

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, April 6, 2023 – 1:30 p.m.

- I. Approval of Minutes – March 3, 2023**
- II. Information Technology**
 - A.** Finance Report
 - B.** IT Report
 - C. REQUEST:** OCH Audio/Visual
 - D. REQUEST:** CivicPlus ADA Compliance software
 - E.** Department Reports / System Concerns
 - F.** Updates / Other Business
- III. Communications**
- IV. Equalization**
 - A.** Updates / Other Business
- V. Public comment**
- VI. Adjournment**

March 29, 2023

Capital Fund - Technology Division

Proj #	Open Projects	Prior Year budget	Prior Expenses	Current Budget	Current Year Expense Total	BALANCE
TECH2102	Cisco Phone Refresh	50,000.00	6,761.48	43,238.52	-	43,238.52
TECH2204	Badge/Card Printer/Software	7,000.00	6,954.35	45.65	35.00	10.65
TECH2205	Access Control Project	10,000.00	9,225.00	775.00	805.00	(30.00)
TECH2210	Access Control Judicial Project	30,000.00	-	30,000.00	26,250.00	3,750.00
TECH2302	NextRequest FOIA Software			10,776.00	10,776.00	-
TECH2303	2023 Computer Replacement			60,000.00	-	60,000.00
TECH2304	MS Datacenter Upgrade			60,000.00	-	60,000.00
TECH2305	Microsoft Office Upgrade			25,000.00	-	25,000.00
2023 Closed Projects						
Total Expenses		97,000.00	22,940.83	229,835.17	37,866.00	191,969.17
QUARTERLY APPROPRIATION				330,000.00	82,500.00	247,500.00
+/-						-
NET CHANGE IN FUND				100,164.83	44,634.00	55,530.83

Standing of Capital Fund: Technology as of March 29, 2023		401.901.853
Beginning fund balance:	341,999.32	
2022 Appropriations:	82,500.00	
2022 expenses:	37,866.00	
Current fund balance	386,633.32	



Information Technology Work Report

-

For the month of
April 2023

Project Name		Current and Projected Status											
CIP - 2023 Computer Replacement Program				○	●								
CIP - 2023 MS Office Upgrades				○	●								
CIP - 2023 MS Datacenter Upgrade				○	●								
2021 CIP- Lenawee County Cisco System Refresh	●	●	●	●									
2019 CIP PA SQL Upgrade (Onbase software update)	●	●	●	●									
2022 Tyler Public Safety Upgrade/Update	●	●	✓										
CIP - 2022 Computer Replacement Program	●	●	✓										
CIP - 2022 Server Replacement - 2 Servers	○	○	○	○									
CIP - 2022 ID/Badge Card Printer and Software	●	●	✓										
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Active	●												
On Hold/No Action	○												
Completed/Closed	✓												
Canceled	☒												

[illegible]



LENAWEE COUNTY
MICHIGAN

Action Request Form

To: IT/Equalization Committee

Date of meeting: April 6, 2023

FROM: Kim Murphy

Title: OCH Audio/Visual – Chambers Video System

DEPT: County Administrator

Description of request	Summary: We have been evaluating options to create a video system in the Chambers that allows for a better viewing opportunity for those in attendance of the meetings as well as for those that watch the recordings of the meetings. After much discussion with the vendor, the IT Department, and the Maintenance Department, the following option is being brought forward for your consideration. Attached in an estimate (No. 3377) from Red Letter Productions, Inc. They are the vendor that was originally contracted to handle the systems in the Chambers during the renovation process. This option includes a 110" Class 4K UHD Commercial LED Display that will sit on the wall behind the Chairman's desk. The wall will be cleaned up to blend in with the remaining walls. It also includes two 85" Class 4K UHD Commercial LED Display units that will be mounted on the east and west sides of the room above the newly installed speakers. This includes 4 cameras with zoom lens. It also includes the switch, mounting brackets, installation, and training. The cost of this option is \$67,380.00 Although the funding will come from the Building and Site Division of the Capital Fund (401.901.853.801 – Professional and Contractual), I would like the full board to have the opportunity to approve this system and am therefore requesting this be a recommendation to the PWM Committee. It will also be presented to the IT / Equalization Committee for their input. I would suggest recommending an amount not to exceed \$68,000. Request: Recommend entering into an agreement with Red Letter Productions in an amount not to exceed \$68,000 for the Chambers Video System with funding to come from 401.901.853.801.
Amt Req:	Not to exceed \$68,000
Acct No:	401.901.853.801 – Building & Site Division of the Capital Fund Project CPBS2002
Attachments:	Quote 3377 from Red Letter Productions

Prepared by klm

Upcoming agenda items shall be reported to the Administrator at least seven **(10) days prior** to the meeting. All supporting information shall be submitted to the Administrator's Office no later than **7 days before the meeting**. Exceptions may only be approved by the Chairperson, or in his/her absence, the Vice Chairperson of that Committee.



Red Letter Productions Inc.
4596 Meridian Rd
Addison, MI 49220
(517) 264-5488
twelter@redletter.biz
www.redletter.biz

Estimate 3377

ADDRESS Lenawee County 150 W Maple Ave Adrian, MI 49221	DATE 02/04/2023	TOTAL \$67,380.00	

DESCRIPTION	QTY	RATE	AMOUNT
Chambers Video System 2023 v1			
110" Class 4K UHD Commercial LED Display	1	26,000.00	26,000.00T
Samsung QET 85" Class 4K UHD Commercial LED Display	2	3,200.00	6,400.00
Mustang Professional Display Mount.	1	600.00	600.00
Extra Large TV Wall Mount	2	255.00	510.00T
4X4 HDMI/HDBASET MATRIX SWITCH	1	3,850.00	3,850.00
4K 70M BASIC HDMI EXTENDER KIT	4	480.00	1,920.00
New CAT6 Plenum data drop - Materials.	12	125.00	1,500.00T
Roland V-160HD SDI/HDMI Streaming Video Switcher	1	5,400.00	5,400.00T
1080p Box Camera with 12x Zoom Lens with mount	4	1,300.00	5,200.00T
Miscellaneous parts/hardware etc.	1	1,500.00	1,500.00T
System design and documentation	1	1,000.00	1,000.00T
Installation, Inspection and Training	1	13,000.00	13,000.00
- Mount 2 85" screens			
- Mount a 110" Display behind the chairman's desk.			
- Install 4 cameras.			
- Tie all the video screens (4) into the HDMI matrix.			
- Run the camera lines to the video switcher.			
- Run a USB to connect the video switcher to a PC for zoom control.			
- Create a few presets for the system.			
- Adjust the audio setting to lessen the effect of the auto mixer.			
- Familiarize appropriate staff with the operational changes and maintenance of the new equipment.	1	500.00	500.00
- Staff present at the first utilization of the new equipment during an event.			
- Two weeks after first event RLP staff will return to discuss system operation with users and entertain questions.			

