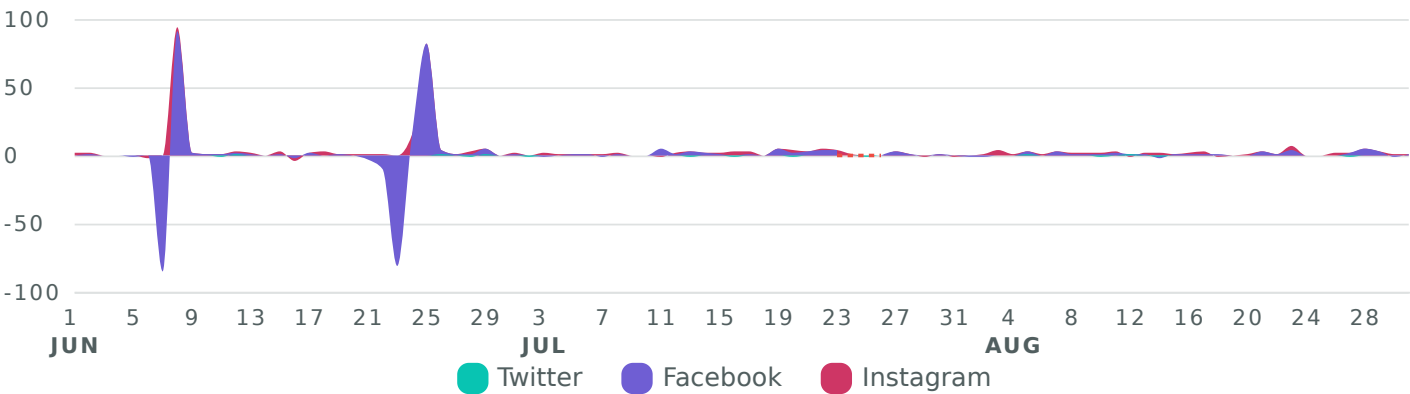
Impressions 306,860 ↗26%	Engagements 10,414 ↘14.9%	Post Link Clicks 1,855 ↗24.7%
Engagement Rate (per Impression) 3.4% ↘32.5%		

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

We are unable to display data for some of this date range. .

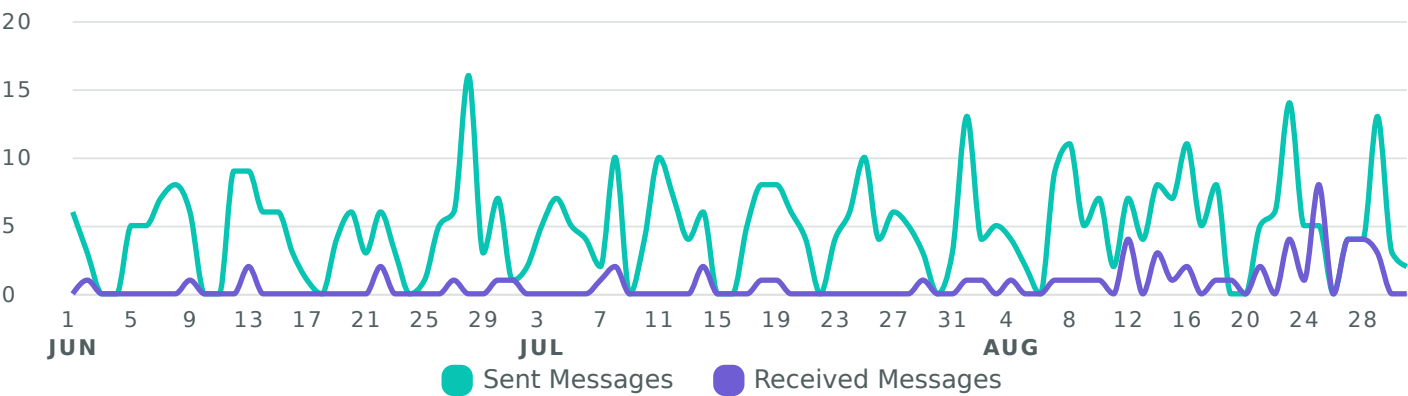


Audience Metrics	Totals	% Change
Total Audience	7,579	↗ 11.8%
Total Net Audience Growth	139	↘ 22.3%
Twitter Net Follower Growth	-5	↘ 600%
Facebook Net Follower Growth	93	↘ 7.9%
Instagram Net Follower Growth	51	↘ 33.8%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



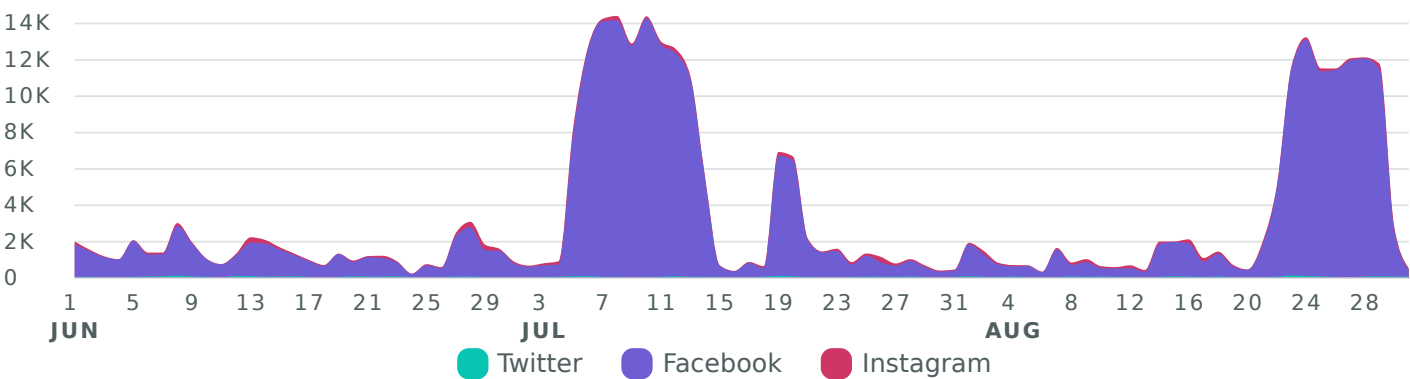
Sent Messages Metrics	Totals	% Change
Total Sent Messages	446	↘ 14.9%
Twitter Sent Messages	73	↘ 25.5%
Facebook Sent Messages	173	↘ 37.5%
Instagram Sent Messages	200	↗ 34.2%

