

# CABLE & COMMUNITY RELATIONS DEPARTMENT

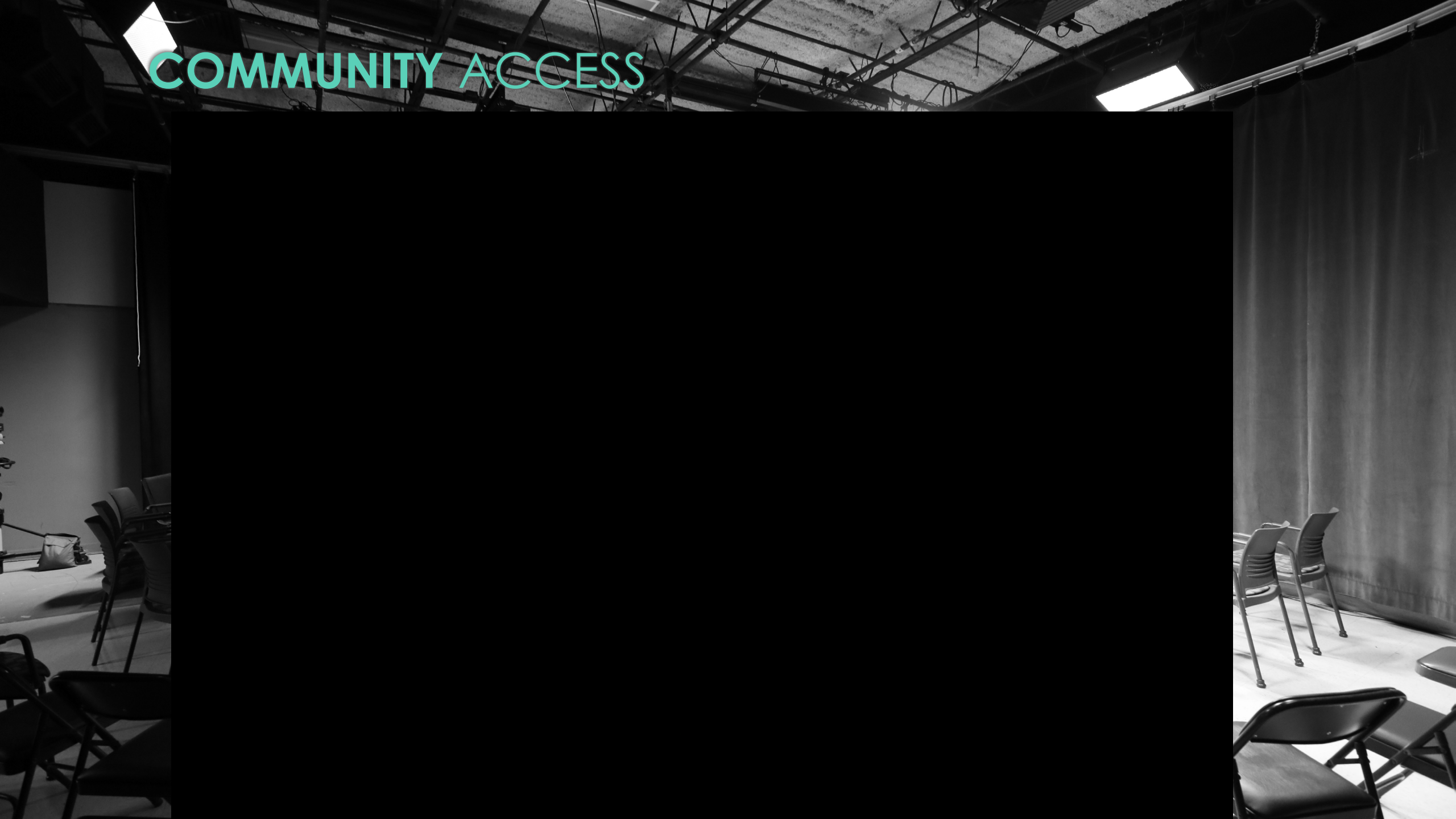
2023 FISCAL YEAR

ANNUAL REPORT





# COMMUNITY ACCESS



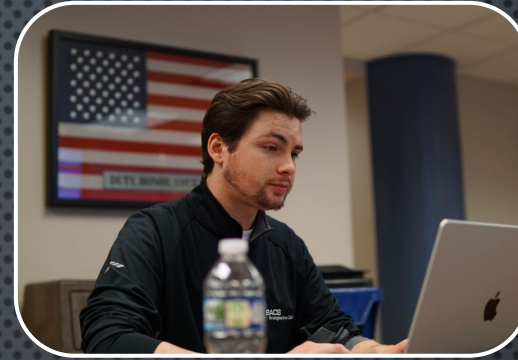


# LAUNCHING CAREERS



Michael Abels

- News Photographer with WWMT Kalamazoo



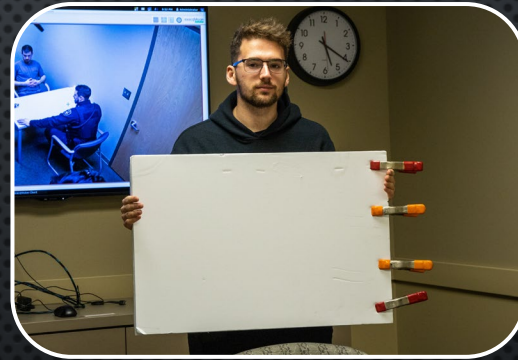
David Fantow

- Media Production Specialist, City of Rochester Hills



Aya Amena

- Producer, Video Production Specialist at U of M Dearborn



Connor McGray

- Director of Media & Marketing, Sanborn Construction Group



# MEET THE TEAM



Carrie LeZotte  
Director of  
Cable &  
Community  
Relations



Greg Black  
Operations  
Manager  
Community  
Relations



Steve Rota  
Operations  
Manager  
Cable



Jose Guzman  
Grants &  
Engagement  
Coordinator



Amy McKaig  
Digital  