This is an estimate, not a contract for services and is valid for 30 days unless otherwise noted. The labor is estimated and actual charges may vary as project evolves. It is based on our evaluation and does not include material price increases or additional labor and materials which may be required should unforeseen issues arise, including but not limited to supply chain problem(s), after the work has started.

SUBTOTAL	67,380.00
TAX (0%)	0.00

TOTAL	\$67,380.00
-------	--------------------

THANK YOU.

Accepted By

Accepted Date



LENAWEE COUNTY
MICHIGAN

Action Request Form

To: IT/Equalization Committee

Date of meeting: April 6, 2023

FROM: Kim Murphy

Title: OCH Audio/Visual – Chambers Video
System Optional Upgrade to PTZ Cameras

DEPT: County Administrator

Description of request	Summary: As an option to the video system previously discussed, attached is a quote to upgrade the camera system. It is called a PTZ System that will allow for the cameras to Pivot, Tilt, and Zoom. This gives us more options when recording meetings. If we go with this option, it will increase the project cost by approximately \$9,000. As with the base video system, although the funding will come from the Building and Site Division of the Capital Fund (401.901.853.801 – Professional and Contractual), I would like the full board to have the opportunity to approve this system and am therefore requesting this be a recommendation to the PWM Committee. It will also be presented to the IT / Equalization Committee for their input. I would suggest recommending an amount not to exceed \$9,000. Request: Recommend entering into an agreement with Red Letter Productions in an amount not to exceed \$9,000 for the Chambers Optional Upgrade to PTZ cameras with funding to come from 401.901.853.801.
Amt Req:	Not to exceed \$9,000
Acct No:	401.901.853.801 – Building & Site Division of the Capital Fund Project CPBS2002
Attachments:	Quote 3379 from Red Letter Productions

Prepared by klm

Upcoming agenda items shall be reported to the Administrator at least seven **(10) days prior** to the meeting. All supporting information shall be submitted to the Administrator's Office no later than **7 days before the meeting**. Exceptions may only be approved by the Chairperson, or in his/her absence, the Vice Chairperson of that Committee.



Red Letter Productions Inc.
4596 Meridian Rd
Addison, MI 49220
(517) 264-5488
twelter@redletter.biz
www.redletter.biz

Estimate 3479

ADDRESS

Lenawee County
150 W Maple Ave
Adrian, MI 49221

DATE
03/17/2023

TOTAL
\$8,915.00

DESCRIPTION	QTY	RATE	AMOUNT
Chambers Optional Upgrade to PTZ cameras			
Panasonic UE50 4K30 SDI/HDMI PTZ Camera with 24x Optical Zoom (White)	2	3,445.00	6,890.00T
Wall Mount Bracket	2	165.00	330.00T
Panasonic AW-RP60 Remote Camera Controller	1	2,295.00	2,295.00T
Miscellaneous parts/hardware etc.	1	200.00	200.00T
Additional Technician Labor	1	1,800.00	1,800.00
Removed from Estimate	2	-1,300.00	-2,600.00
1080p Box Camera with 12x Zoom Lens with mount			

This is an estimate, not a contract for services and is valid for 30 days unless otherwise noted. The labor is estimated and actual charges may vary as project evolves. It is based on our evaluation and does not include material price increases or additional labor and materials which may be required should unforeseen issues arise, including but not limited to supply chain problem(s), after the work has started.

SUBTOTAL	8,915.00
TAX (0%)	0.00

TOTAL	\$8,915.00
-------	-------------------

THANK YOU.

Accepted By

Accepted Date



LENAWEE COUNTY
MICHIGAN

Action Request Form

To: IT/Equalization Committee

Date of meeting: April 6, 2023

FROM: Kim Murphy

Title: OCH Audio/Visual – Chambers Back Desk Zoom Setup

DEPT: County Administrator

Description of request	Summary: We have noticed a significant sound issue in the back of the Chambers when conducting zoom meetings utilizing the Display unit on the back wall. In discussing the continuing problems with Red Letter and the IT Department, it was recommended that we upgrade the system to include a Poly Studio X70 All-In-One 4K Video Conference Bar with TC8 Touchscreen Interface Kit. The cost of this upgrade is approximately \$8,800 as shown on the attached estimate (No. 3377) from Red Letter Productions. This includes the unit, new data drop, installation, and set up. As with the base video system, although the funding will come from the Building and Site Division of the Capital Fund (401.901.853.801 – Professional and Contractual), I would like the full board to have the opportunity to approve this system and am therefore requesting this be a recommendation to the PWM Committee. It will also be presented to the IT / Equalization Committee for their input. I would suggest recommending an amount not to exceed \$9,000. Request: Recommend entering into an agreement with Red Letter Productions in an amount not to exceed \$9,000 for the Chambers Back Desk Zoom Setup with funding to come from 401.901.853.801.
Amt Req:	Not to exceed \$9,000
Acct No:	401.901.853.801 – Building & Site Division of the Capital Fund Project CPBS2002
Attachments:	Quote 3480 from Red Letter Productions

Prepared by klm

Upcoming agenda items shall be reported to the Administrator at least seven **(10) days prior** to the meeting. All supporting information shall be submitted to the Administrator's Office no later than **7 days before the meeting**. Exceptions may only be approved by the Chairperson, or in his/her absence, the Vice Chairperson of that Committee.



Red Letter Productions Inc.
4596 Meridian Rd
Addison, MI 49220
(517) 264-5488
twelter@redletter.biz
www.redletter.biz

Estimate 3480

ADDRESS

Lenawee County
150 W Maple Ave
Adrian, MI 49221

DATE
03/17/2023

TOTAL
\$8,800.00

DESCRIPTION	QTY	RATE	AMOUNT
Chambers Back Desk Zoom Setup			
Poly Studio X70 All-in-One 4K Video Conference Bar with TC8 Touchscreen Interface Kit	1	6,500.00	6,500.00T
Poly Mounting Bracket for Video Conferencing Camera	1	250.00	250.00T
New CAT6 Plenum data drop with materials	2	125.00	250.00T
2 Technicians Labor - Setup and Installation	1	1,800.00	1,800.00

* Requires a zoom room subscription.