Received Messages Metrics	Totals	% Change
Total Received Messages	62	↘ 36.7%
Twitter Received Messages	10	↘ 61.5%
Facebook Received Messages	36	↘ 50%
Instagram Received Messages	16	↗ —

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

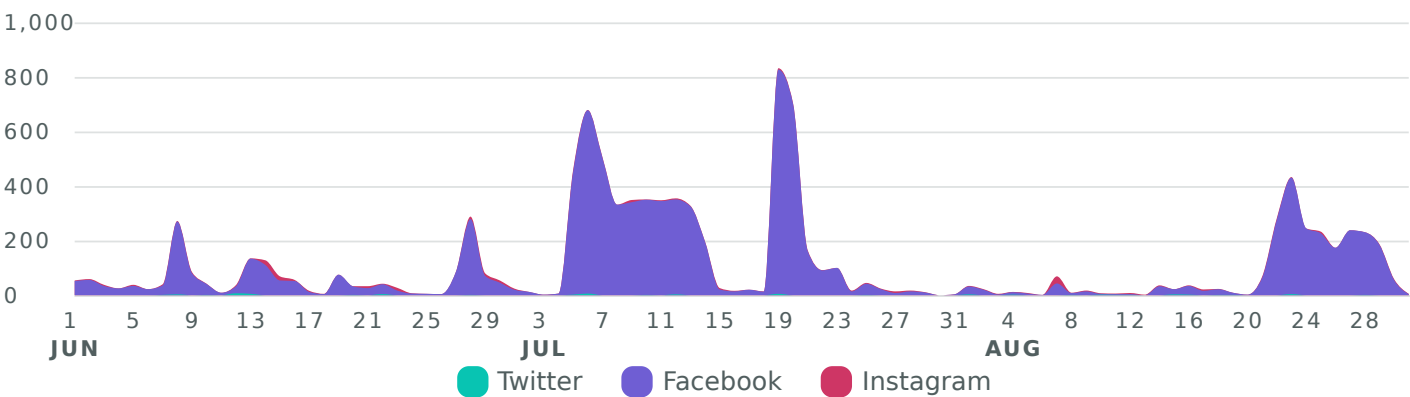


Impression Metrics	Totals	% Change
Total Impressions	306,860	↗ 26%
Twitter Impressions	2,388	↘ 54.1%
Facebook Impressions	294,067	↗ 29.4%
Instagram Impressions	10,405	↘ 5.9%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

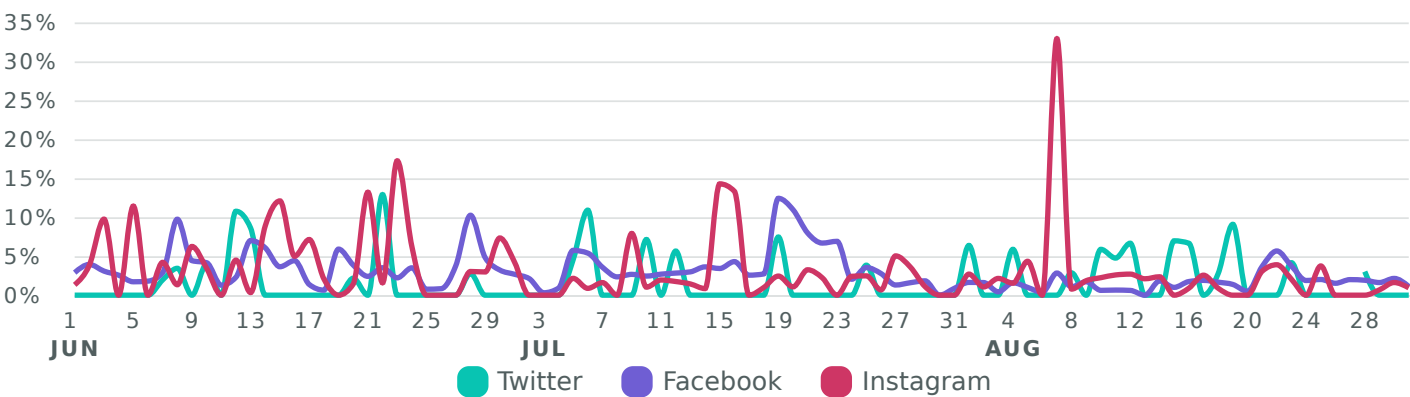


Engagement Metrics	Totals	% Change
Total Engagements	10,414	↘ 14.9%
Twitter Engagements	63	↘ 47.5%
Facebook Engagements	10,081	↘ 15%
Instagram Engagements	270	↗ 5.5%

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression), by Day

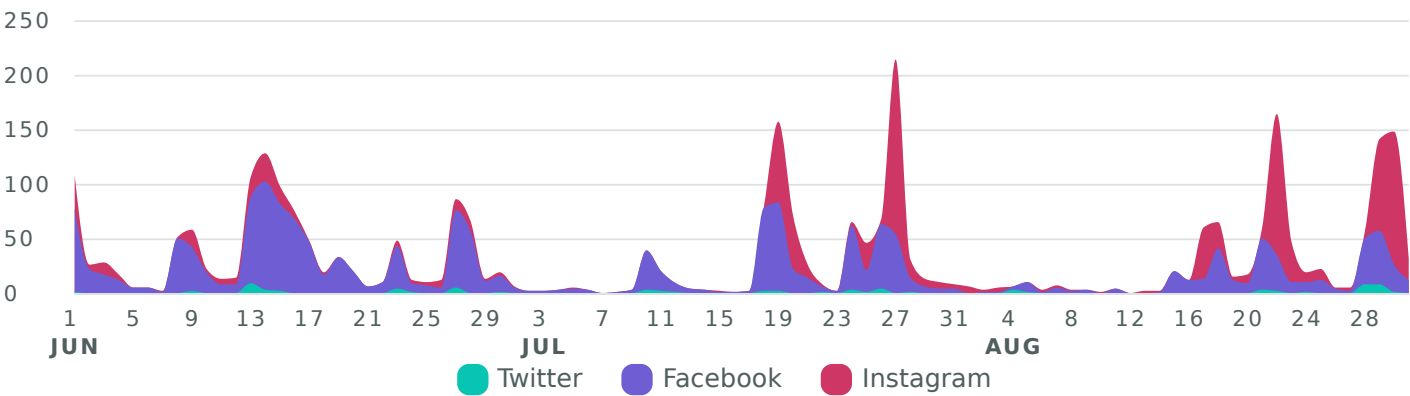


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	3.4%	↘ 32.5%
Twitter Engagement Rate	2.6%	↗ 14.3%
Facebook Engagement Rate	3.4%	↘ 34.3%
Instagram Engagement Rate	2.6%	↗ 12%