Content  
Coordinator

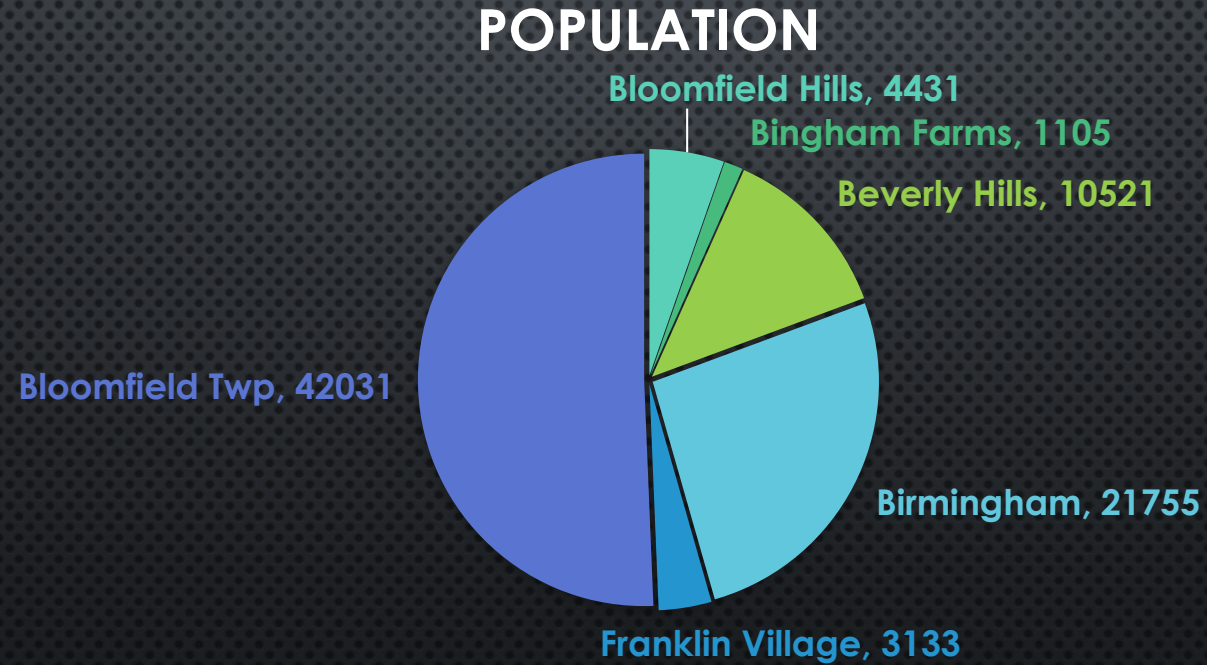




**PART-TIME STAFF**



# OUR PEG COMMUNITIES



Source: 2020 Census data  
[datacommons.org](https://datacommons.org)



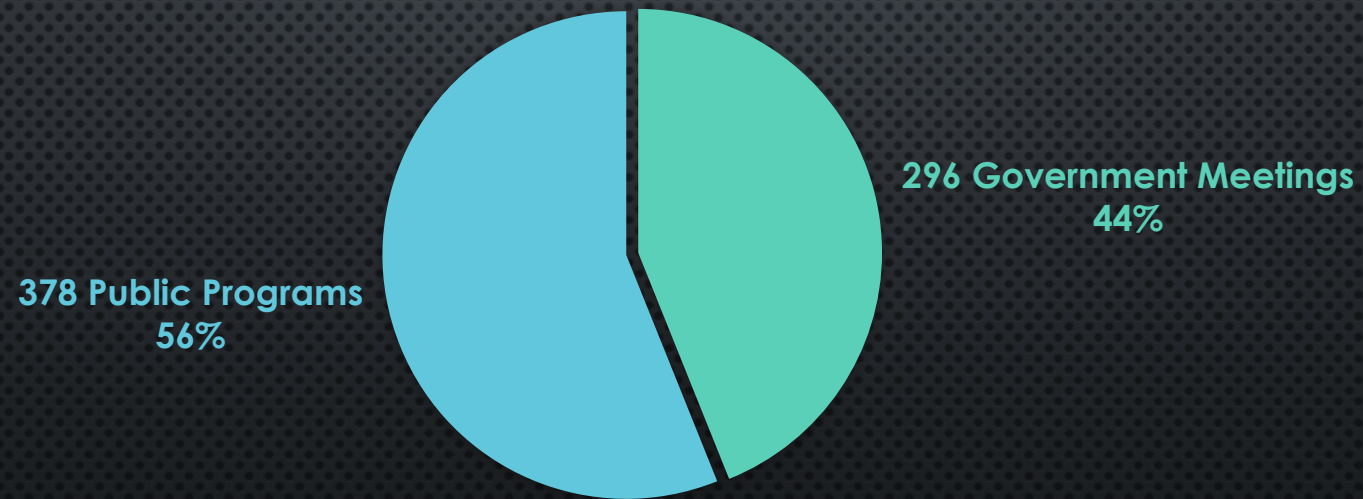
# CABLE





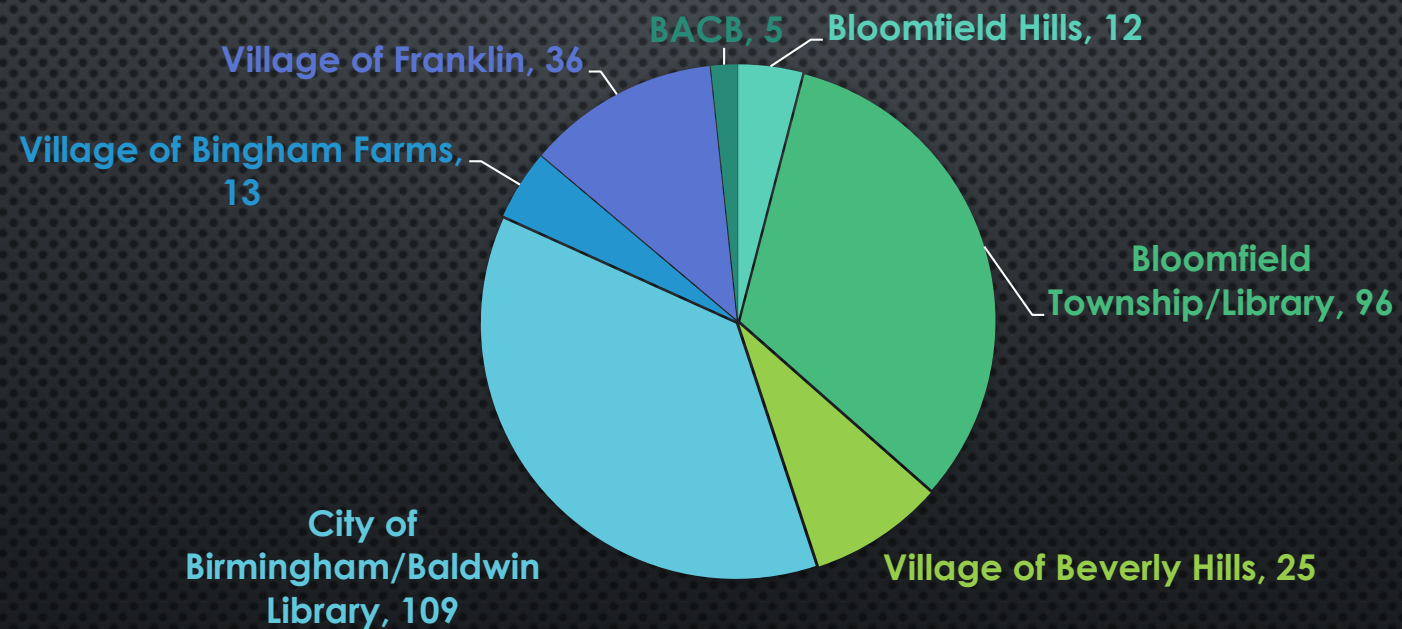
# TYPES OF PROGRAMS WE MANAGE

714 TOTAL PRODUCTIONS





# GOVERNMENT MEETINGS LIST





# TYPES OF PUBLIC PROGRAMS



SPORTS/CONCERTS/  
PARADES

47



LECTURES

74



PSA/DOC/SPECIAL  
PROGRAMS

40



PODCASTS

257



# NEW WAYS OF USING SPACE



Open Houses



Orientations



Live Productions



Youth Workshop



# LED TO NEW COMMUNITY PRODUCERS

## Healing Home

Annie Phillips, LMSW, PMH-C &  
Priya Rednam-Waldo, LMSW, MPH, PMH-C  
talk about the importance of  
mental health on the journey  
of parenthood.