This is an estimate, not a contract for services and is valid for 30 days unless otherwise noted. The labor is estimated and actual charges may vary as project evolves. It is based on our evaluation and does not include material price increases or additional labor and materials which may be required should unforeseen issues arise, including but not limited to supply chain problem(s), after the work has started.

SUBTOTAL	8,800.00
TAX (0%)	0.00

TOTAL	\$8,800.00
--------------	-------------------

THANK YOU.

Accepted By

Accepted Date



LENAWEE COUNTY
MICHIGAN

Action Request Form

To: **IT/Equalization Committee**

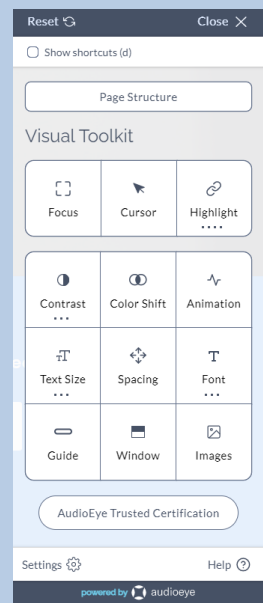
Date of meeting: April 11, 2023

FROM: Shannon Elliott

Title: **ADA Compliance Software**

DEPT: Deputy Administrator

Description of request



Summary: Section 508 of the Rehabilitation Act and Section 255 of the Communication Act requires federal agencies, and vendors doing business with federal agencies, to create, buy, and use Information and Communication Technology (ICT) that is accessible to people with disabilities.

ICT includes all pages of your website, software applications, intranet sites and tools, and electronic documents.

CivicPlus offers the Digital Accessibility Platform (DAP), AudioEye, which is a comprehensive, managed solution, fully aligned with Web Content Accessibility Standards.



This assistive tool is embedded in our website to help users who may not have access to assistive technology, or who need help consuming content.

AudioEye also leverages JavaScript to apply automated and manual remediations, allowing the County to remain compliant as content is updated.

Request: To authorize the Administrator to sign and obligate the County for subscription with AudioEye, ADA compliant software in an amount of \$13,447 out of the IT Division of the Capital Improvement Fund.

Amount Requested: \$13,447.00

Account Number: 401.901.853 Capital Improvement Fund – I.T. Division

List Attachments: Proposal

Prepared by SEC/rdb

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.



AUDIOEYE STANDARD PLUS STATEMENT OF WORK

This Statement of Work (the "SOW"), effective as of the later of the two dates accompanying the signatures below ("Effective Date"), is entered into and governed under the Master Services Agreement (the "Agreement") between CivicPlus, LLC ("CivicPlus") and Lenawee, Michigan ("Client"). Services are performed hereunder AudioEye, Inc. ("AudioEye"), for whom CivicPlus is an authorized reseller, and the performance of the services under this SOW will be conducted in accordance with and be subject to the terms and conditions of this SOW and the Agreement. If there is a conflict between this SOW and the Agreement, the terms and conditions of this SOW shall prevail. Capitalized terms used in this SOW but not defined herein shall have the meaning set forth in the Agreement. The responsibilities of CivicPlus and Client are defined below.

IN WITNESS WHEREOF, each party, in consideration of the mutual promises and agreements set forth in this Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged and agreed by the parties, agree and hereto has caused this Agreement to be executed by its duly authorized representatives.

Client

By: _____
(Signature)

Name: _____
(Print)

Title: _____

Date: _____

CivicPlus

By: _____
(Signature)

Name: _____
(Print)

Title: _____

Date: _____

1. TERM

The terms and conditions of this SoW will commence on the applicable Effective Date and continue as set forth in the table below. Any obligations that by their nature survive termination, including without limitation payment obligations, shall continue to apply.

2. SERVICES ORDERED & COSTS

AudioEye will provide the following SaaS Subscription:

Web Accessibility Solutions Subscription Order	12 Month Term
Product	Subscription Cost
AudioEye Standard Plus	\$13,447.00 per domain
Total Subscription Cost*	\$13,447.00 per domain*

*Recurring subscription pricing is subject to an annual 5% increase.

This Scope of Work is valid through (or up to) 60 days from 01/18/2023.

The subscription purchased hereunder applies only to the Authorized Domain(s) listed in the table, below.

Utilization is tracked on a minimum, quarterly hour basis. As time is used, hours are deducted from those allotted per this SOW.

Upon execution of this SOW, CivicPlus will invoice Client for the first year's Total Subscription Cost. All renewal years Total Subscription Cost shall be invoiced on the date of Client's current CivicEngage billing schedule. If needed, CivicPlus will pro-rate Client's first year's Total Annual Subscription Cost to match up with Client's current CivicEngage billing schedule.

All payments shall be made in accordance with the terms and conditions of the Agreement. Invoices will be expressed in US Dollars (USD).

Authorized Domain(s) Owned and Controlled by Client

<http://www.lenawee.mi.us>

3. CONTACT INFORMATION

Technical Contact Information

Client will identify a project lead to function as a single point of contact for the project.

Name: _____

Email: _____

Phone: _____

Billing Contact Information

Invoices for fees, associated with this Agreement, should be sent to the following email address(es):

Billing Email: _____

Contact Name: _____ **Billing Address 1:** _____
(if different from Corporate Address provided with MSA)

Contact Email: _____ **Billing Address 1:** _____
(if different from billing email address provided above)

City: _____ **State/Zip:** _____

Payment Method: _____

*All payments shall be made in accordance with the terms and conditions of the Agreement.
Invoices will be expressed in US Dollars (USD).*

STATEMENT OF WORK

APPENDIX A

Package Features / Services

SERVICES ORDERED & COSTS		
On behalf of CivicPlus, AudioEye will provide the Services listed below to Client. AudioEye retains the right to change the Services subject to the terms of the Agreement.		
Feature		Description
Find		
Active Monitoring	•	• Anonymously records potential accessibility issues based on prescribed WCAG elements anytime an end-user visits a page within the Authorized Domain • Results based on pages actually used (example: more monitoring on a home page less on a blog from 3 years ago)
Manual Testing	• Monthly Template Reviews	• Functional usability testing conducted by assistive technology (AT) testers on templates on which the Authorized Domain are based • Code review of templates by accessibility engineers
Fix		
Auto Remediations	•	• Fixes that are applied to every page within an Authorized Domain • Automatically remediates common issues
Manual Remediations	• Template Specific	• Remediations applied to templates on which the authorized domains are based according to test results from Manual Testing
Report		
Dashboard	•	• Reporting insights • Resources & Documentation • Training Materials

