



Memorandum

Date: October 20, 2021
To: Mark Israelson, City Manager
CC: Shelli Siemer, Greg Rushin, Jack Carr
From: Shannah Hayley, Director of Communications and Community Outreach
Subject: Plano Town Hall Meeting Report for October 14, 2021

The City hosted a Town Hall meeting on Thursday, October 14 from 7 to 8 p.m. This meeting was available through a telephone calling service (Telephone Town Hall, Inc.), Plano TV both on-air and online, streaming on YouTube Live, on social media via Facebook Live streaming and Twitter, and in-person.

The topic for this session was the 2021 Draft Comprehensive Plan. Mayor John Muns, City Manager Mark Israelson, MPT Kayci Prince, Council Member Rick Grady, P&Z Chair Nathan Barbera, P&Z 1st Vice Chair David Downs, CPRC Chair Doug Shockey, CPRC Vice Chair Make Bronsky, Director of Planning Christina Day, and Consultant Dan Sefko were available to answer questions. We answered 20 questions in 55 minutes.

The maximum number of people that were on the conference call at once was 711 at the 15 minute mark. This was a 40% increase over our participation in the August Budget Town Hall. After the 55 minute meeting, 120 people were still on the line listening to the Town Hall. The first half hour we averaged 382 callers on the line and the last half hour of the town hall, we averaged 149 callers on the line. We averaged 22 viewers on our Facebook Live feed with 1,527 total minutes viewed, an estimated reach of 1,447, and a total engagement of 212. We had 92 views on our YouTube livestream and an estimated reach of 2,100.

We placed 38,874 calls to Plano residents, inviting them to participate in the Town Hall meeting.

Meeting Comparison

Description	4/2/2020	8/13/2020	11/12/2020	4/22/2021	8/12/2021	10/14/2021
Total Calls Made	97,257	44,875	44,908	44,915	38,748	38,874
Answered call & stayed on the line 60+ seconds	4,324	1,495	1,328	1,325	2,489	2,528
% Answered Calls & Stayed on line for 60+ seconds	47%	37%	39%	44%	66%	52%
Answered call then Opted Out	11,922	2,831	2,531	2,767	3,243	2,666
Total Answered Calls	62,894	19,275	18,345	16,463	18,572	19,453
Average Duration they stayed on the line	8.33	4.44	4.05	3.82	6.38	4.09
Peak Time of Call	10 mins	10 mins	10 mins	9 min	18 mins	16 mins
Number of callers at peak	2,291	432	342	657	1,068	1,209
Toll Free Incoming Calls	395	25	27	19	31	36
Talked during meeting (phone callers only)	N/A	9	17	6	12	7
Speaker Queue during meeting	100	24	22	3	32	16
Screeener Queue placed into voicemail after meeting ended	43	10	5	3	3	2
Views "on demand" on PTV	TBD	9	11	5	9	21
Unique Social Media Interactions	387	23	654	52	1,090	430
Audience attendance	N/A	N/A	N/A	2	1	36
Audience questions	N/A	N/A	N/A	N/A	1	4
Cost	\$7,900	\$8,125	\$8,125	\$8,125	\$12,508 **	\$8,125

** There was a one-time cost in this Town Hall, reflecting our purchase of new data for landline participants.