

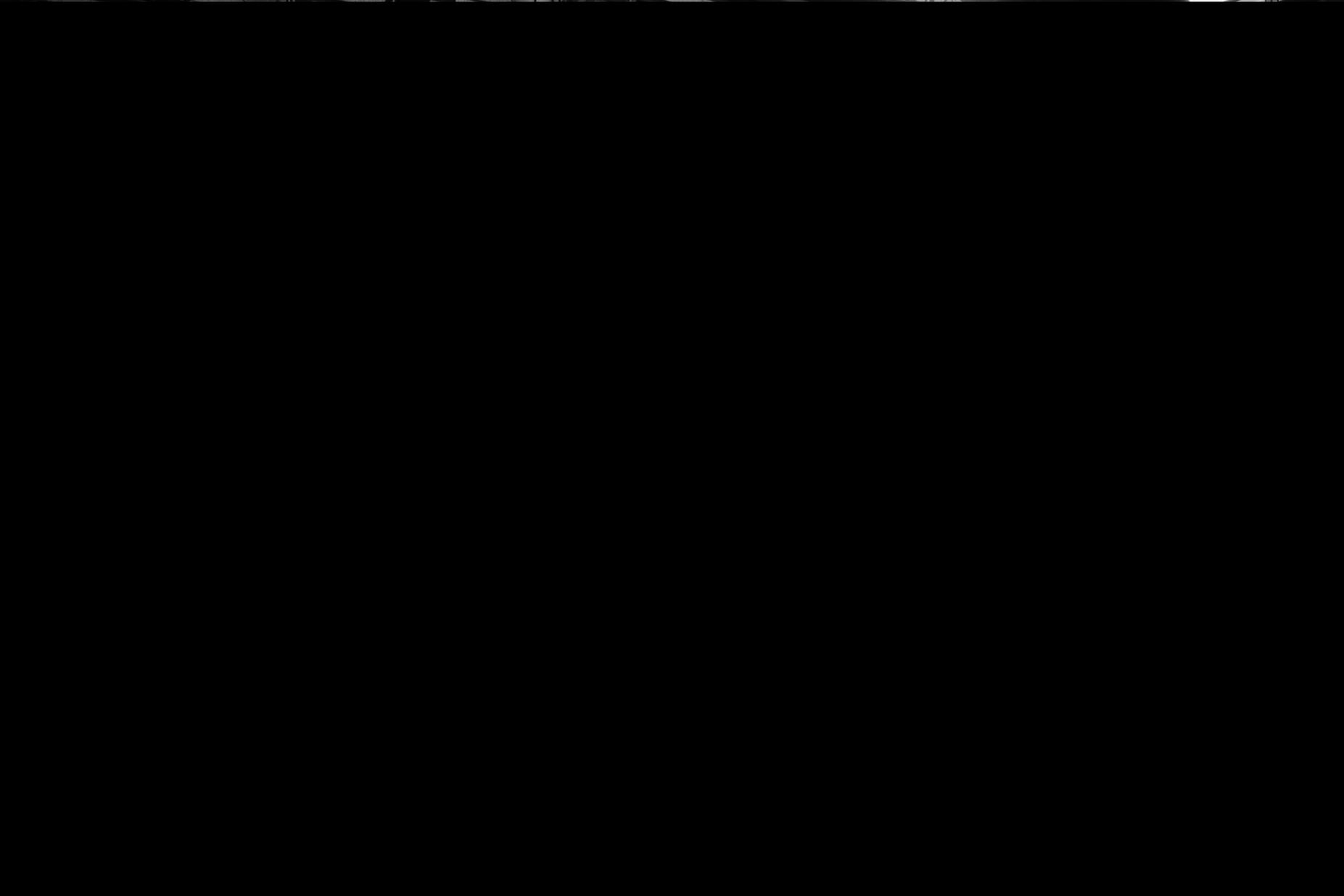
CABLE & COMMUNITY RELATIONS DEPARTMENT

2023 FISCAL YEAR

ANNUAL REPORT



COMMUNITY ACCESS

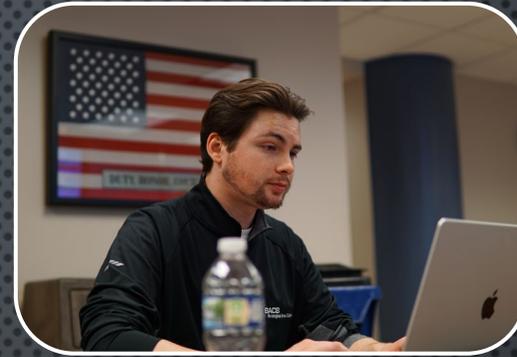


LAUNCHING CAREERS



Michael Abels

- News Photographer with WWMT Kalamazoo



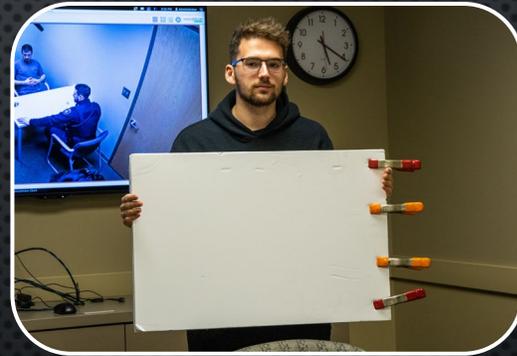