OnSite Scanner	•	Real-time testing results
Toolbar		
Visual Toolkit	•	- Lets end users fix visual issues on the Authorized Domain - Gives end-users the control over contrast, colors, spacing in order to fit their needs
Help Desk	•	Gives end-users the ability to report an accessibility issue to AudioEye and the site owner; available 24/7
Documentation		
Sustainable Testing and Remediation (“STAR”) Plan	•	- Default documentation for responding to a demand letter or complaint - Outlines how AudioEye enables site owners with a plan to sustain compliance
Certification Statement	•	- Delivered through the toolbar - Shows end-users that AudioEye is certifying compliance with WCAG standards
Accessibility Statement	•	- Statement that a site owner can integrate within their site - Demonstrates that a site is committed to providing an accessible experience
Training		
Online Training Library	•	Pre-made documentation and videos that show site owners how to fix certain issues, and why they matter
Premium Support		
Online/ZenDesk	•	- Direct connection with an expert and dedicated Partner Account Manager - Priority support to resolve issues or questions when they arise
Legal Support Services		
Advanced Legal	•	- If a demand letter/lawsuit is received our team will activate and respond line by line to the letter and provide support throughout the process - We will also fully remediate new validated issues on the site so site owners can show consistent progress and intent to be fully accessible

3. COMPLIANCE PLAN STATEMENT

While no offering guarantees compliance, AudioEye’s solution provides services according to an accessibility compliance plan for your website. Specifically, AudioEye defines “compliance” by referencing well-established industry standards and long-standing models that define the required processes and procedures that comprise a successful website accessibility strategy. Those compliance elements, which are listed below, are typically outlined within mutually agreed upon accessibility resolution agreements executed between disability advocates and organizations seeking to fulfill their obligations to ensure an optimal and equitable experience for individuals with disabilities. These standards are as follows:

Compliance Element	AudioEye Solution
Effectuate and Maintain a Comprehensive Plan	Sustainable Testing and Remediation (STAR) Plan Framework
Work with Accessibility Specialists	International Association of Accessibility Professionals (IAAP) Certified Experts (SMEs) design your STAR Plan.
Accessibility Training & Tooling	Online Training Library AudioEye Toolbar On-site Scanner
Provide a Public “Grievance Process”	24/7 Fully Managed Help Desk in Toolbar
Publish and Maintain Digital Accessibility Policy Statement	Compliance Statement Accessibility Statement Template
Periodic SME Manual Auditing	Periodic technical analysis and functional usability testing (manual testing) conducted by Assistive Technology (AT) testers on templates and/or domains**
Fixing Reported Issues	AI/Auto Remediations Manual Remediations** Fix at Source Reporting/Guidance**
Conformance with Prevailing Digital Accessibility Standards (Current as of Effective Date: Web Content Accessibility Guidelines “WCAG” 2.1 Level AA)	STAR Plan achieves & sustains substantial conformance to eliminate existing - and mitigate future - digital access barriers
* Certain accessibility issues may need to be resolved by Client at the source level.	
** Tier-specific services; May requires the purchase of additional add-on services.	

4. ADDITIONAL TERMS AND CONDITIONS

In addition and notwithstanding anything to the contrary in this SOW, (i) in no event will AudioEye, CivicPlus, any of their affiliates or any of their respective directors, officers, shareholders, employees, and agents (collectively, the “AudioEye Parties”), be liable for any damages (whether direct or otherwise) or subject to any indemnification, hold harmless or defense obligations arising out of, relating to or resulting from any third party claim alleging that any website, tool or application subject to any AudioEye offering is not compliant with any laws, regulations, guidelines or standards relating to accessibility, including without limitation the Americans with Disabilities Act, the Unruh Civil Rights Act, the Rehabilitation Act or any web content accessibility guidelines (“Accessibility Claim”) and (ii) Client covenants not to bring or assert any claim against AudioEye or the AudioEye Parties relating to such Accessibility Claim.

If AudioEye or Client or any parent or affiliate receives any communication, or as a defendant is served with a complaint, alleging an Accessibility Claim, Client will promptly provide CivicPlus and AudioEye with a copy of such communication or complaint. In connection with any Accessibility Claim, none of the CivicPlus or Client or any parent or affiliate or employee of any such entity or person will refer to AudioEye or the services performed by AudioEye without AudioEye having an opportunity to review and comment upon such reference.

Without limitation and unless otherwise provided in a separate agreement, the Service does not provide accessibility or compliance, or otherwise remediate, the following: (i) any documents, spreadsheets, pdfs, or other non-website content or files accessible via the Authorized Domain, (ii) any videos or other multimedia files accessible via the Authorized Domain (including embedded videos or multimedia files from third-party platforms), (iii) any non-website applications, (iv) any domains linked from the Authorized Domain that is not an Authorized Domain (including Google Maps or Instagram), (v) any third-party content or widget including plug-ins, iframes or applications, (vi) any plug-ins, iframes or applications that use the flash format, or (vii) a java application that operates in a separate window.

Digital Communication Report

Jennifer Ambrose

March 29, 2023

Website:

- 19,335 Users visited the website last month
- Most popular pages are court, law, or property related
- 55% of users are on mobile devices
- Website redesign update
- Working with departments on updates – goal is to have updated, accurate, and accessible information

Social Media

- As I meet with departments, I'm going to get an accurate count of profiles and users. As of right now I have administrative access to:
 - Lenawee County accounts (3), Lenawee County Health Department (3), Lenawee Department on Aging (6), Lenawee County Solid Waste (2)
- Part of the audit will be making sure that accounts are in compliance with IT Social Media Policy
- Working with IT on access/users; reducing liability
- Stats update

Email Communication

- 60 Second Update – Weekly Update from County Administrator
- 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
- Press Releases – As Needed
- Stats Update