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views	3,001	↘ 28.2%
Twitter Video Views	75	↗ 3,650%
Facebook Video Views	1,832	↗ 393.8%
Instagram Post Video Views	1,094	↘ 71.3%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	7,579	139	424	306,860	10,414	3.4%	3,001
Jun 1, 2023 – Aug 31, 2023	↗ 11.8%	↘ 22.3%	↘ 18.9%	↗ 26%	↘ 14.9%	↘ 32.5%	↘ 28.2%
Compare to	6,778	179	523	243,471	12,241	5%	4,181
Jun 1, 2022 – Aug 31, 2022							
 @LenaweeHD	481	-5	73	2,388	63	2.6%	75
 Lenawee County Health Department	5,784	82	112	288,862	9,922	3.4%	1,667
 Lenawee County Solid Waste / Recycling	322	11	47	5,205	159	3.1%	165
 lenaweehealth	455	20	64	4,556	80	1.8%	893
 lenaweerecycle	537	31	128	5,849	190	3.2%	201



Profile Performance

July 1, 2023 – September 30, 2023

Understand growth and health of your social profiles

Included in this Report

-  Adrian Senior Center
-  Hudson, MI Senior Center
-  Morenci Senior Center
-  Tecumseh Senior Center
-  Bliss-Liewert Senior Center
-  Lenawee Department on Aging
-  Onsted Senior Center

Performance Summary

View your key profile performance metrics from the reporting period.

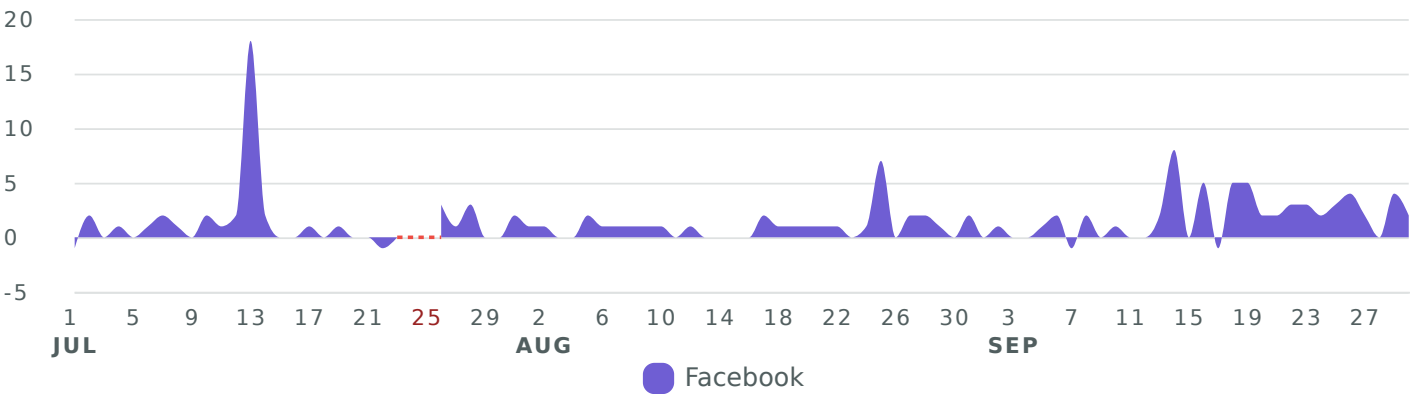
Impressions 50,993 ↘51.1%	Engagements 3,710 ↘23.8%	Post Link Clicks 192 ↘27%
Engagement Rate (per Impression) 7.3% ↗55.9%		

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

i We are unable to display data for some of this date range. .

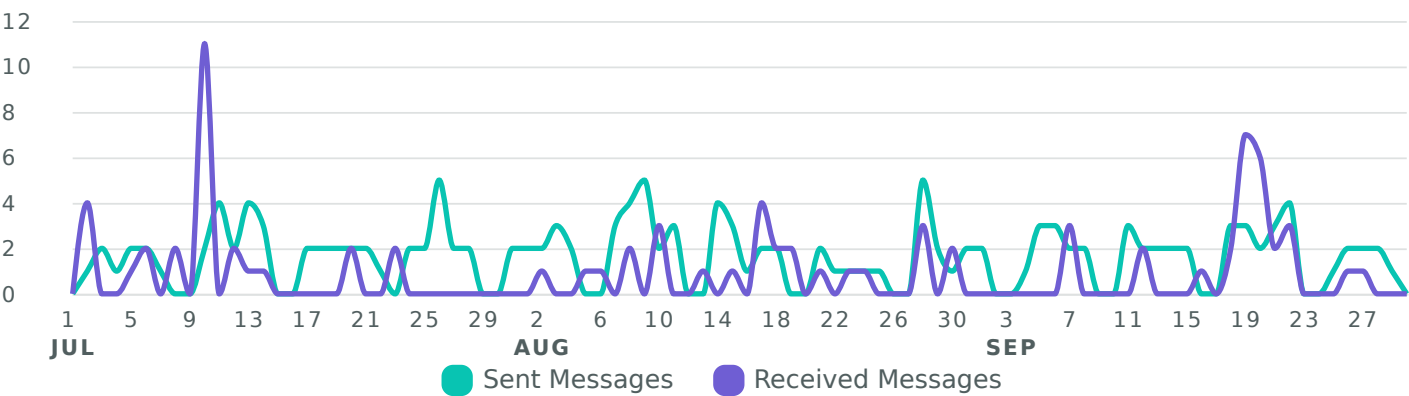


Audience Metrics	Totals	% Change
Total Audience	3,493	↗ 25%
Total Net Audience Growth	130	↘ 44%
Facebook Net Follower Growth	130	↘ 44%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