David Fantow

- 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



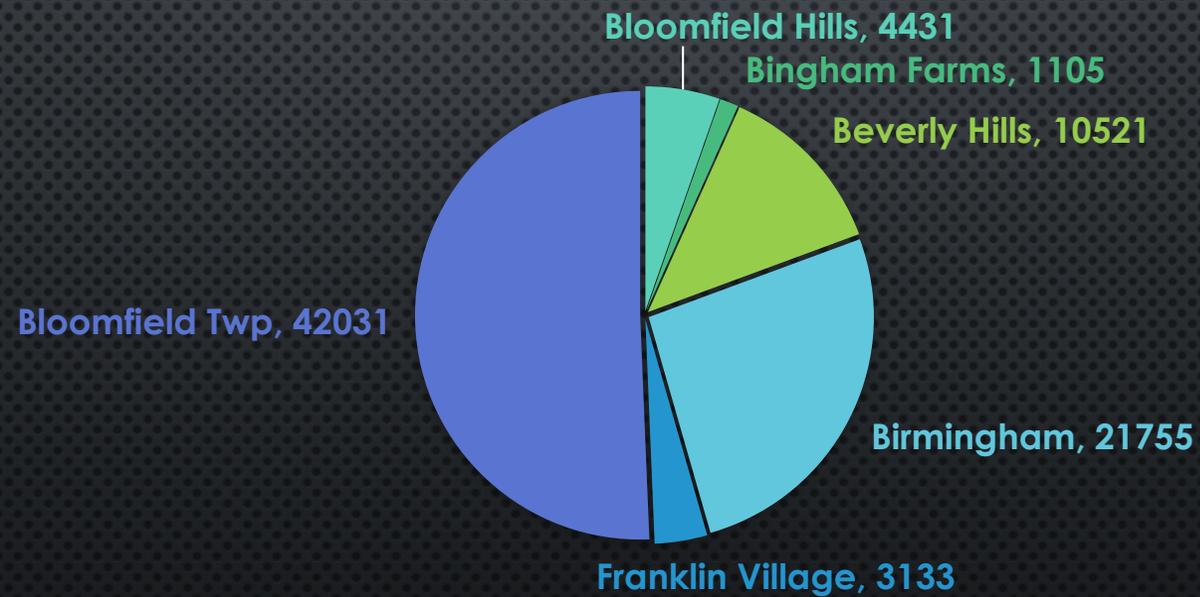
Amy McKaig
Digital
Content
Coordinator



PART-TIME STAFF

OUR PEG COMMUNITIES

POPULATION



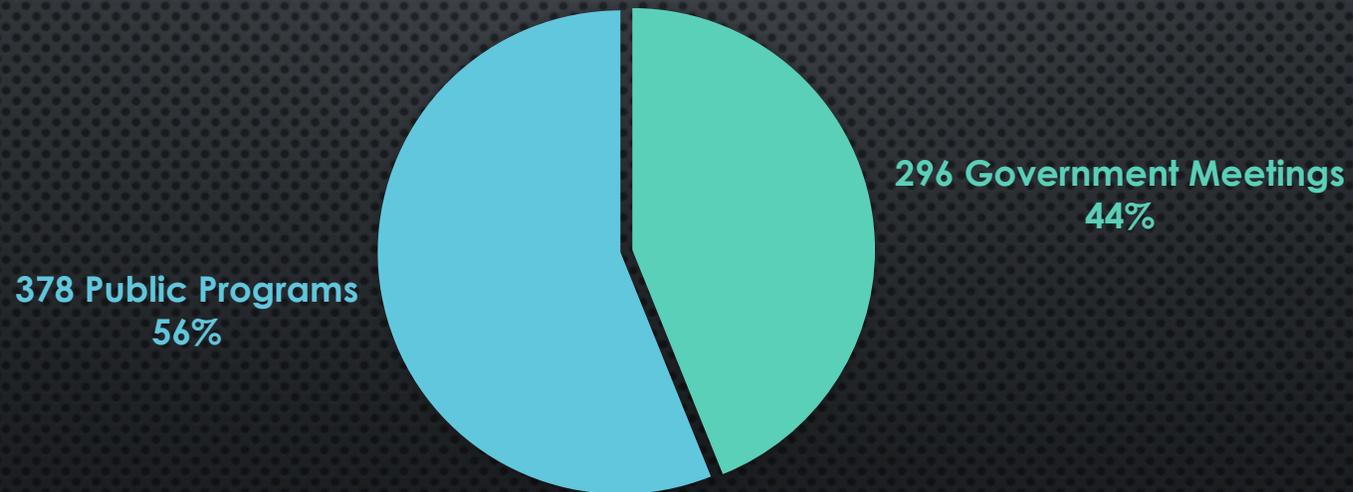
Source: 2020 Census data
datacommons.org