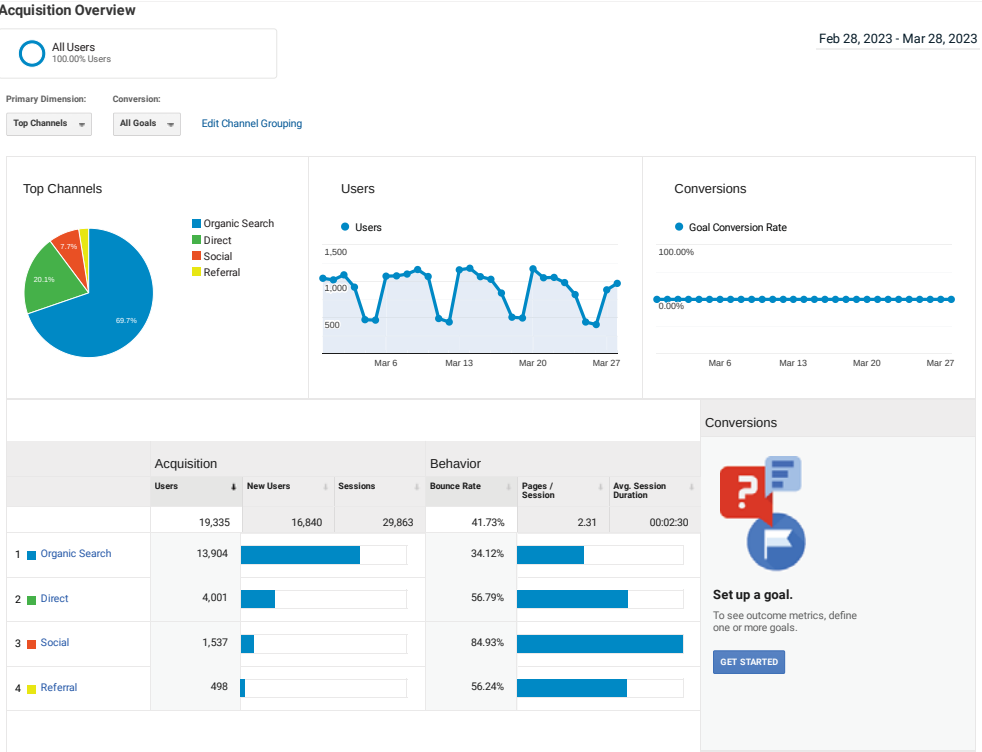
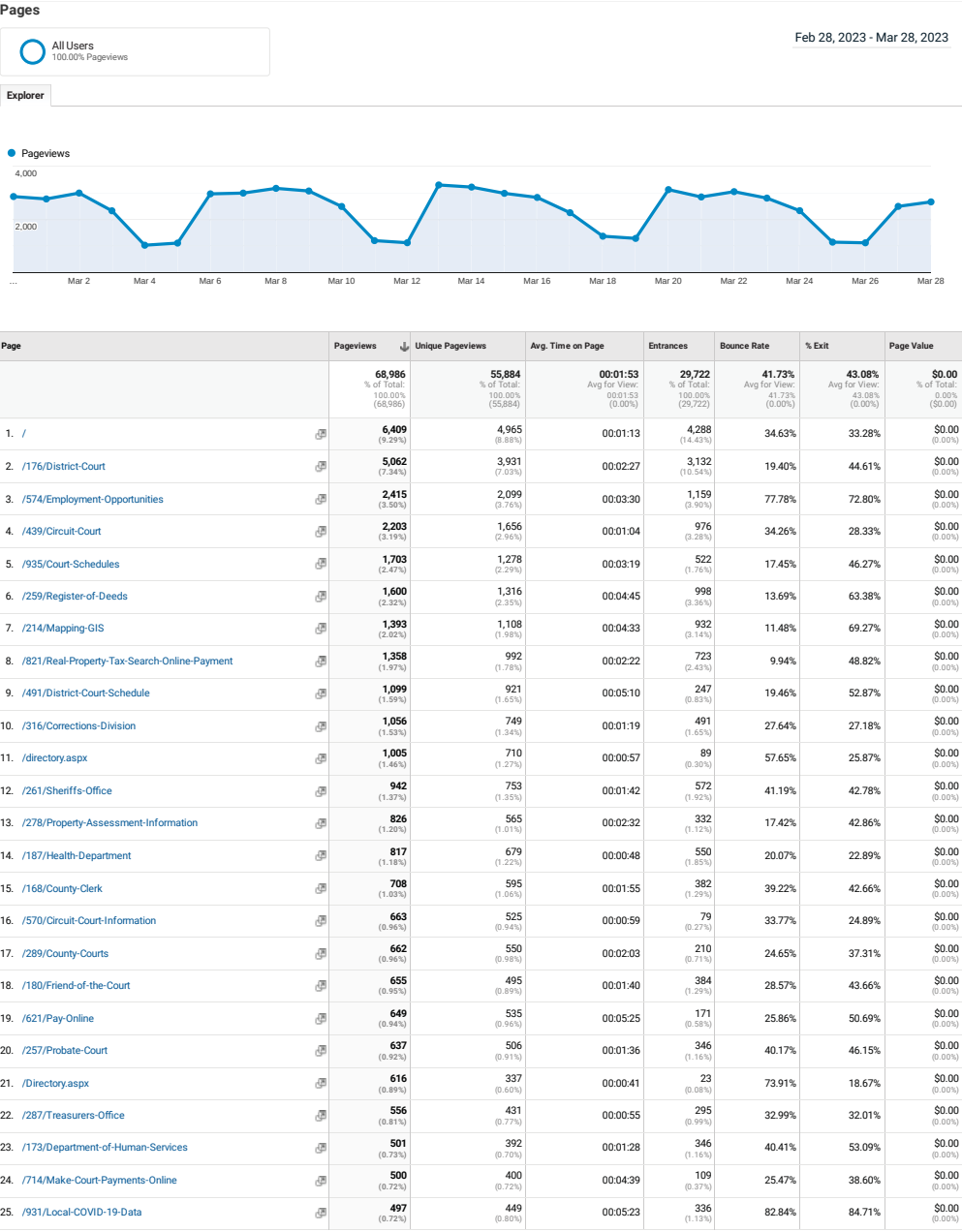
Zencity

- Monthly Report
- Insights
- Future Community Ask – Volunteering
- Community Survey Update

April Newsletter

- New Design
- Focus on Volunteers
- Employee Spotlight(s)





To see all 4 Channels click [here](#).