Tues 4:30pm - Wed 11:30am  
Thurs 3:30pm - Fri 11:30pm



## New Episode Alert:



## Ronda's Story

Join us when I sit down with Ronda. When Tyler, Ronda's son, couldn't find a job after high school, she helped him transform his household chore of returning bottles into a thriving business, Tyler's Bottle Service. Hear about the challenges they faced, their successes, and the lessons learned.



Anjali Prasad, Esq uses her twenty years  
of legal experience to help us understand  
the role that law plays in our everyday life.



Mon 5pm - Tues 11am  
Thurs 7:30pm - Fri 8:30pm






# IMPLEMENTING NEW IDEAS

## MONTHLY NEWSLETTER – LOCAL LENS

### Local Lens

*Celebrating Community Stories*



*Carrie LeZotte, Ziggy Klett, and Steve Rota in a planning session for the live performance of 47 Chairs.*

Hi Bloomfield Twp,


Let's put on a show!

You may have guessed, I was a theater kid, so I'm excited to be opening up our BCTV studio for three performances of Ziggy Klett's one-man show *47 Chairs*.

If YOU have a show you'd like to put on in our studio or a podcast idea to explore, be sure and RSVP for the BCTV orientation happening just prior to the cookie party on December 14. It's the first step in becoming a community producer.

Hope to see you soon,

Carrie LeZotte  
Director  
Cable and Community Relations  
Bloomfield Township



## PRINTABLE + DIGITAL PROGRAM GUIDE

### Public Meetings

**Board Of Trustees Meeting**  
Second and fourth Monday of each month @ 7 PM

**Design Review Board Meeting**  
First and third Wednesday of each month @ 2 PM

**Planning Commission Meeting**  
First and third Monday of each month @ 7 PM


**Zoning Board Of Appeals Meeting**  
Second Tuesday of each month @ 7 PM


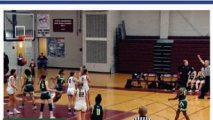



### Weekday Schedule

Comcast Channel 15 — AT&T Channel 99

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 AM	Chamber Music	Aggressive Health	Gracefully Greeting	League of Women Voters Oakland Area	Coffee with Carrie
9:30 AM		About You	Coffee with Carrie	Eye on Oakland	
10:00 AM	Senior Fitness	Senior Fitness	Senior Fitness	Senior Fitness	Senior Fitness
11:00 AM		AP on Play	The Collectors	Gracefully Greeting	Health Talk
11:30 AM	BACS Sports	Art and Design	Healing Home	Community Policing	Healing Home
12:00 PM		Bloomfield in Focus	Sparkle	Birmingham Bloomfield Chamber Luncheon	Healing with Katherine
12:30 PM	Sparkle	Bottom Line	Michigan Entrepreneur		Michigan Entrepreneur
01:00 PM					
01:30 PM	Senior Fitness	Senior Fitness	Senior Fitness	Senior Fitness	Senior Fitness
02:00 PM	League of Women Voters Oakland Area	Spectrum Orchestra	Bloomfield Township Meeting	Health Talk	
02:30 PM			Bulletin Board	Bulletin Board	BACS Sports
03:00 PM	Lunch and Learn Lecture Series	Coffee with Carrie	Bulletin Board	Michigan Entrepreneur	
03:30 PM		Eye on Oakland	Bottom Line	Healing Home	Aggressive Health
04:00 PM	Aggressive Health	Health Talk	Birmingham Musicals		About You
04:30 PM	About You	Healing Home		BACS Sports	Bottom Line
05:00 PM	AP on Play	Healing with Katherine	Birmingham Bloomfield Chamber Luncheon	Coffee with Carrie	Bloomfield in Focus
05:30 PM	Bulletin Board	Michigan Entrepreneur			Eye on Oakland
06:00 PM	Let's Plant Houses	Sparkle	Health Talk	Bottom Line	Bloomfield Republican Women's Club Luncheon
06:30 PM	Gracefully Greeting	The Collectors	Just Ask	Bloomfield in Focus	
07:00 PM			Lunch and Learn Lecture Series	Art and Design	Spectrum Orchestra
07:30 PM				AP on Play	
08:00 PM	Bloomfield Township Meeting	Bloomfield Township Meeting	Bloomfield in Focus	About You	Michigan Entrepreneur
08:30 PM			Community Policing	Aggressive Health	AP on Play
09:00 PM			BACS Sports	Concert Band	The Collectors