CABLE

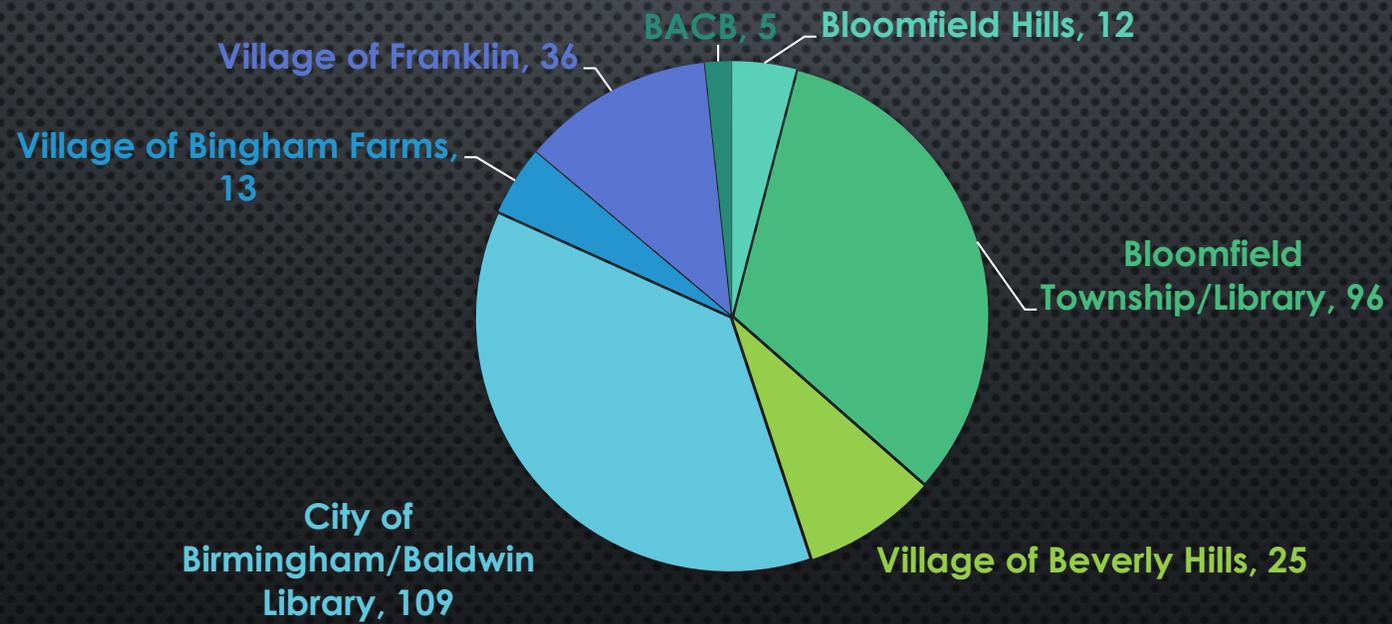


TYPES OF PROGRAMS WE MANAGE

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



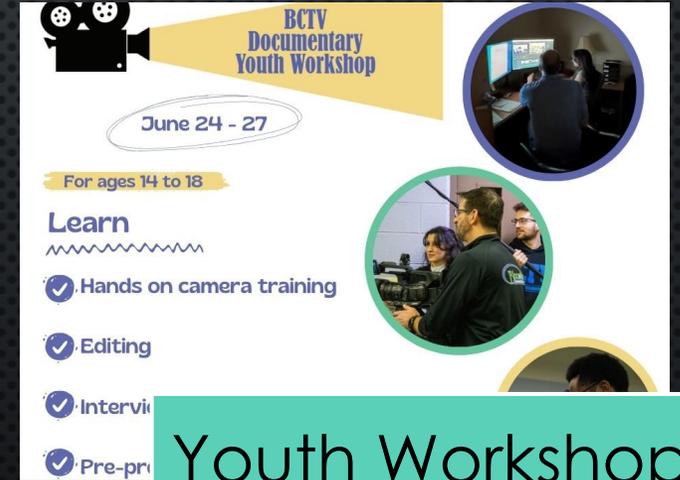
Open Houses



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

PRINTABLE + DIGITAL
PROGRAM GUIDE

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



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	Agewise Health	Gracefully Greying	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 Greying	Health Talk
11:30 AM	BACS Sports	Art and Design	Healing Home	Community Pickling	Healing Home
12:00 PM		Bloomfield in Focus	Sparkle	Birmingham Bloomfield Chamber Lecture	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	Speckum Orchestra	Bloomfield Township Meeting	Health Talk	
02:30 PM				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	Agewise Health
04:00 PM	Agewise Health	Health Talk			About You
04:30 PM	About You	Healing Home	Birmingham Musicals		Bottom Line
05:00 PM	AP on Play	Healing with Katherine	Birmingham Bloomfield Chamber Lecture		Bloomfield in Focus
05:30 PM	Bulletin Board	Michigan Entrepreneur		Coffee with Carrie	Eye on Oakland
06:00 PM	Let's Plant Houses	Sparkle	Health Talk	Bottom Line	Bloomfield Republican Women's Club Lecture
06:30 PM	Gracefully Greying	The Collectors	Just Ask	Bloomfield in Focus	
07:00 PM			Lunch and Learn Lecture Series	Art and Design	Speckum 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 Pickling	Agewise Health	AP on Play
09:00 PM			BACS Sports	Concert Band	The Collectors



