

Timberline Special Service District Administrative Control Board - Board Report

Subject: Email & Text Communications Platform

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Date: January 30, 2024

Type of Item: Consideration of Approval

Recommendation

The Communications Plan Sub-committee (CPSC) recommends that the board acquire a Mailchimp membership for Email and SMS communication, as well as subscription management, at a cost of \$33 per month. The CPSC proposes utilizing Signage Budget for an informational sign regarding email and text communication sign-up at the mail house.

Executive Summary

The CPSC undertook the responsibility of exploring platforms offering email and text communication tools for neighborhood information dissemination. Following a thorough comparison of prices and offerings, along with product demonstrations from four companies, the CPSC recommends Mailchimp. This recommendation is based on Mailchimp's competitive pricing and its ability to effectively manage both text and email messaging.

Analysis

The Mailchimp platform can manage subscriptions of both text and email subscribers, ensuring we have UpToDate contact information for district residents. Current contact lists are outdated and there is no formalized way for contacts to be added or removed. Additionally, the Mailchimp platform will help efficiently disseminate information through both text and email. This ensures quick and effective communication of emergency situations or other important district information to the neighborhood. The cost-effective plan includes 1000 SMS messages and 5000 emails at a monthly fee of \$33. If approved, the CPSC will develop policies and procedures around the new platform for adoption later in 2024.

Exhibits

NA