Demographics: Age

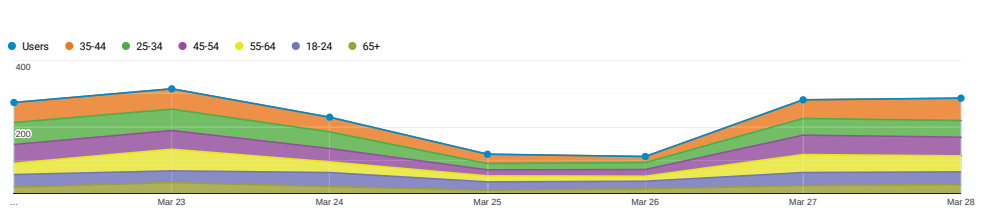
All Users

100.00% Users

Mar 22, 2023 - Mar 28, 2023

Explorer

Summary



Age	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,423 % of Total: 29.39% (4,841)	958 % of Total: 26.22% (3,654)	1,912 % of Total: 29.14% (6,562)	34.21% Avg for View: 40.05% (-14.59%)	2.46 Avg for View: 2.38 (3.46%)	00:02:47 Avg for View: 00:02:35 (7.74%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. 35-44	302 (21.22%)	197 (20.56%)	391 (20.45%)	36.06%	2.52	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. 25-34	284 (19.96%)	198 (20.67%)	381 (19.93%)	35.17%	2.49	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. 45-54	260 (18.27%)	179 (18.68%)	360 (18.83%)	31.94%	2.65	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. 55-64	233 (16.37%)	151 (15.76%)	318 (16.63%)	32.08%	2.30	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. 18-24	212 (14.90%)	141 (14.72%)	286 (14.95%)	36.01%	2.23	00:03:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. 65+	132 (9.28%)	92 (9.60%)	176 (9.21%)	33.52%	2.55	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 6 of 6

Overview

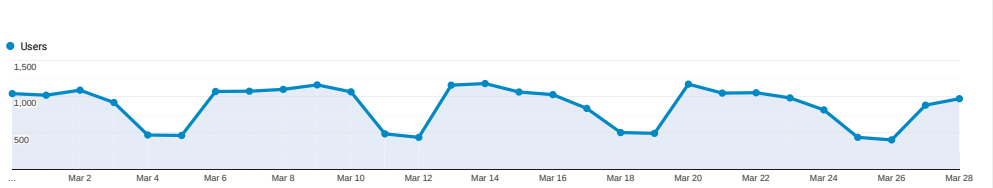
All Users

100.00% Users

Feb 28, 2023 - Mar 28, 2023

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19,335 % of Total: 100.00% (19,335)	16,840 % of Total: 100.00% (16,840)	29,863 % of Total: 100.00% (29,863)	41.73% Avg for View: 41.73% (0.00%)	2.31 Avg for View: 2.31 (0.00%)	00:02:30 Avg for View: 00:02:30 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. mobile	10,275 (53.24%)	9,418 (55.90%)	15,412 (51.61%)	46.84%	2.19	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	8,664 (44.89%)	7,100 (42.16%)	13,918 (46.61%)	35.92%	2.45	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	361 (1.87%)	322 (1.91%)	533 (1.78%)	45.59%	2.13	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3



Cross-Network Profiles

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

[Profile](#) [Reporting Period](#) [All Profiles](#) [All Twitter Post Types](#)

Profile ^	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	9,961	70	175	126,372	3,366	2.7%	217
Feb 28, 2023 - Mar 28, 2023	↗ 0.7%	↘ 23.9%	↗ 49.6%	↗ 60.5%	↘ 1.2%	↘ 38.4%	↗ 334%
Compare to	9,894	92	117	78,736	3,407	4.3%	50
Jan 30, 2023 - Feb 27, 2023							
@lenaweecounty	417	6	70	4,362	92	2.1%	17
Lenawee County	9,397	57	75	120,928	3,229	2.7%	185
Lenawee County	147	7	30	1,082	45	4.2%	15

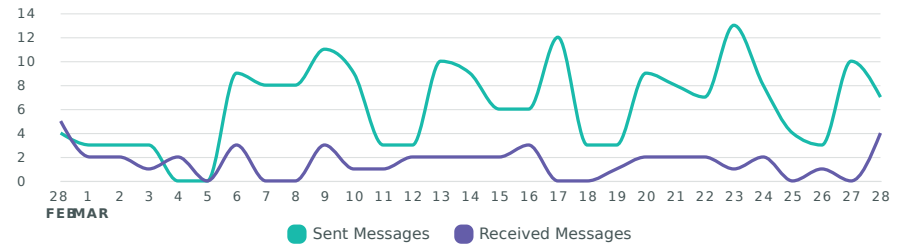


Cross-Network Message Volume

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

[Profile](#) [Reporting Period](#) [All Profiles](#) [All Twitter Post Types](#)

Messages per Day



Sent Messages Metrics	Totals	% Change
Total Sent Messages	182	↗ 46.8%
Twitter Sent Messages	70	↗ 52.2%
Facebook Sent Messages	82	↗ 43.9%
LinkedIn Sent Messages	30	↗ 42.9%

Received Messages Metrics	Totals	% Change
Total Received Messages	46	↘ 11.5%
Twitter Received Messages	23	↘ 4.2%
Facebook Received Messages	23	↘ 14.8%
LinkedIn Received Comments	0	↘ 100%

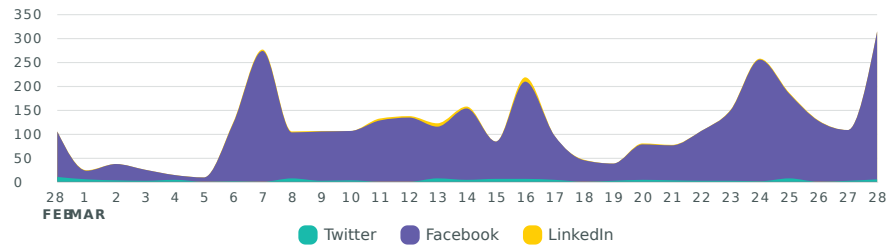


Cross-Network Engagement

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

Profile Reporting Period All Profiles All Twitter Post Types

Reactions, Comments, Shares, Post Link Clicks, Saves, Other Post Clicks, Other... Breakdown by Network, by Day



Engagement Metrics	Totals	% Change
Total Engagements	3,366	↘1.2%
Twitter Engagements	92	↘2.1%
Facebook Engagements	3,229	↘1.4%
LinkedIn Engagements	45	↗15.4%

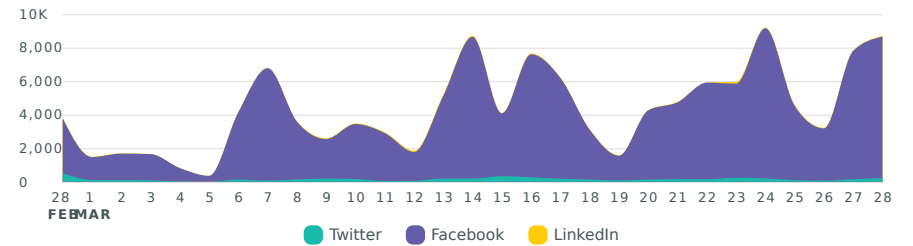


Cross-Network Impressions

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

Profile Reporting Period All Profiles All Twitter Post Types

Impressions Breakdown by Network, by Day



Impression Metrics	Totals	% Change
Total Impressions	126,372	↗60.5%
Twitter Impressions	4,362	↘6%
Facebook Impressions	120,928	↗65.1%
LinkedIn Impressions	1,082	↗28%

Lenawee County, MI

To: IT/Equalization Committee

From: Jennifer Ambrose

Subject: Community input report from Zencity

Date: March 29, 2023

What is Zencity?