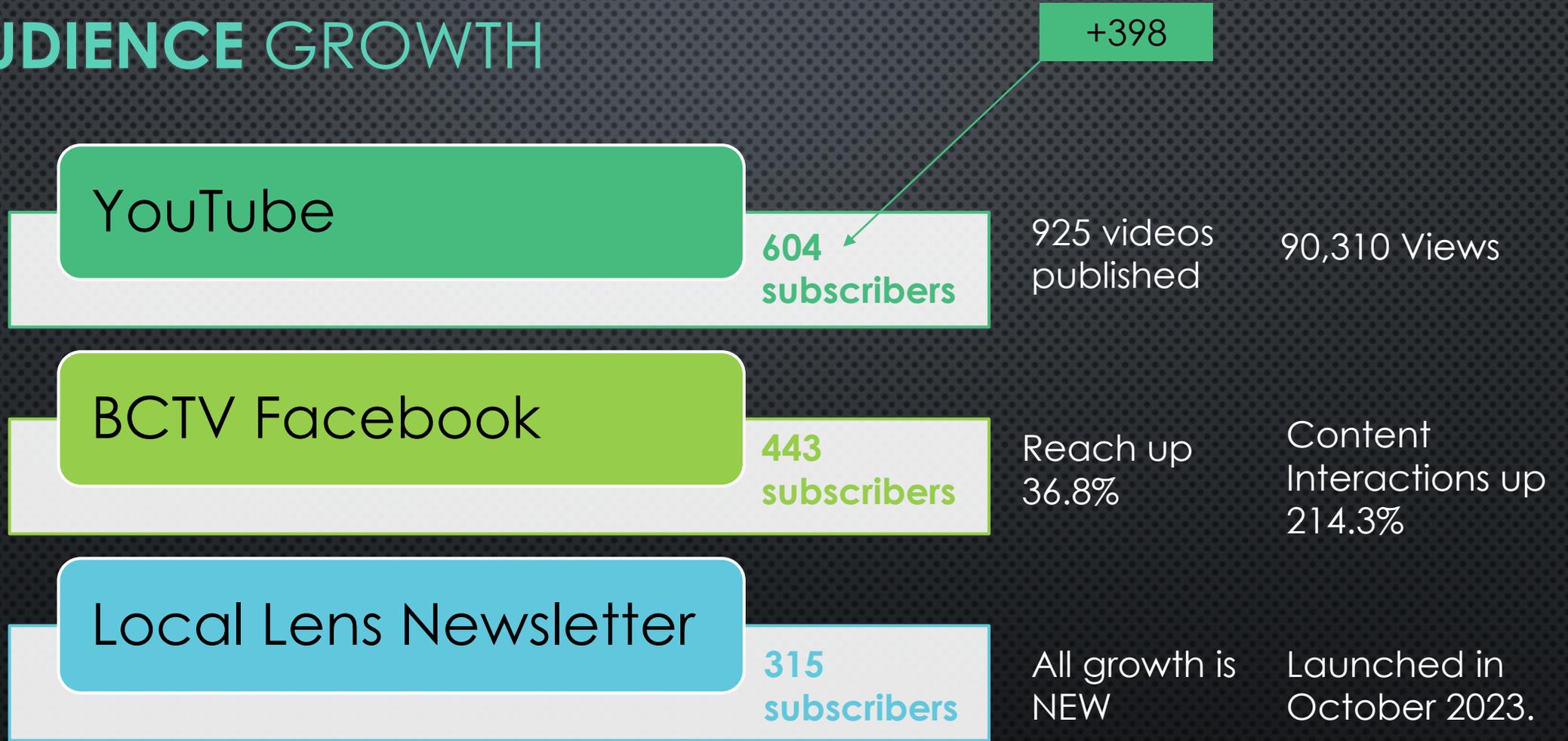




Scan the QR code below to watch public meetings **LIVE!**



AUDIENCE GROWTH



+398

YouTube

604 subscribers

925 videos published

90,310 Views

BCTV Facebook

443 subscribers

Reach up 36.8%

Content Interactions up 214.3%

Local Lens Newsletter

315 subscribers

All growth is NEW

Launched in October 2023.