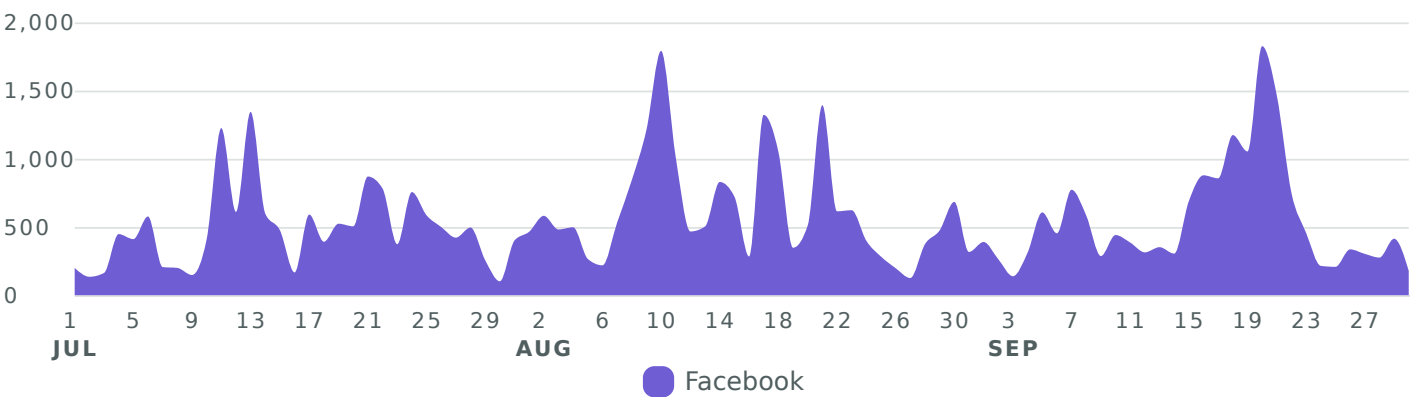
Sent Messages Metrics	Totals	% Change
Total Sent Messages	151	↘ 39.6%
Facebook Sent Messages	151	↘ 39.6%

Received Messages Metrics	Totals	% Change
Total Received Messages	82 ↗ 1,071.4%	
Facebook Received Messages	82 ↗ 1,071.4%	

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

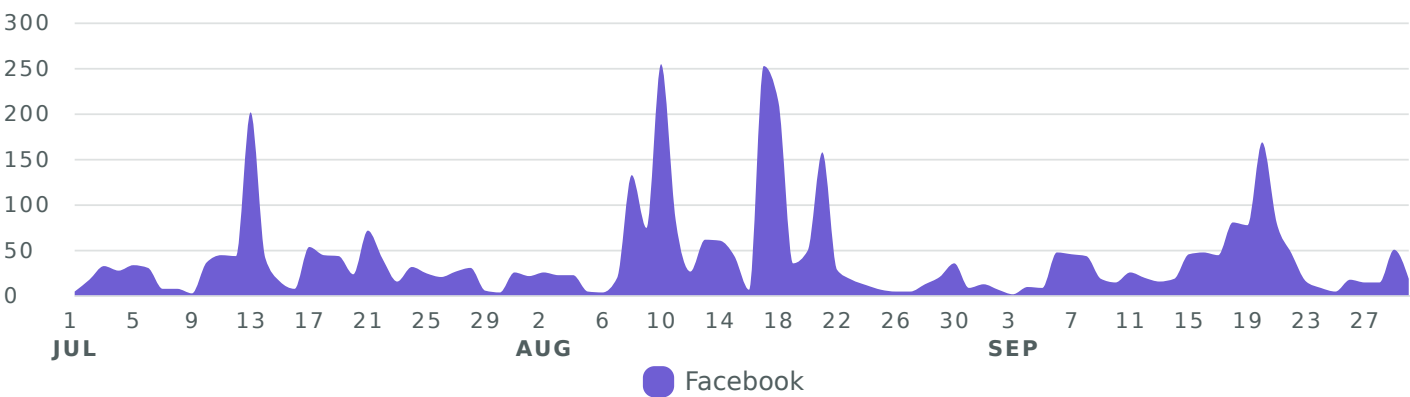


Impression Metrics	Totals	% Change
Total Impressions	50,993	↘ 51.1%
Facebook Impressions	50,993	↘ 51.1%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

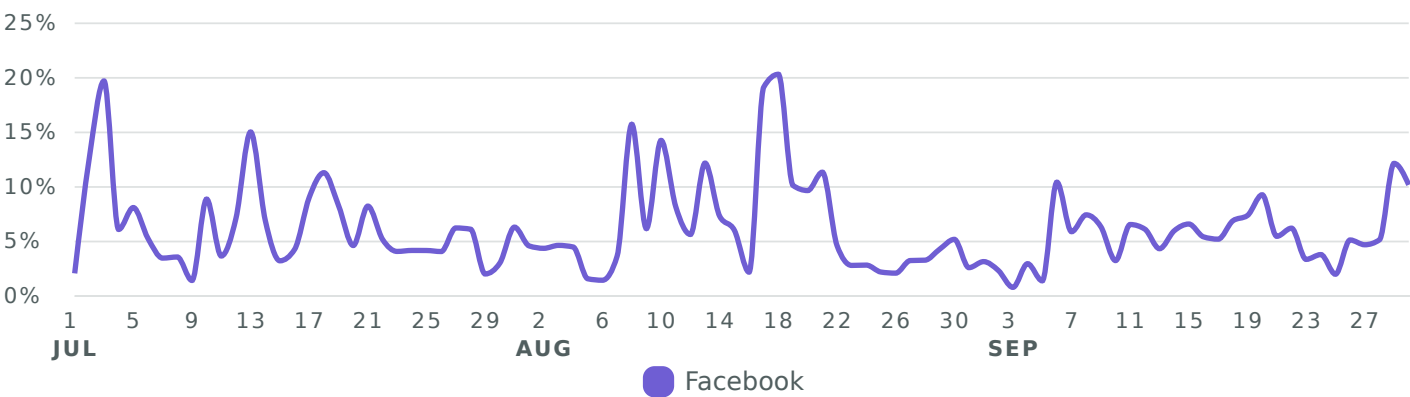


Engagement Metrics	Totals	% Change
Total Engagements	3,710	↘ 23.8%
Facebook Engagements	3,710	↘ 23.8%