Zencity is the community input and insights platform used by hundreds of local governments to hear from more resident voices and obtain the most meaningful and actionable takeaways from their feedback.

Where is the data collected from?

This report analyzes the interest and sentiment expressed by residents across social media posts and local news outlets. Only opinions expressed in fully public forums, or forums in which admins give explicit consent, are included.

What's being measured?

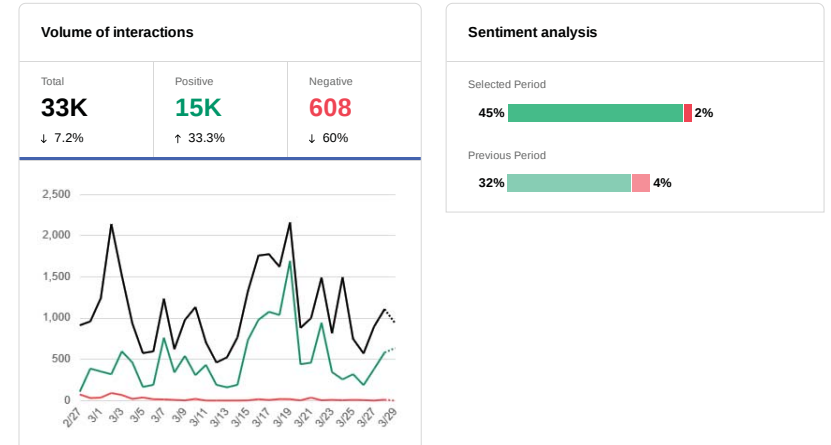
- **Volume of interactions:** A measure of the size of the conversation, representing the total count of all online engagements (posts, tweets, likes, comments, shares, retweets, reactions, etc.).
- **Discourse sentiment:** A way to understand the tone or emotions present in the conversation, Zencity's AI algorithm is able to classify the content of each interaction as positive, negative, or neutral, based on expressions of satisfaction or dissatisfaction towards the topic being discussed.

Conversation Summary

Feb 27th - Mar 28th, 2023 | Lenawee County, MI

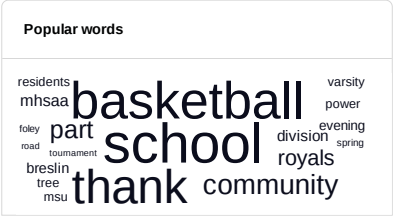
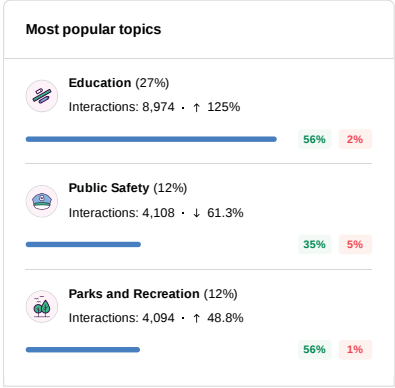
Conversation snapshot

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



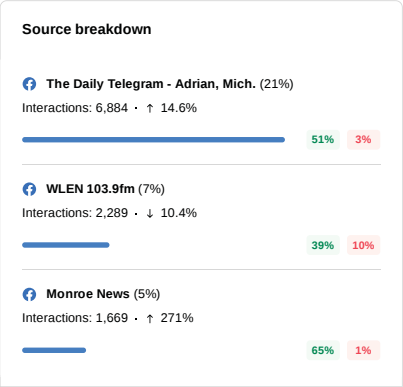
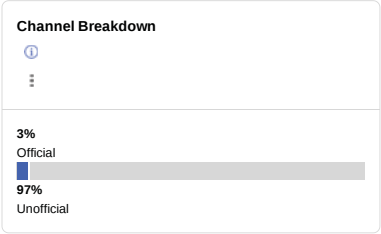
Takeaways from the data

This period, **positive sentiment** in the conversation was higher as compared to last period (45% vs. 32%), while **negative sentiment** was lower (2% vs. 4%).

The most negative interactions were found on **WLEN 103.9fm**, totaling 231 interactions and making up 10% of the conversation on that source.

Where the conversation is happening

Most popular channels and sources



Top stories

Interactions: 1,440

99%0%

MLive.com

March 18th, 2023 · gardening

Post

Hemlock wins first girls basketball state title with 59-43 victory over Blissfield in Division 3

1340

52

34

Interactions: 662

98%0%

The Daily Telegram - Adrian, Mich.

March 19th, 2023 · education

Post

Over the last four seasons, Julia White and Sarah Bettis have been huge contributors to Blissfield's on-court success. The Royals won 12 tournament games during the stretch, three district titles and reached Saturday's Division 3 state championship game.

White, Bettis leave lasting legacy with Blissfield girls basketball

573

14

31

Interactions: 606

99%0%

Monroe News

March 15th, 2023 · education

Post

Blissfield's girls basketball team (26-1) has reached the state semifinals for the first time since 1974.

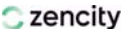
Wyman steps up to lead Blissfield girls into state semifinals

525

32

27

Created with Zencity data and analysis



Interactions: 589

5%2%

The Daily Telegram - Adrian, Mich.

March 24th, 2023 · local-businesses

Post

Tecumseh's annual citywide garage sale is the one time each year that city residents can host such a sale without having to purchase a permit.

Tecumseh citywide garage sales coming May 18-20

249

281

31

Interactions: 580

12%19%

The Daily Telegram - Adrian, Mich.

March 2nd, 2023 · education

Post

Tecumseh Public Schools' Indian Stadium will soon be getting new turf to replace the 13-year-old turf that is currently on the field.

Tecumseh Public Schools' Indian Stadium to have turf replaced

98

6

28

Interactions: 535

99%0%

The Daily Telegram - Adrian, Mich.

March 7th, 2023 · Public Safety - General

Post

Lambka says he hopes to provide a grandfatherly presence to Tecumseh students.