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



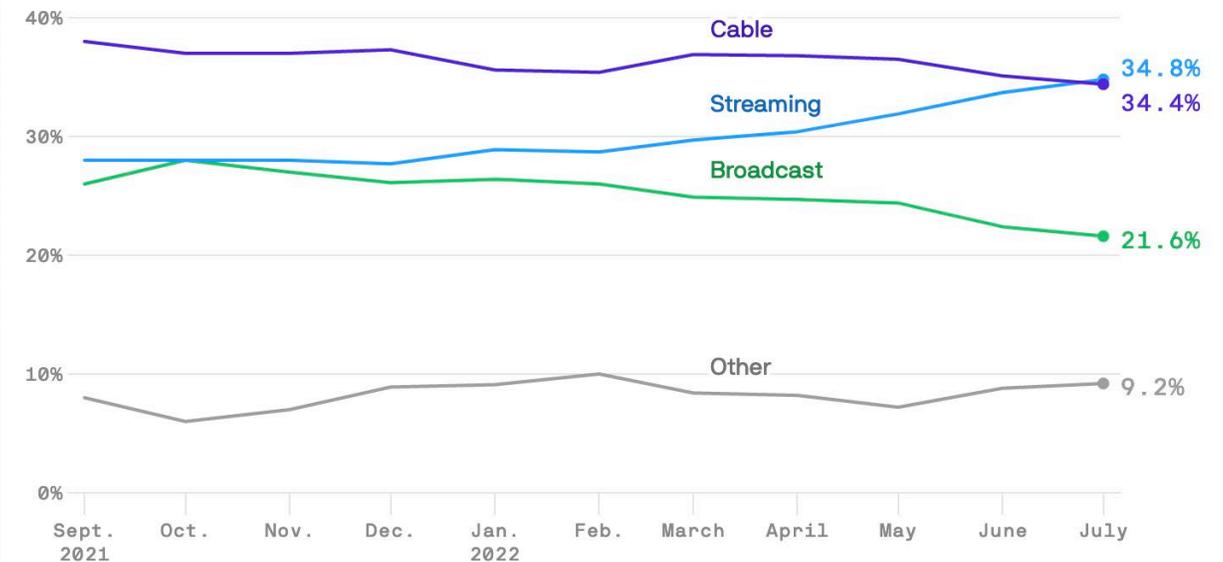
NATOA CONFERENCE

- 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

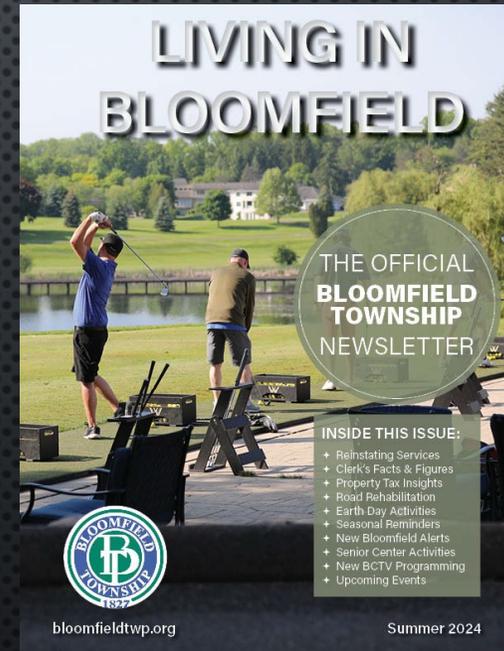
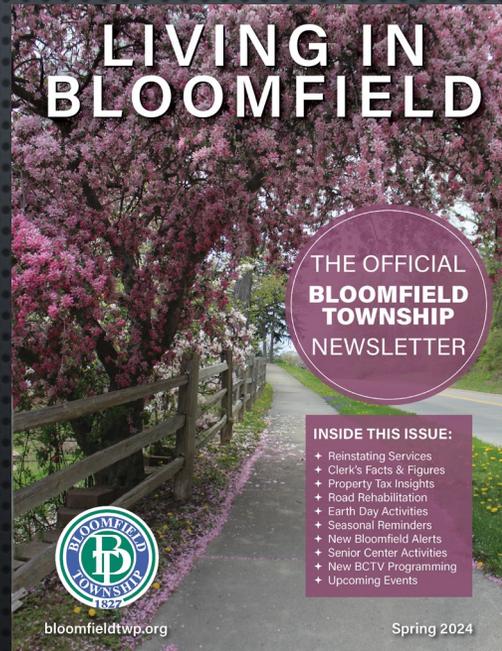
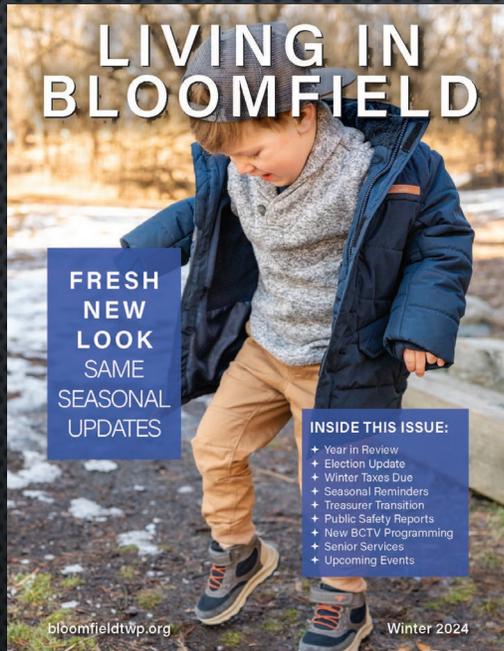


Data: Nielsen; Chart: Axios Visuals



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

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.

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



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.bloomfieldtwp.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.

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."*

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.

Property owners can improve existing private drainage systems with these tips:

- 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.

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 Bloomfield Township Police Department.

Visit our website for more information.

Bloomfield Township Police Department
Participate in the 2024 Oakland County Police Recruitment Process



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



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*.

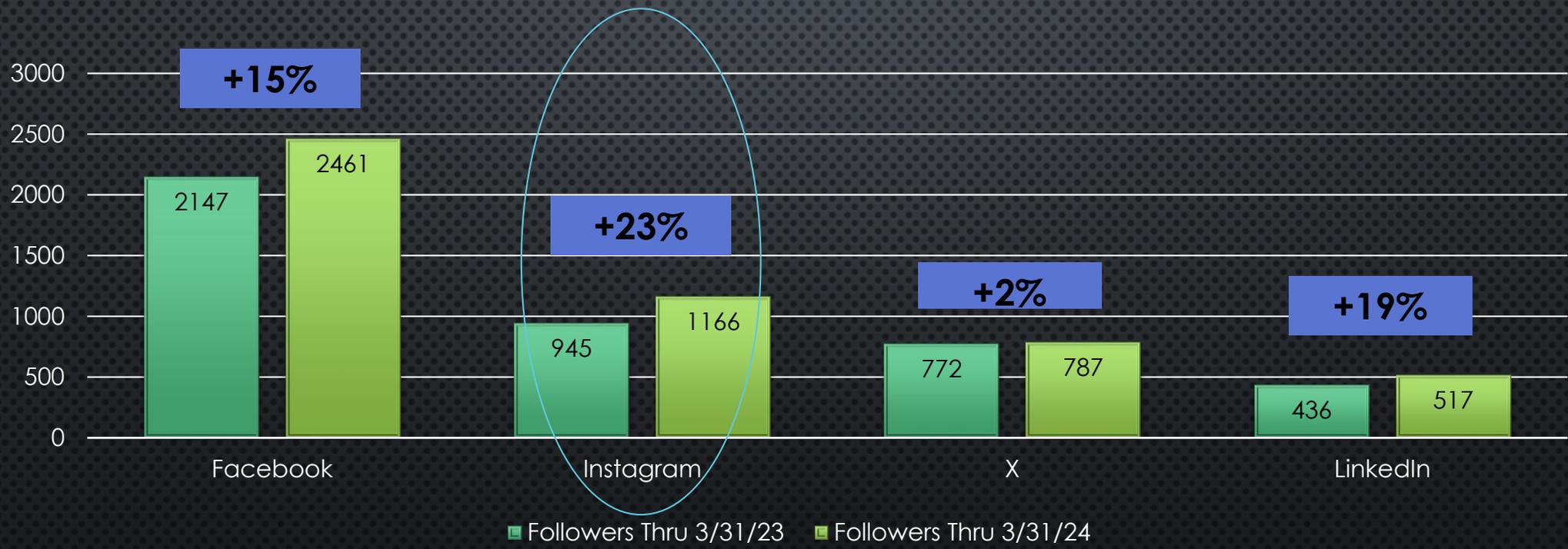
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Hope to see you soon,