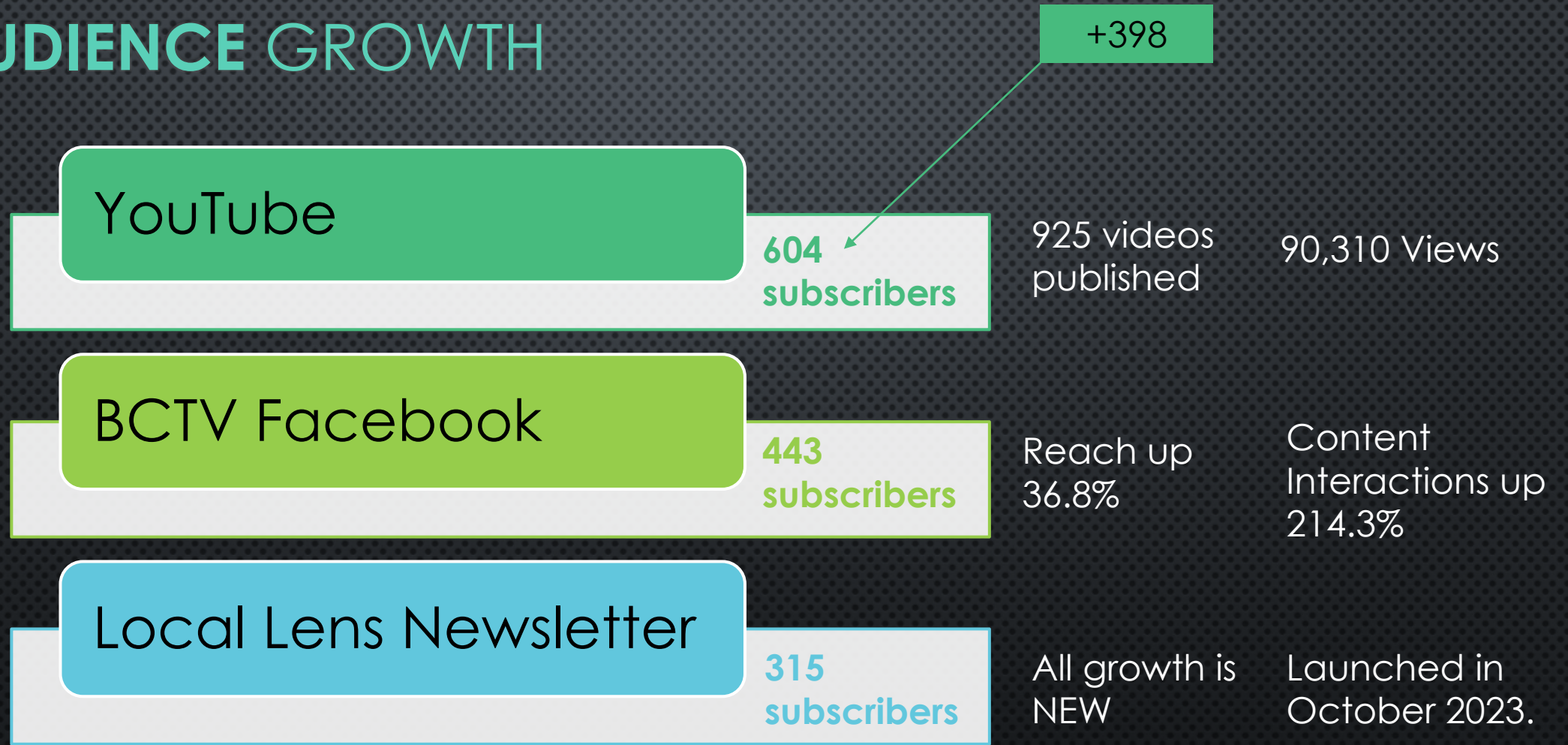
Scan the QR code below to watch public meetings LIVE!







# AUDIENCE GROWTH





# AWARDS & RECOGNITION

## NATOA Awards

**Category:** Best Use of Social Media Platforms & Website

**Entry:** Bloomfield Township Police Department Social Media Recruitment Campaign

**Award:** **Award of Distinction**

**Category:** Best Use of Video on Social Media

**Entry:** "Midnights with Bloomfield Township Police Department"

**Award:** **Award of Honor**

## Telly Awards





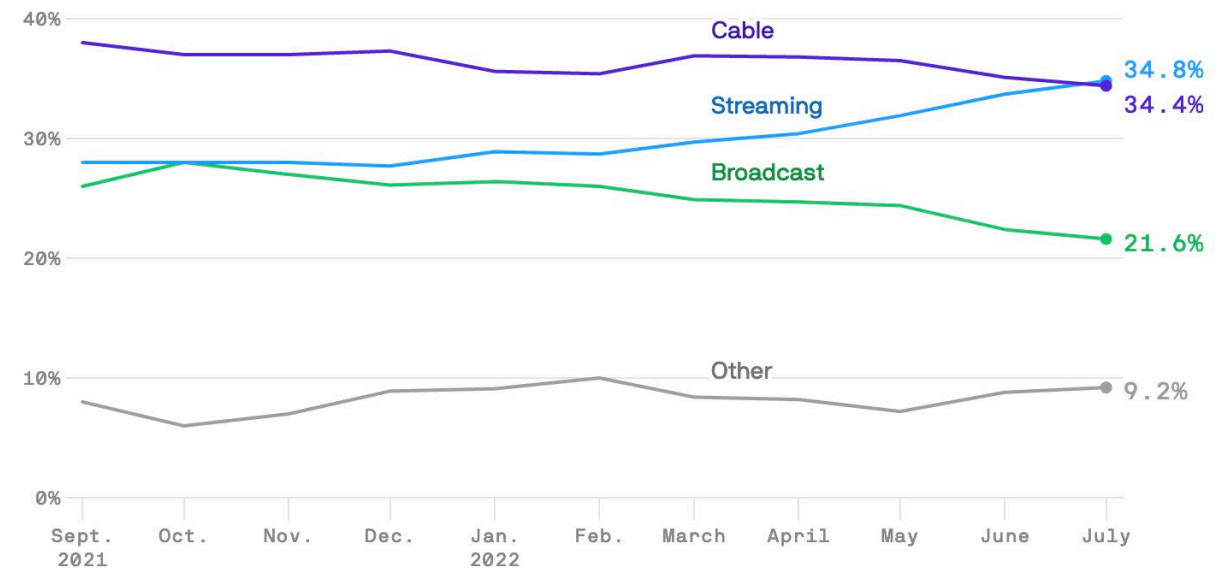
# NATOA CONFERENCE

- ATTENDED THIS NATIONAL CONVERSATION ABOUT THE FUTURE OF PEG FUNDING.
- LETTER THAT TOWNSHIP OFFICIALS SIGNED WAS INSTRUMENTAL IN PASSING MICHIGAN LEGISLATION.
- THANK YOU!

## FUNDING DECREASES AS STREAMING GAINS POPULARITY

### Share of total TV consumption, by type

For people ages 2+; Monthly, September 2021 to July 2022



Data: Nielsen; Chart: Axios Visuals

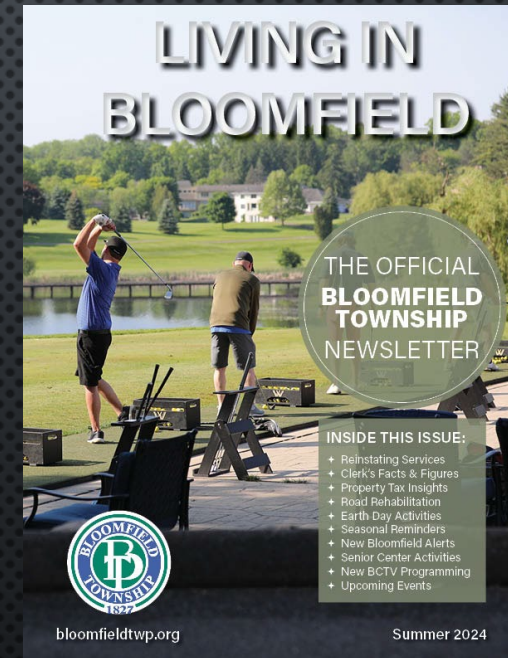
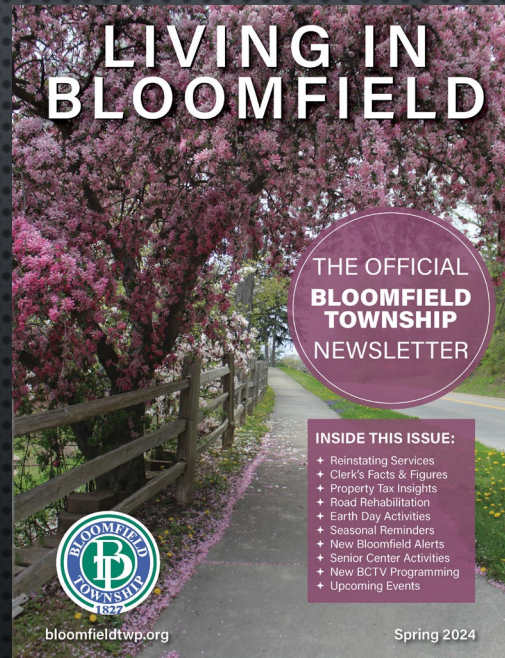