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression), by Day

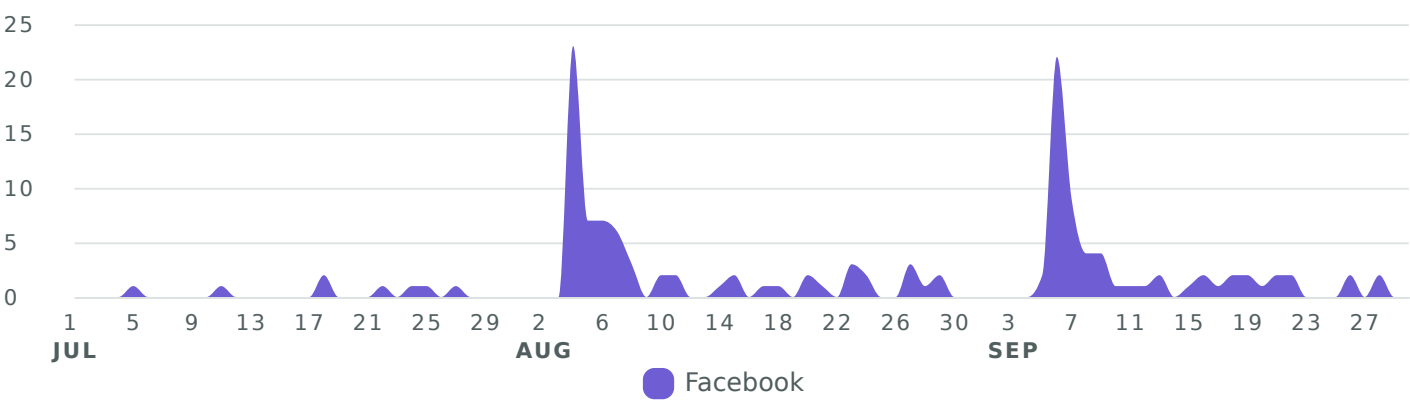


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	7.3%	↗ 55.9%
Facebook Engagement Rate	7.3%	↗ 55.9%

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Day



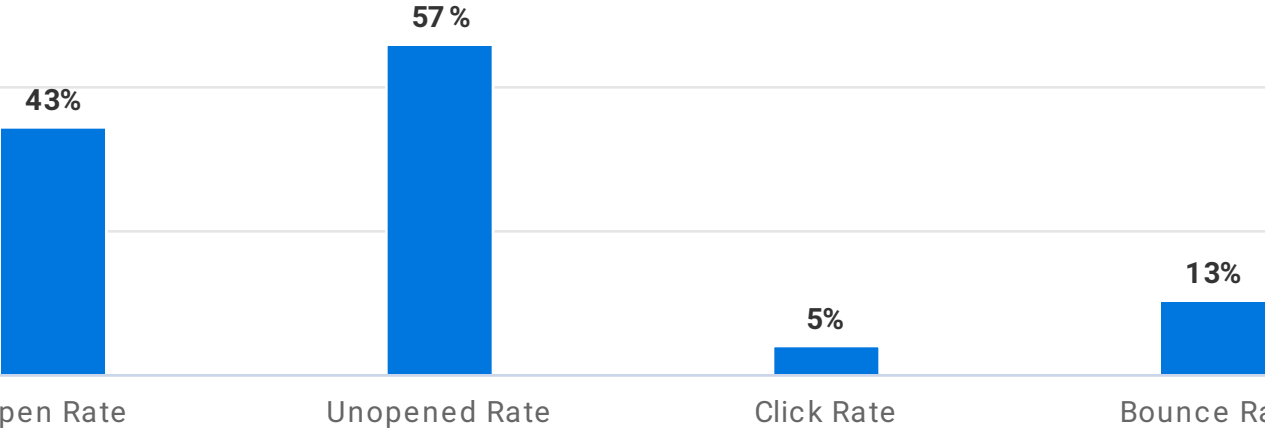
Video Views Metrics	Totals	% Change
Video Views	140	↘ 32.7%
Facebook Video Views	140	↘ 32.7%

Profiles

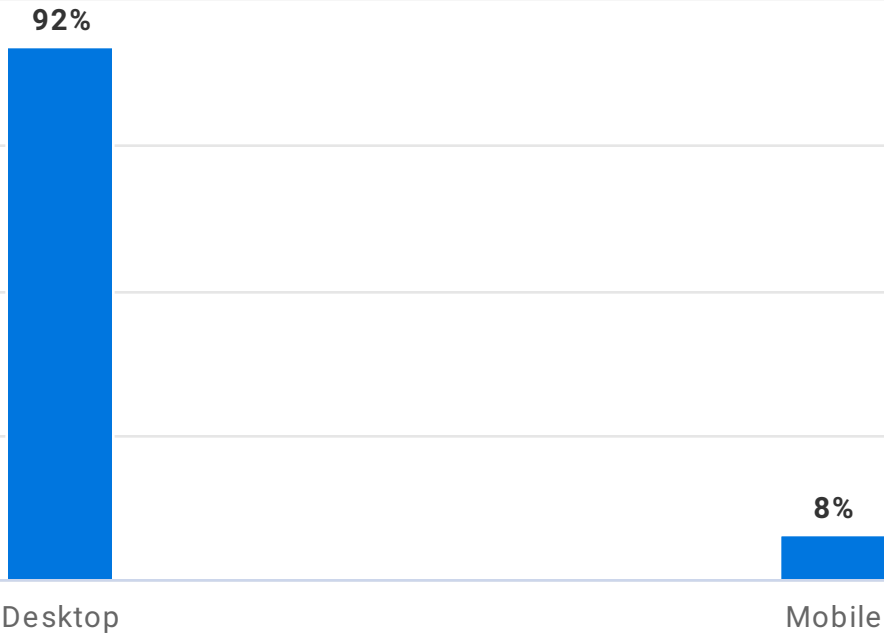
Review your aggregate profile and page metrics from the reporting period.

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	3,493	130	142	50,993	3,710	7.3%	140
Jul 1, 2023 - Sep 30, 2023	↗ 25%	↘ 44%	↘ 43.2%	↘ 51.1%	↘ 23.8%	↗ 55.9%	↘ 32.7%
Compare to	2,795	232	250	104,320	4,868	4.7%	208
Jul 1, 2022 - Sep 30, 2022							
 Adrian Senior Center	964	27	7	7,854	606	7.7%	13
 Bliss-Liewert Senior Center	146	8	8	198	4	2%	0
 Hudson, MI Senior Center	20	2	0	30	0	0%	0
 Lenawee Department on Aging	1,567	40	72	34,693	2,197	6.3%	109
 Morenci Senior Center	74	6	55	7,029	883	12.6%	5
 Onsted Senior Center	307	24	0	288	16	5.6%	8
 Tecumseh Senior Center	415	23	0	901	4	0.4%	5