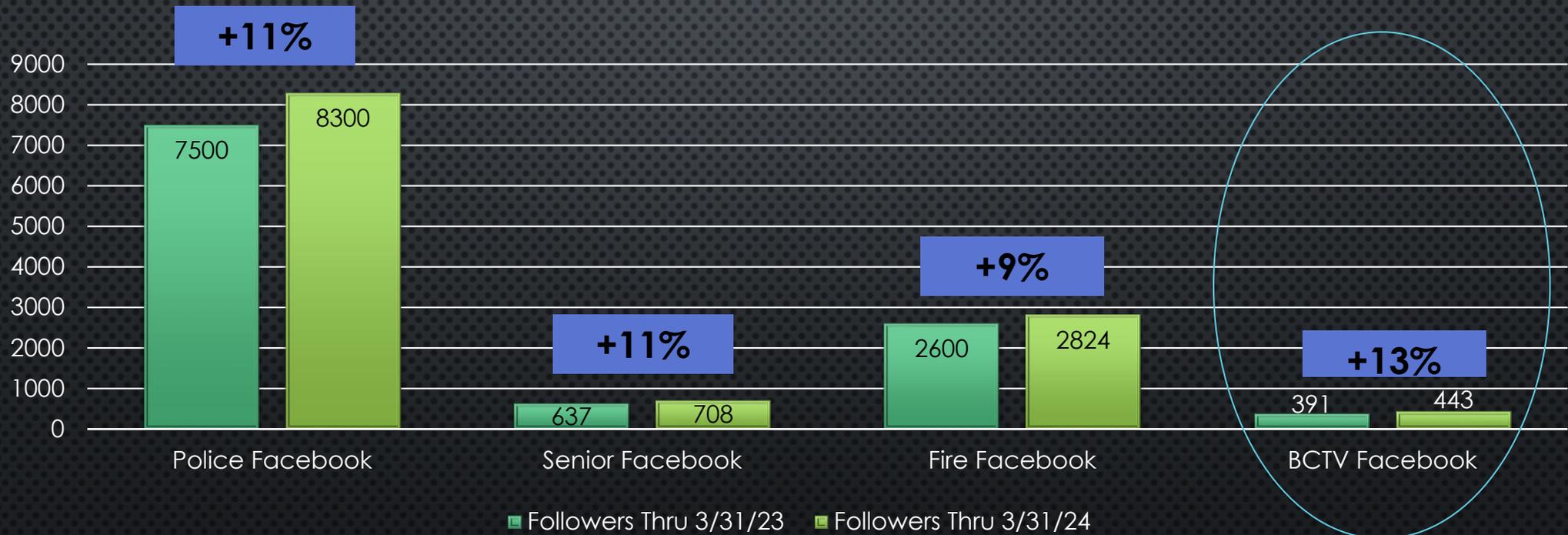
Carrie LeZotte
Director
Cable and Community Relations
Bloomfield Township