# COMMUNITY RELATIONS



# PRINT NEWSLETTER REDESIGN





# MORE PRINT

## Summer FOOD TRUCK WEDNESDAYS



*Schedule*

JUNE 28 D-LOFT HIBACHI	JULY 5* *NO TRUCK THIS WEEK	JULY 12 TWISTED STREET BBQ
AUG 2 D-LOFT POTATOES & PHYLLIES	AUG 9 TACOS TE AMO	AUG 16 POLISH MANIA

Behind Bloomfield Community Television Building, 4190 Dublin Rd.

## FOOD TRUCK WEDNESDAYS

#BTFOODTRUCK



SERVING FROM 11 AM - 1 PM

*Schedule*

\*SUBJECT TO CHANGE\*

JUNE 19 DOS LOCOS BURRITOS	JUNE 26 TWISTED BBQ	JULY 3 NO TRUCK THIS WEEK	JULY 10 SONNY'S HAMBURGERS	JULY 17 DOS LOCOS BURRITOS
JULY 24 EL GUERO TAQUERIA	JULY 31 TWISTED BBQ	AUG 7 EGG ROLL DIVA	AUG 14 LA ROTISSERIE	AUG 21 THE GREAT CREEK FOOD TRUCK

Behind Bloomfield Community Television Building, 4190 Dublin Rd.



**Bloomfield Township Engineering & Environmental Services Department**

Scan the code for more information and resources on floodplain and storm water management.



### What is Considered a Flood?

A general and temporary condition of partial or complete inundation of normally dry land areas from overflow of inland or tidal waters or from the unusual and rapid accumulation or runoff of surface waters from any source.

### Contacts

Michigan Department of Transportation  
www.michigan.gov/mdot  
(517) 241-2400

Road Commission for Oakland County  
www.rcoweb.org  
dcsmail@rcoc.org  
(877) 858-4804

Water Resources Commissioner  
www.oakgov.com  
wrc@oakgov.com  
(248) 858-0958

Bloomfield Twp EESD  
www.bloomfieldtpw.org/eesd

### Understanding Floodplains

**Floodplain:** The elevation that flood waters are expected to rise to during a 100-year storm event.

**Floodway:** The area adjacent to a river which is reserved to carry flood flows.

SCAN ME for FEMA's National Flood Hazard Map

### Bloomfield Township Storm Sewer Facts



### What is a Storm Sewer?

A storm sewer system can include any combination of enclosed and open conveyance systems, such as:

- Pipes
- Manholes
- Catch Basins
- Open Ditches
- Green Infrastructure
- Lakes, rivers, and other bodies of water.

### You Can Help

Storm water is not treated by a wastewater treatment plant like sewage. Any dissolved or suspended pollutants will eventually end up in our neighboring waters. Here are a few ways you can help:

- Use pesticides & herbicides sparingly.
- Pick up pet waste immediately
- Avoid leaking oil products onto driveway.
- Sweep grass clipping and debris out of roadway.
- Remove debris that has settled on storm sewers.

Remember, only storm water should enter the catch basin.

### Areas of Responsibility

→ **Private Owners**  
Any individual property owner, homeowners association, or property management company, such as a condominium or apartment complex. Responsible for private roads, personal property, parking lots, building runoff, and other areas of the property.

→ **Water Resources Commissioner**  
Owns and operates some large diameter county drains.

→ **County Road Commission or Michigan Dept. of Transportation**  
Catch basins within the curb line and storm sewer directly under residential streets, along with ditches within the road right-of-way.

→ **Bloomfield Township**  
Primarily consisting of Township Campus facilities and off-site fire stations.

### Facts to Consider

Number of days per year exceeding two inches of precipitation is projected to increase to 46% on average by mid-century. Overall storm intensity and frequency is increasing at an extreme rate.

*"According to 2022 SEMCOG study "Engineering Guidance for Changing Rainfall."*

- Add a rain garden.
- Install a French Drain.
- Maintain existing systems.

Work with an engineering consultant or landscape contractor for more ideas and help with installation.




Bloomfield Township Fire Department




# ELECTRONIC NEWSLETTERS

January 4, 2024



BLOOMFIELD  
TOWNSHIP eNews

Oakland Hills Country Club “Next 100”  
Groundbreaking



Doyle Mosher  
The Next 100 Committee Member


On Tuesday, December 19, Oakland Hills Country Club celebrated the commencement of 'The Next 100,' a multi-year project that includes the construction of a new clubhouse to replace its century-old clubhouse destroyed by fire in 2022. Upon completion, the iconic views of the South Course from the pillared veranda and the vista from the course back to the clubhouse will be restored.

Please watch the highlight video of the ceremony, which includes Bloomfield Township officials and friends.

BCTV Spotlight: Gracefully Greying

November 2023

The BT Buzz



Employee Milestones

Anniversaries

01234  
56789

The following employee celebrates a November Anniversary with the Township.


20 Years of Service  
Robert Nichols (Fire)

Promotions


Help us congratulate the following employees on their recent promotions!

Thomas Smyly (Police)  
Promoted from Police Officer to Sergeant

Paul Palace (Water)



February 14, 2024




RECRUITMENT  
BLOTTER

Thank you for your support of the Bloomfield Township Police Department.

Visit our website for more information.


Bloomfield Township Police  
Participate in the  
2024 Oakland County Police Officers' Conference



The Polar Plunge is a series of events where people go to the Special Olympics Michigan. Special Olympics Michigan is an organization that accepts and welcomes every single person regardless of their abilities.

The Polar Plunge is the biggest fundraiser for Special Olympics Michigan. Plungers help Special Olympics Michigan provide services to over 23,000 athletes with intellectual disabilities.

Local Lens  
Celebrating Community Stories



Carrie LeZotte, Ziggy Klett, and Steve Rota in a planning session for the live performance of 47 Chairs.


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Let's put on a show!