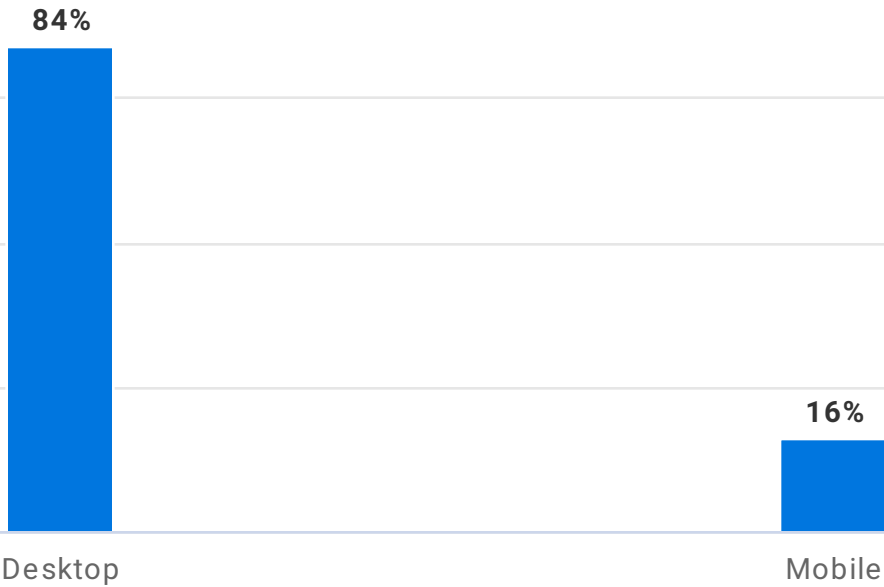
6,758 Sends



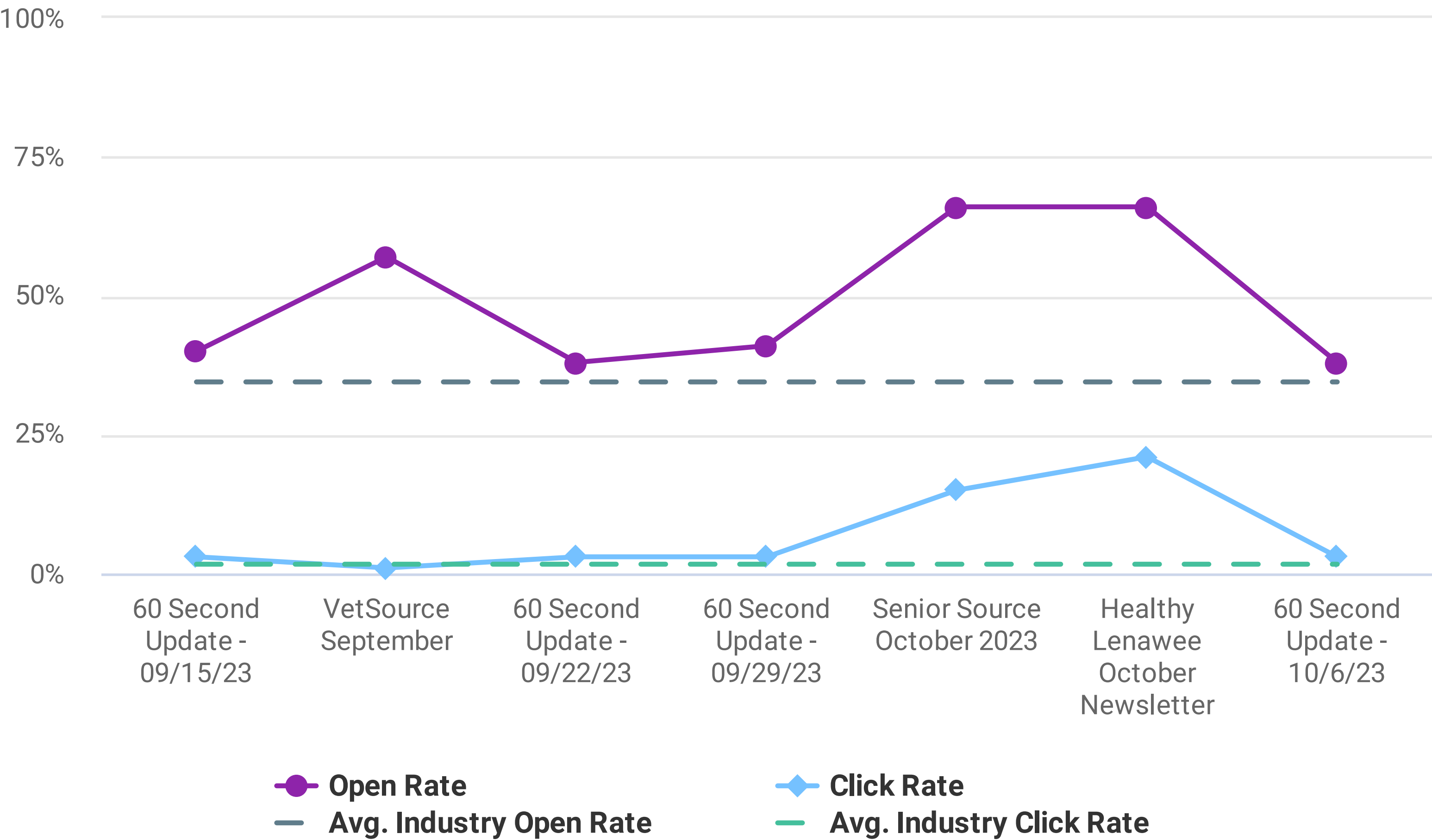
2,564 Opens



303 Clicks



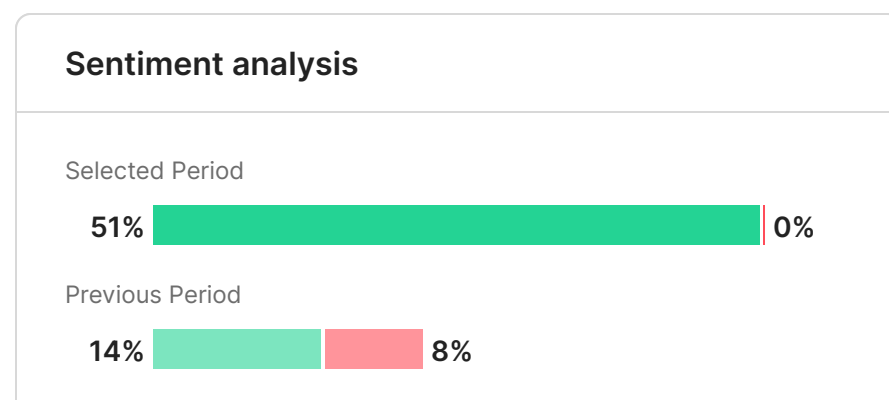
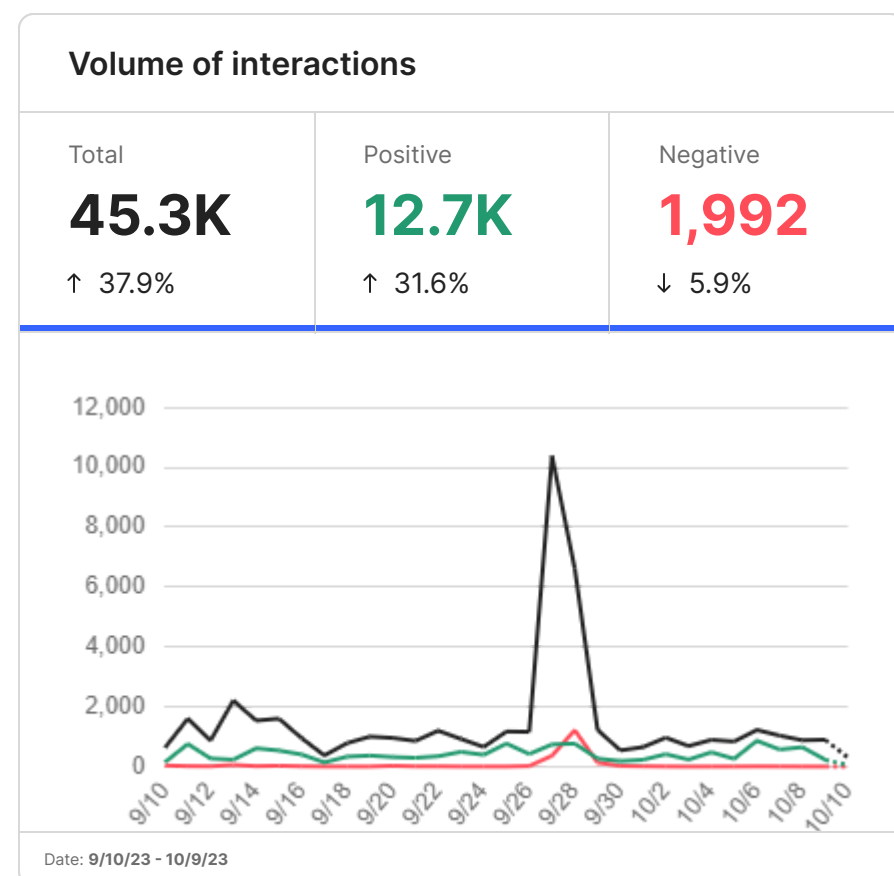
Campaign Summaries





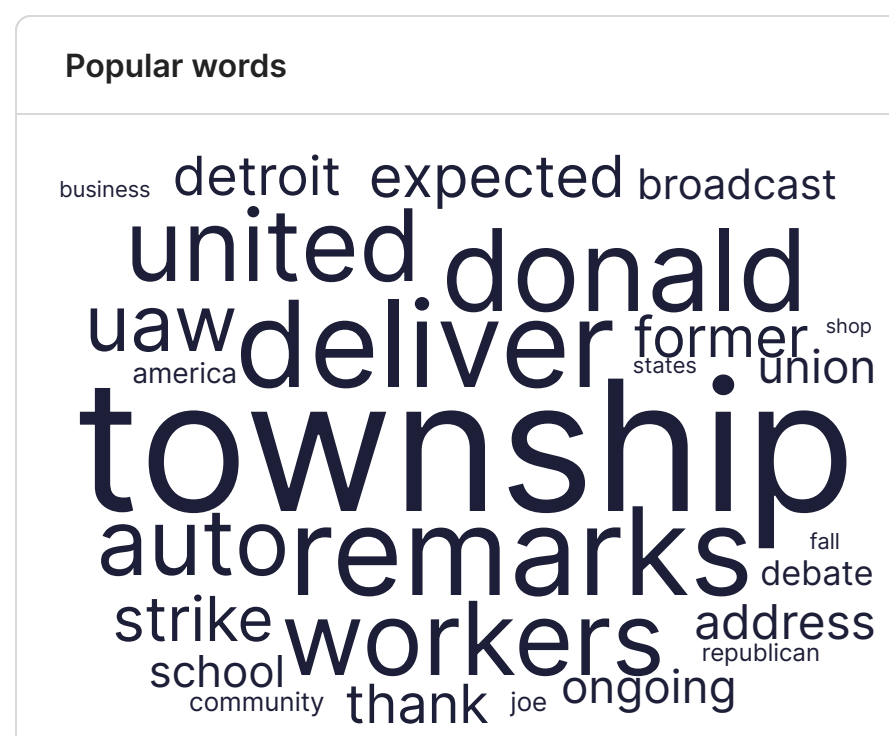