TOWNSHIP SOCIAL MEDIA GROWTH



OTHER DEPARTMENT'S SOCIAL MEDIA GROWTH



GRANTS AWARDED

Total
Awarded
\$96,000

IT Dept
\$4K



Police Dept
\$2K

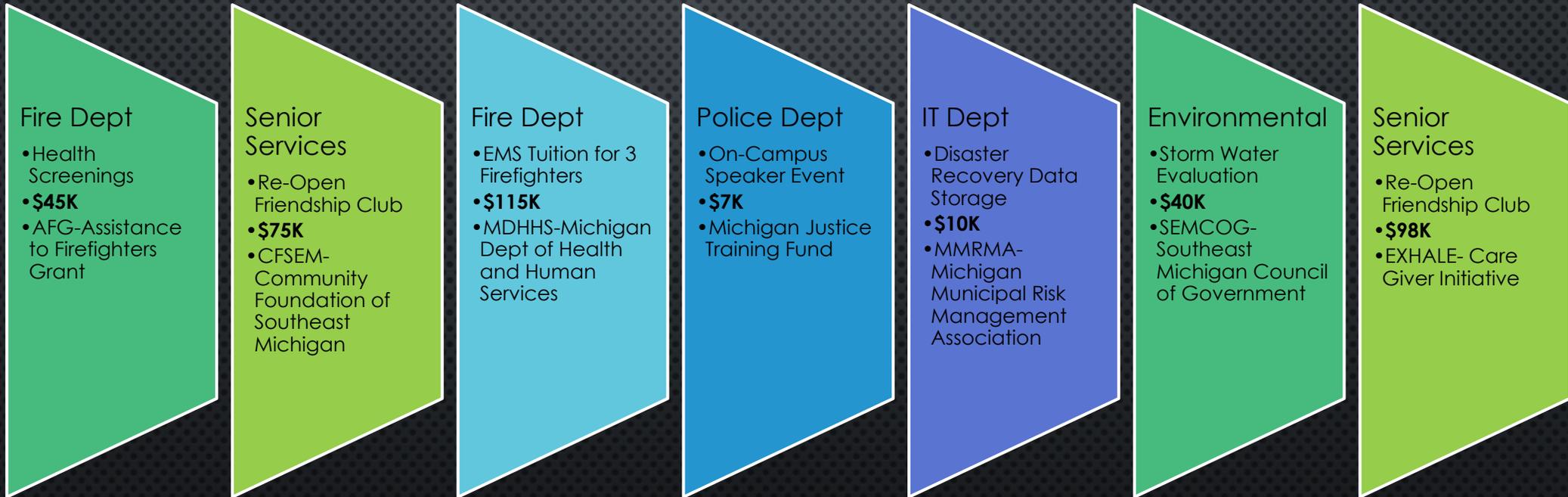
Public
Works Dept
\$14K



Public
Works Dept
\$76K

PENDING GRANTS

\$390,000



COMMUNITY ENGAGEMENT



RETURN OF THE OPEN HOUSE



COMMUNITY ENGAGEMENT



Senior Events



Clean Sweep



Recycling Days



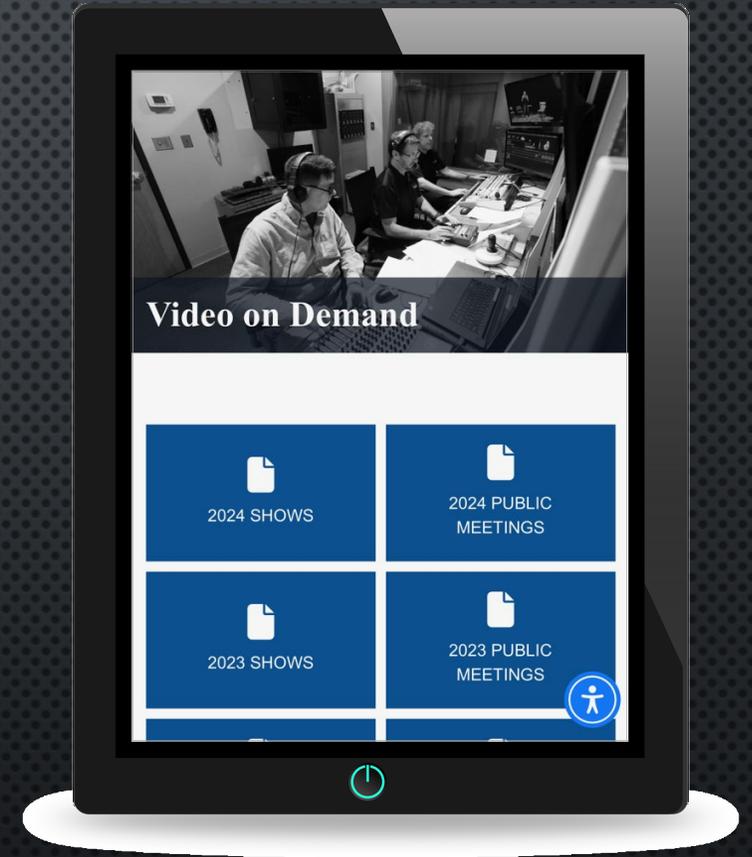
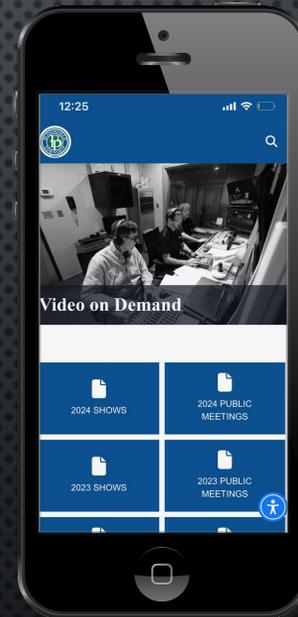
Food Trucks

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.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 ● Free Fitness Try- It Classes see schedule 7:30am - 3:00pm @ Bloomfield Township Senior	2 ● Free Fitness Try- It Classes see schedule 7:30am - 3:00pm @ Bloomfield Township Senior	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)

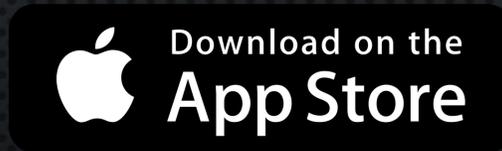
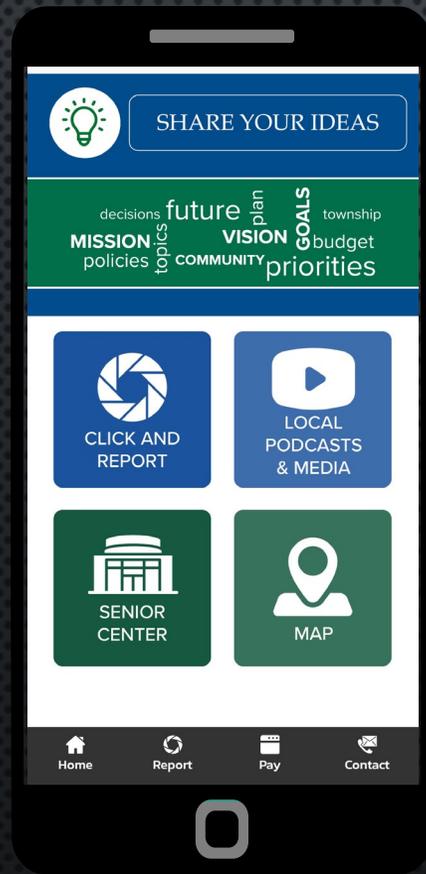
MOBILE APP DESIGN

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



Join Our Team!