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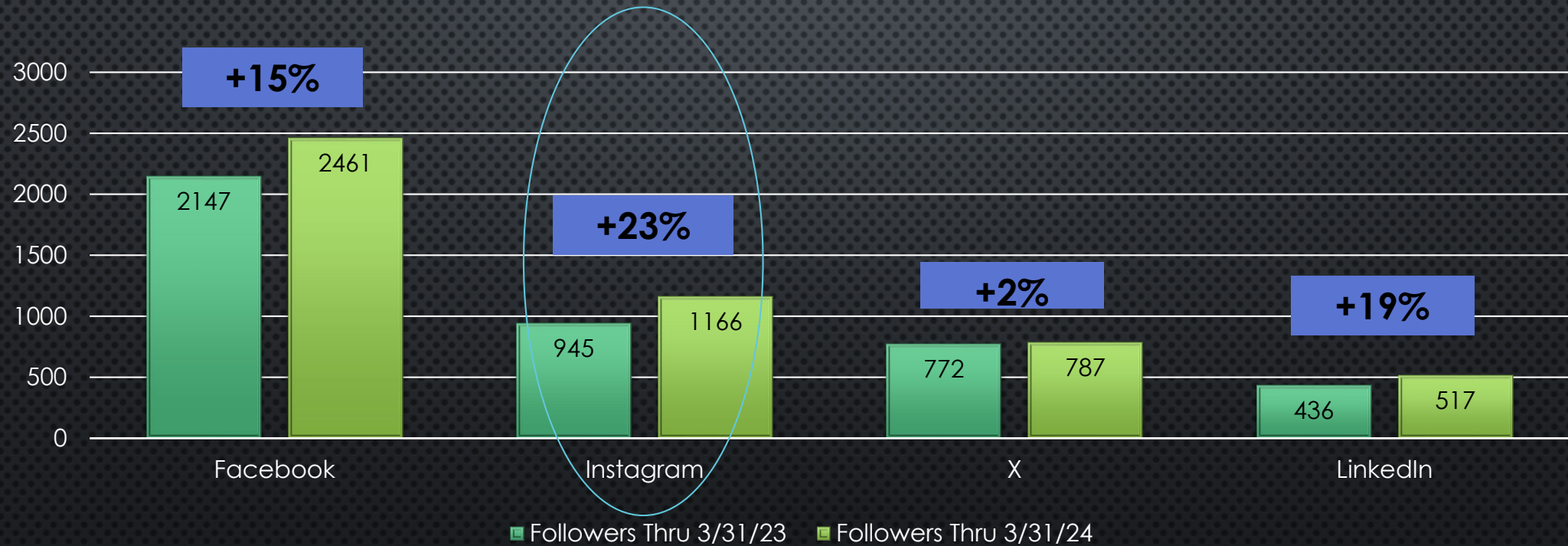
Hope to see you soon,

Carrie LeZotte  
Director  
Cable and Community Relations  
Bloomfield Township



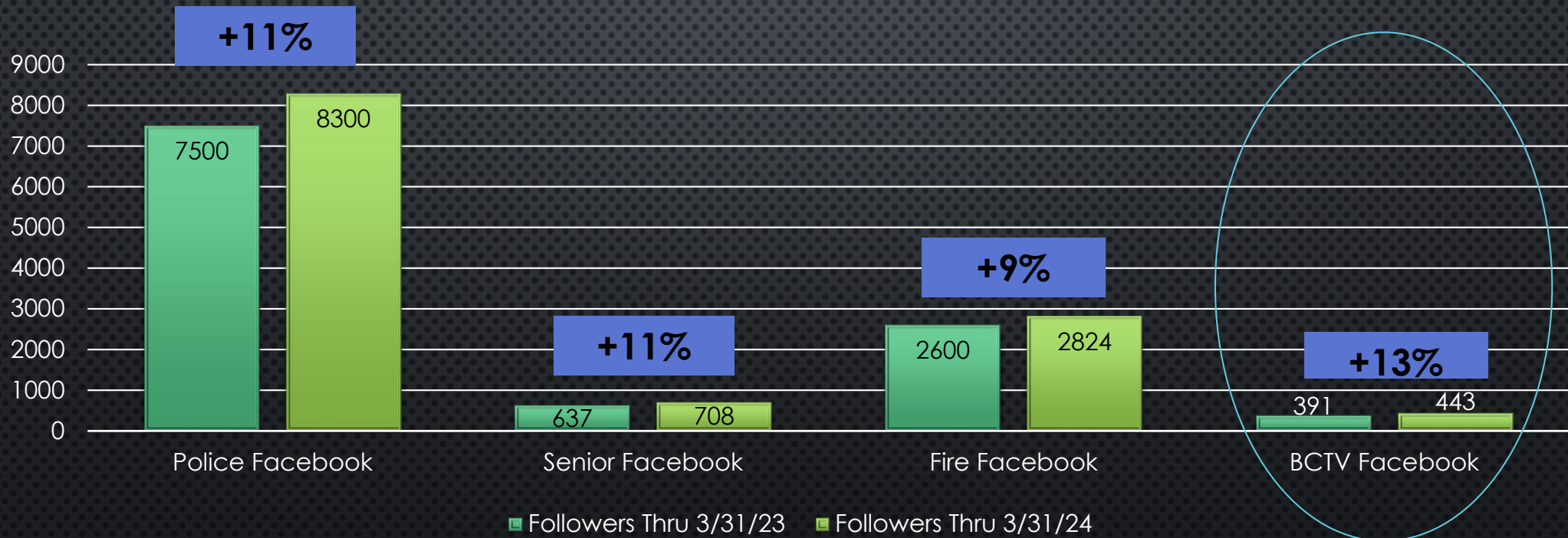


# TOWNSHIP SOCIAL MEDIA GROWTH





# OTHER DEPARTMENT'S SOCIAL MEDIA GROWTH





# GRANTS AWARDED

Total  
Awarded  
**\$96,000**

IT Dept  
**\$4K**



Go Bags

Police Dept  
**\$2K**

Public  
Works Dept  
**\$14K**



Sewer Assessment  
Tool



New Equipment

Public  
Works Dept  
**\$76K**



# PENDING GRANTS

\$390,000

## Fire Dept

- Health Screenings
- **\$45K**
- AFG-Assistance to Firefighters Grant

## Senior Services

- Re-Open Friendship Club
- **\$75K**
- CFSEM-Community Foundation of Southeast Michigan

## Fire Dept

- EMS Tuition for 3 Firefighters
- **\$115K**
- MDHHS-Michigan Dept of Health and Human Services

## Police Dept

- On-Campus Speaker Event
- **\$7K**
- Michigan Justice Training Fund

## IT Dept

- Disaster Recovery Data Storage
- **\$10K**
- MMRMA-Michigan Municipal Risk Management Association

## Environmental

- Storm Water Evaluation
- **\$40K**
- SEMCOG-Southeast Michigan Council of Government