Tecumseh police Sgt. Scott Lambka enjoying new role as school resource officer

459

26

46

Created with Zencity data and analysis



Lenawee County Report

Feb 21st - Mar 22nd, 2023



County Administrator Contract

In the past 30 days, online conversations about the Lenawee County Administrator's contract elicited 10 social media interactions and featured in several news items (Including The Lenawee News, WLEN, WLEN-FM, and Tecumseh Herald, and The Daily Telegram). The sparse engagements mostly comprised tacit likes and shares. One comment supported the outcome, while another criticized the Commission's supposed lacking transparency. Overall, this story did not capture the local community's attention online.

Interactions: 457 92% 3%

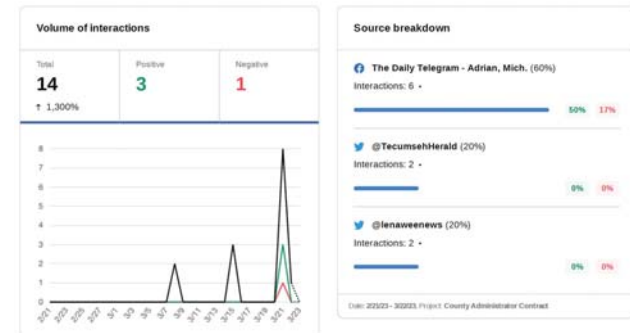
The Daily Telegram - Adrian, Mich.
March 16th, 2023 · education

It's been 50 years since Blissfield played in the first state championship game in girls basketball. The Royals will return for the first time since then on Saturday after beating Madison Heights Bishop Foley in the Division 3 semifinal Thursday, 45-41.

Lenawee Christian's season came to an end in the state semifinals Thursday with a 49-31 loss to Maple City Glen Lake. The Cougars finished the season with a record of 18-11.

Girls Basketball: Blissfield advances to first championship since '73

383 16 20



Top Social Media Stories

Interactions: 6 50% 17%

The Daily Telegram - Adrian, Mich.
March 21st, 2023 · County Politics

Lenawee County Administrator Kim Murphy's three-year contract is safe after a legal opinion was rendered by the county's new corporate counsel.

Lenawee

1 2

Interactions: 2 0% 0%

@TecumsehHerald
March 15th, 2023 · County Politics

Commissioners fail to invalidate contract [tecumsehherald.com/content/commis...](#)

Commissioners fail to invalidate contract

1

Interactions: 2 0% 0%

@lenaweeneews
March 21st, 2023 · County Politics

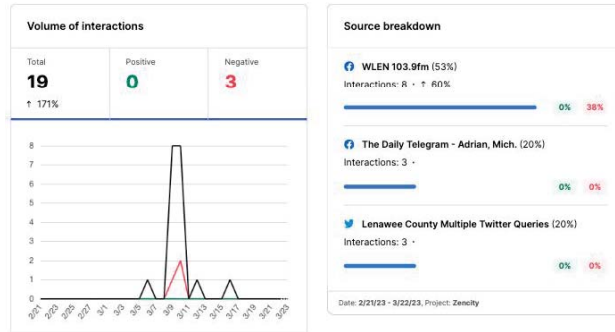
Lenawee County Administrator Kim Murphy's three-year contract is safe after a legal opinion was rendered by the county's new corporate counsel. [lenconnect.com/story/news/loc...](#)

Lenawee County Administrator Kim Murphy's 3-year contract safe

1

Zencity Contract

Discussions about the County's contract with Zencity garnered similarly little traction online, amounting to 15 social media interactions, and were featured mostly in news items (including The Daily Telegram, Lenawee News, and WLEN). Engagements consisted of likes, shares, and a couple of laughing emojis. Only one commenter critiqued a Commissioner's remarks during a Commission meeting on this topic.



Email campaigns

See how your campaigns performed during the selected time range.

Table Graph

7 Items

Export All

Compare Selected

Search by Campaign Name

☐	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
☐	Fri, Mar 24, 2023, 8:03 AM	COVID Update - 3/20/23	258	70 27%	9 4%	33 13%	0 0%
☐	Fri, Mar 24, 2023, 8:02 AM	60 Second Update - 03/24/23	1,295	304 23%	37 3%	173 13%	0 0%
☐	Fri, Mar 17, 2023, 8:02 AM	60 Second Update - 03/19/23	1,297	459 35%	76 6%	368 28%	2 0%
☐	Fri, Mar 10, 2023, 2:14 PM	60 Second Update - 03/10/23	1,417	543 38%	110 8%	176 12%	0 0%
☐	Fri, Mar 10, 2023, 8:02 AM	Healthy Lenawee Newsletter 3/10/23	154	98 64%	17 11%	2 1%	0 0%
☐	Fri, Mar 3, 2023, 8:02 AM	60 Second Update - 03/03/23	1,416	488 34%	51 4%	175 12%	1 0%
☐	Mon, Feb 27, 2023, 7:41 AM	Press Release 2/27 Power Restored	1,417	508 36%	0 0%	176 12%	1 0%

Top Social Media Stories

Interactions: 8 (0% Positive, 38% Negative)

WLEN 103.9fm
March 9th, 2023 • Public Services

One of the purposes of ZenCity is to gather information about the public's opinion on certain things pertaining to Lenawee County government by using information available on social media, and through the use of surveys.

A Divided Lenawee County Commission Votes 5-4 to Keep Contract with ZenCity

4 1 2

Interactions: 3 (0% Positive, 0% Negative)

Lenawee County Multiple Twitter Queries
March 9th, 2023 • Public Services

One of the purposes of ZenCity is to gather information about the public's opinion on certain things pertaining to Lenawee County government by using information available on social media, and through the use of surveys. wlen.com/2023/03/09/a-d...

A Divided Lenawee County Commission Votes 5-4 to Keep Contract with ZenCity

2

Interactions: 3 (0% Positive, 0% Negative)

The Daily Telegram - Adrian, Mich.
March 10th, 2023 • County Politics

Follow up: The Lenawee County Commission voted 5-4 against a motion to immediately end the county's \$48,000 contract with Zencity.

Lenawee County to stay with Zencity data-mining service until at least January 2024

2

Interactions: 1 (0% Positive, 0% Negative)

@lenaweewews
March 10th, 2023 • County Politics

Follow up: The Lenawee County Commission voted 5-4 against a motion to immediately end the county's \$48,000 contract with Zencity. lenconnect.com/story/news/loc...

Lenawee County to stay with Zencity data-mining service until at least January 2024