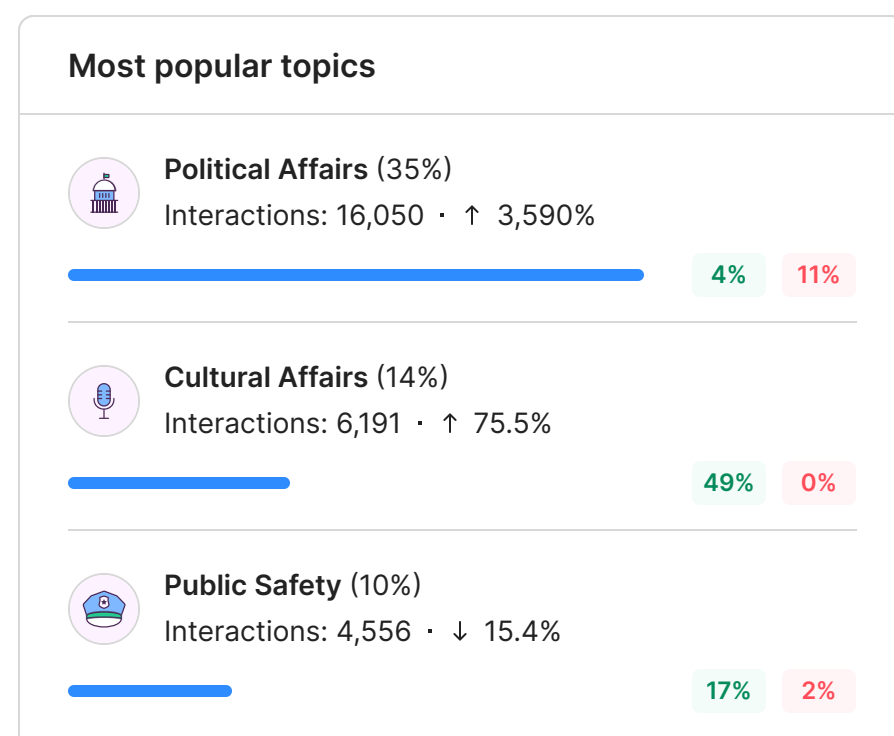
Conversation snapshot

The volume and sentiment of the organic resident feedback, as measured by totaling the interactions across local channels and classifying each as positive, negative, or neutral using Zencity AI.