## Senior Services

- Re-Open Friendship Club
- **\$98K**
- EXHALE- Care Giver Initiative



# COMMUNITY ENGAGEMENT



## RETURN OF THE OPEN HOUSE





# COMMUNITY ENGAGEMENT



Senior Events



Clean Sweep



Recycling Days



Food Trucks

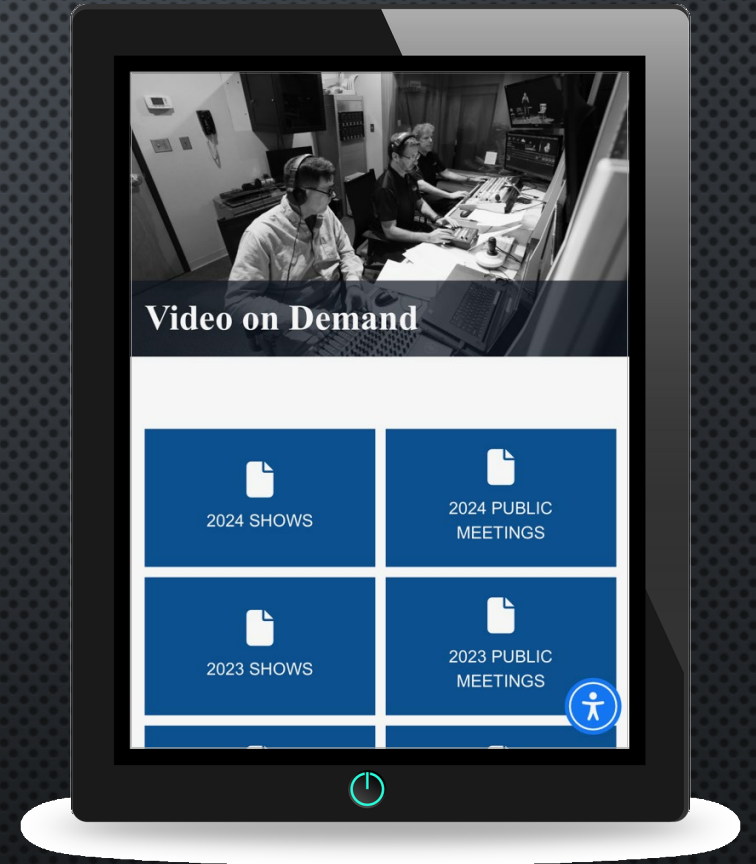
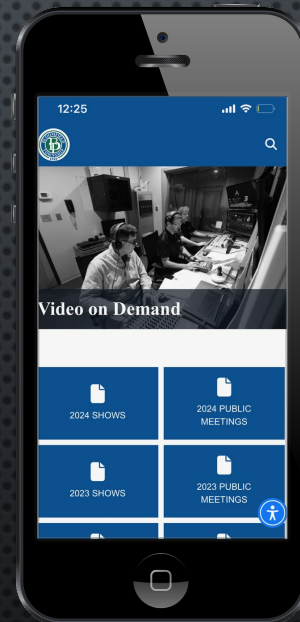


# WEBSITE MIGRATION



## MOBILE OPTIMIZATION

OVER 60% OF WEBSITE TRAFFIC COMES FROM MOBILE DEVICES.





# NEW WEBSITE FEATURES

ADDED How Do I...



## SENIOR CENTER CALENDAR

**Special Events Calendar**

In addition to the special events listed on this calendar, we offer many regular opportunities to get involved in the Senior Center. Please visit the menu on the left to find out about more of our programs.

Search

April 2024

May 2024

June 2024

Select Category: Senior

Select Location: Select one or more...

Filter

Month Week Day List

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 • Free Fitness Try-It Classes see schedule 7:30am - 3:00pm @ Bloomfield Township Senior Center	2 • Free Fitness Try-It Classes see schedule 7:30am - 3:00pm @ Bloomfield Township Senior Center	3 • Book Club 10:00am - 11:30am @ Bloomfield Township Senior Center	4

## CREATED “FRIENDLY” LINKS

INSTEAD OF:

[HTTPS://BLOOMFIELDTWP.ORG/SERVICES/FIRE-DEPARTMENT.ASPX](https://bloomfieldtwp.org/services/fire-department.aspx)

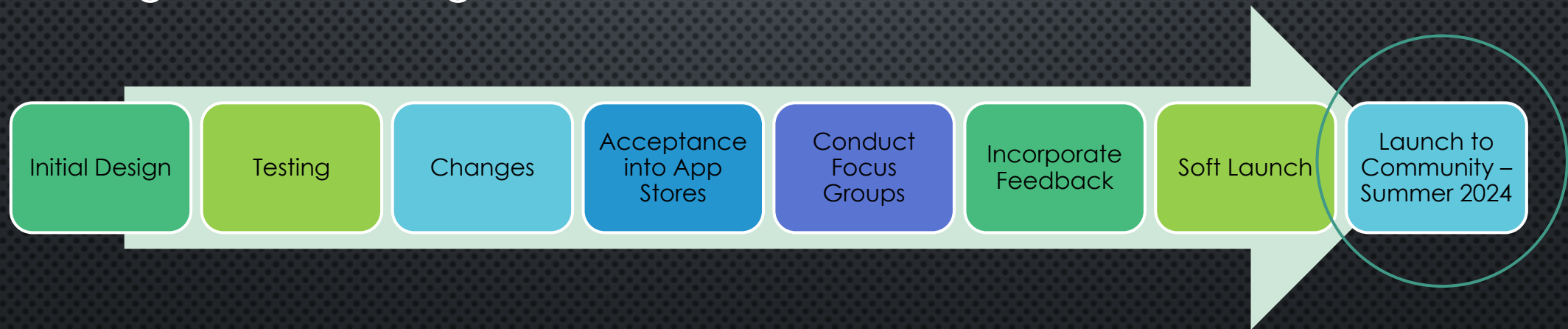
USERS CAN TYPE IN:

[BLOOMFIELDTWP.ORG/FIRE](https://bloomfieldtwp.org/fire)



# MOBILE APP DESIGN

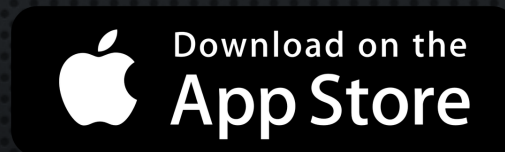
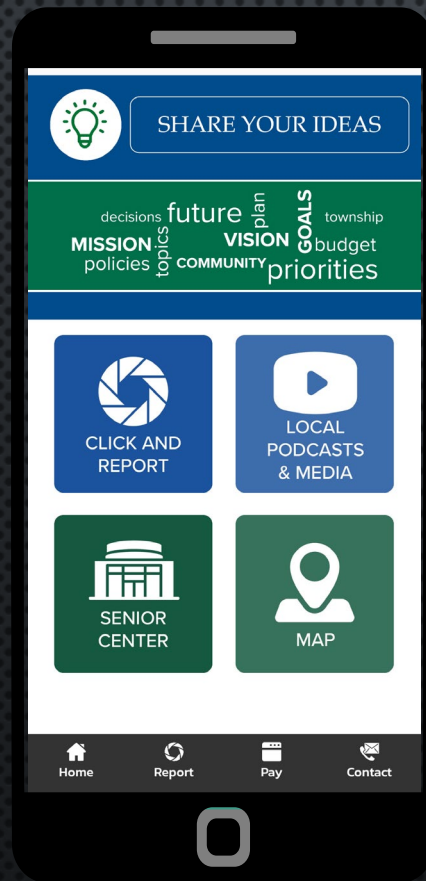
Progress from Design to Launch





# MOBILE APP LAUNCH

Available for Download Now!





