



December 10, 2012

TO: Bruce Glasscock, City Manager

FR: Mary Vail-Grube, Assistant to the City Manager

RE: Telephone Town Hall and Meet & Greet – Community Outreach

On November 13, the first Plano Town Hall took place from 7 to 8 p.m. hosted live in the Council Chambers at the Municipal Center. It was broadcast live on PTN. Over 39,000 registered voters in Plano were contacted by telephone through the Telephone Town Hall Meeting, Inc., corporation that the City contracted with to manage the telephone call-in portion of the meeting process.

We had 10 members of the public attend in person. Here are statistics related to the phone callers with whom we connected.

### **Statistics on Calls**

Total calls made from registered voter records  
**39928**

Total answering machine answers  
**11,849**

Total answered but opted out – answered but hung up in less than 1 minute  
**6071**

Total answered and opted into call for at least 1 minute  
**5258**

Acceptance rate (this is low but TTH finds that this increases each time as people become familiar)  
**66 percent**

Average acceptance duration (time they stayed online after joining meeting)  
**5.71 minutes -**

Peak number of callers online at one time about 15 minutes into the meeting  
**a little over 1100**

Total number who called in using toll free number we provided  
**36**

Total in speaker queue for duration of the meeting.  
**45**

Total number who spoke  
**18**

Total number in queue who left voicemail messages with their questions that we responded to the next day  
**14**

*\*\* Several of those callers said how much they liked the format and thanked the Mayor and Council for their service*

Total calls answered, contacts made regardless of length they stayed on call  
**11329**

Views "on demand" on PTN after the Town Hall  
**Approximately 250**

**Cost of session**  
**\$5,655.04**

We paid an additional \$750 to have the Telephone Town Hall moderator on site for this first meeting. We may not need to incur that expense as we become more comfortable with subsequent meetings.

The bulk of the fee is related to the 39,000 calls and number of minutes (832) = \$3624  
Database of 39,928 numbers = \$1,197.84

We currently have a one year agreement with Telephone Town Hall, Inc. not to exceed \$12,000.