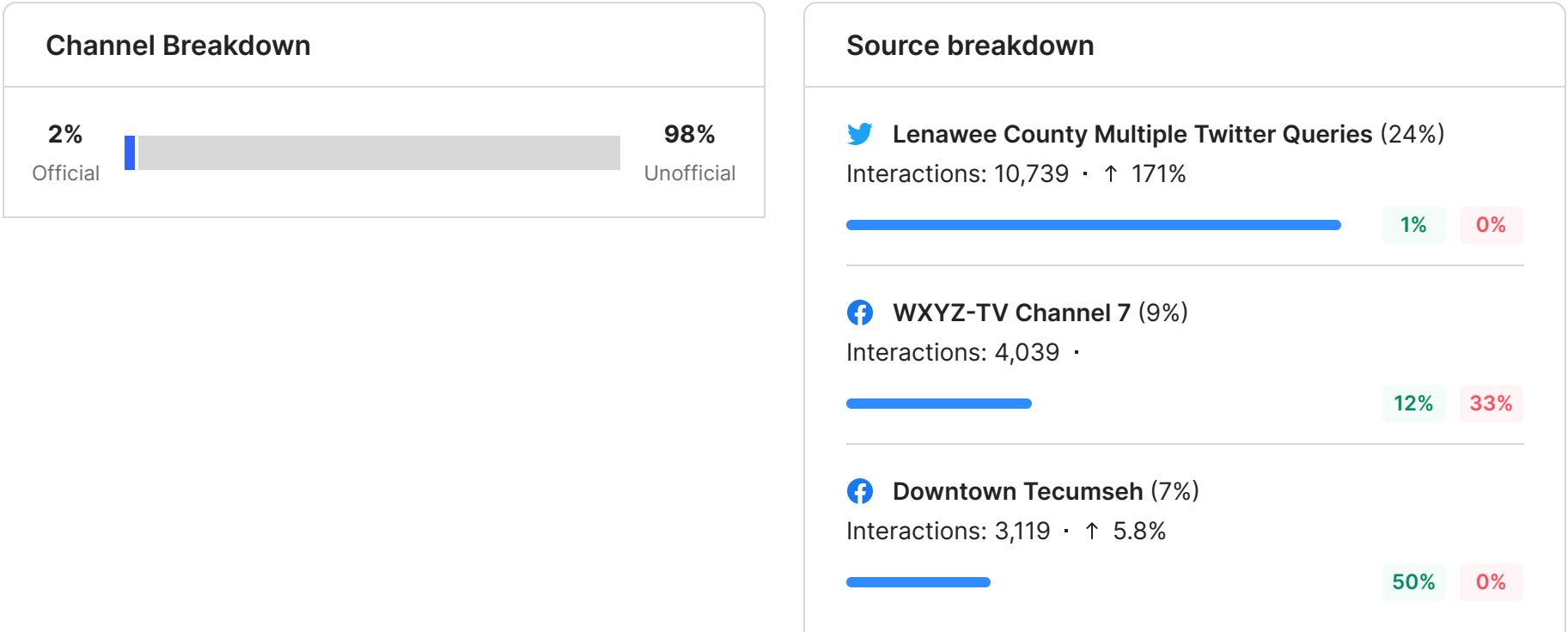
What are residents talking about

Most popular topics and words



Where the conversation is happening

Most popular channels and sources



Interactions: 500

0%0%

Lenawee County Multiple Twitter Queries

October 9th, 2023 · welfare

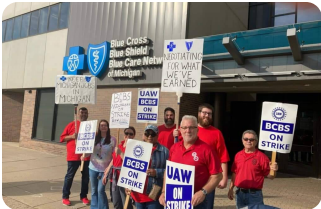
Tweet

Blue Cross Blue Shield workers of Local 2031 in Adrian, MI, (Region 1D) are striking to stop the outsourcing of union jobs at BCBS and to end a divisive multi-tiered pay system.

#StandUpUAW #StrikeOnBCBS

382

117



Interactions: 403

97%0%

WLEN 103.9fm

September 13th, 2023 · education

Post

The Michigan One-Room Schoolhouse Association has announced that this year’s recipient of the Schoolhouse of the Year award is going to the ‘Wooden’ Old Stone School in Onsted.

333

48

14

Michigan One-Room Schoolhouse Association to Spotlight Lenawee County Building

Interactions: 369

15%1%

City of Adrian Government

September 26th, 2023 · gardening

Post

UPDATE:

All of the Comstock Christmas Riverwalk trees have been sold.

233

31

39

Interactions: 362

19%0%

City of Adrian Government

September 15th, 2023 · gardening

Post

This year is the 10 year anniversary of the Comstock Christmas Riverwalk! Tree sales begin next Wednesday, September 20th at 8:00 AM. Trees may also be purchased online this year, at <https://tinyurl.com/comstocktrees> . PLEASE NOTE - any comments on this post or on any event page regarding the Comstock Christmas Riverwalk that offer trees for sale are SPAM. The City is only selling trees at City Hall or at the link in this post.

100

116

58

Created with Zencity data and analysis



Lenawee County, MI | October 2nd, 2023

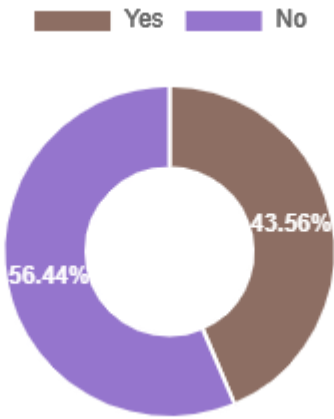
Survey on Senior Resources



July 2023 Survey Senior Resources

Total submissions: 101
Date range: Jul 05, 2023-Jul 28, 2023
Total responses: 778

Do you feel like you, as a Lenawee County senior, are connected to resources in our community?



What barriers do you currently encounter in accessing services that are needed in Lenawee County?