# RECRUITING NEW TALENT

**WE ARE  
HIRING**

**OPEN POSITIONS**

- Planner
- FT Mechanical Inspector
- PT Mechanical Inspector
- PT Plumbing Inspector

[bloomfieldtwp.org/jobs](https://bloomfieldtwp.org/jobs)





Join Our Team!



[BLOOMFIELDTWP.ORG/FIRE](https://BLOOMFIELDTWP.ORG/FIRE)

**OUR STATS**


Approx. 6,500 Runs/Year  
4 Stations  
4 Transporting Units  
Technical Rescue and  
Haz-Mat Teams




## WE ARE **HIRING**



[bloomfieldtwp.org](https://bloomfieldtwp.org)




Home Our Stories Careers Benefits Join Our Team



**Bloomfield Township PD  
IS HIRING**

Let us share our story





*Preserve the  
peace and  
protect our  
community  
with fairness,  
integrity, pride,  
and respect.*

**Join Our  
Team!**



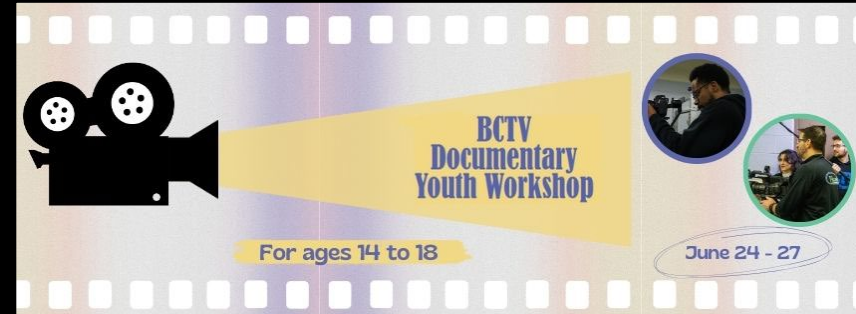
[BTPDHIRING.ORG](https://BTPDHIRING.ORG)

**Community  
Policing**  
with Chief Gallagher





# WHAT'S NEXT – NEW PROGRAMMING



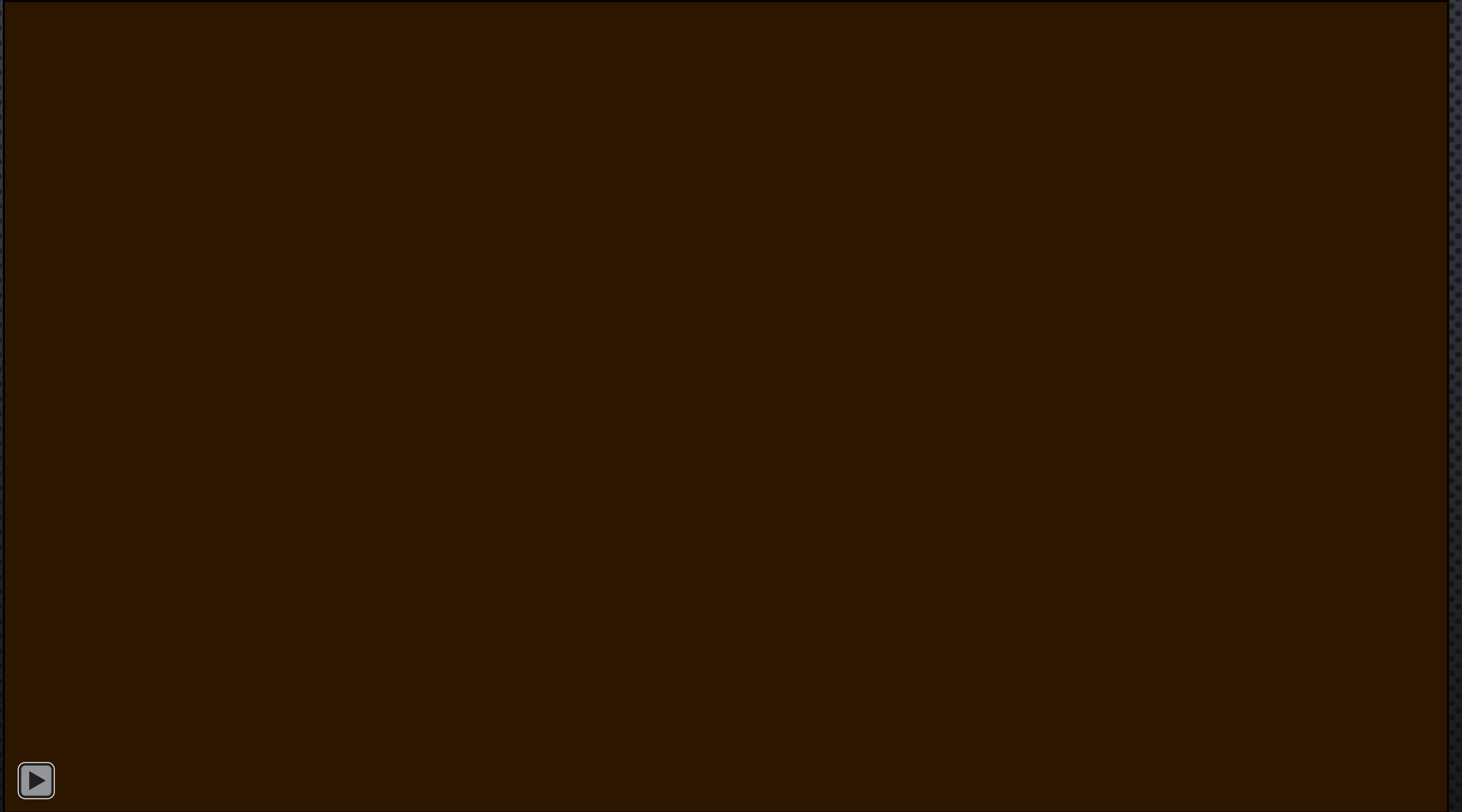


# NEW RELATIONSHIPS





# BEST DAY OF THE YEAR







QUESTIONS?