BLOOMFIELDTWP.ORG/FIRE

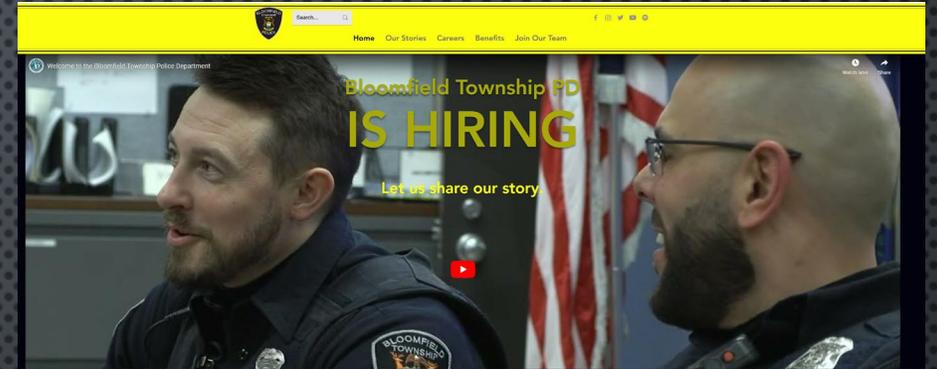


OUR STATS
Approx. 6,500 Runs/Year
4 Stations
4 Transporting Units
Technical Rescue and
Haz-Mat Teams



**WE ARE
HIRING**

bloomfieldtwp.org



Search

Home Our Stories Careers Benefits Join Our Team

welcome to the Bloomfield Township Police Department

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!

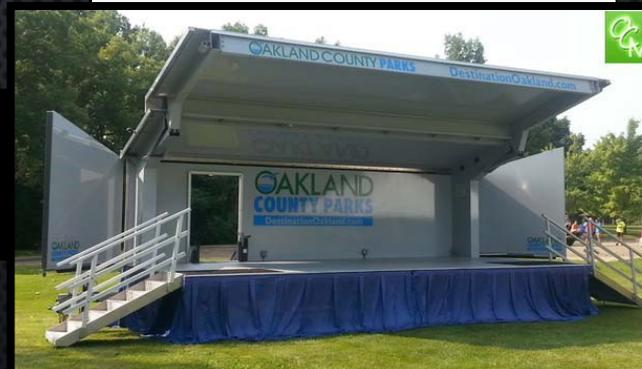
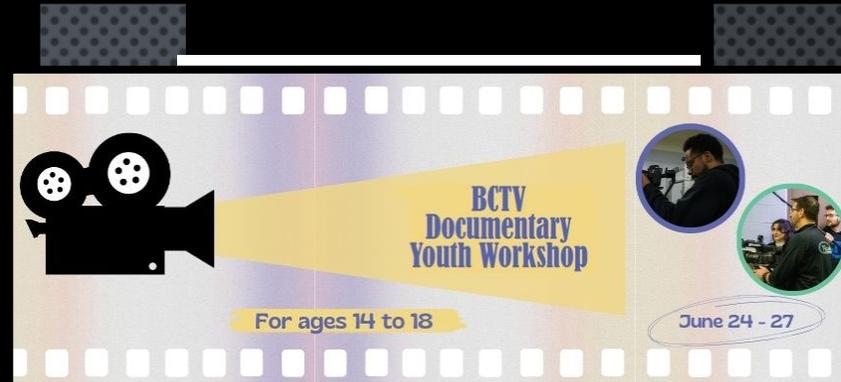


BTPDHIRING.ORG

Community Policing
with Chief Gallagher



WHAT'S NEXT – NEW PROGRAMMING



NEW RELATIONSHIPS



**SHERIFF
MICHAEL J. BOUCHARD**

**Organized Theft
Groups
and
Home Security**

Play (0)

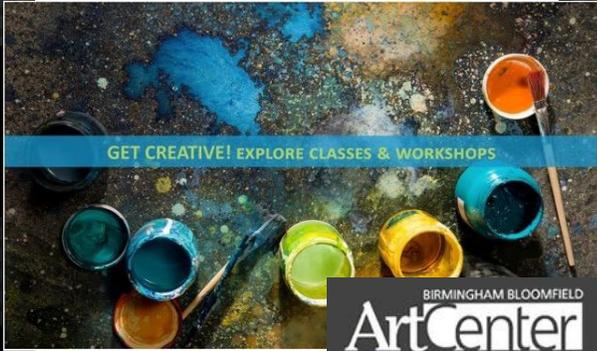
104 / 1:24:24 Production by Pamela Marshall Sobotnik - Cheryl Chertoff Caronick 3

Video player controls including play, stop, volume, and full screen icons.



**THE NORTH AMERICAN[®]
ACTIVE ASSAILANT CONFERENCE**

The logo features a central shield with a blue cross, overlaid with a red and white axe and a silver sword. The shield is set against a red background.

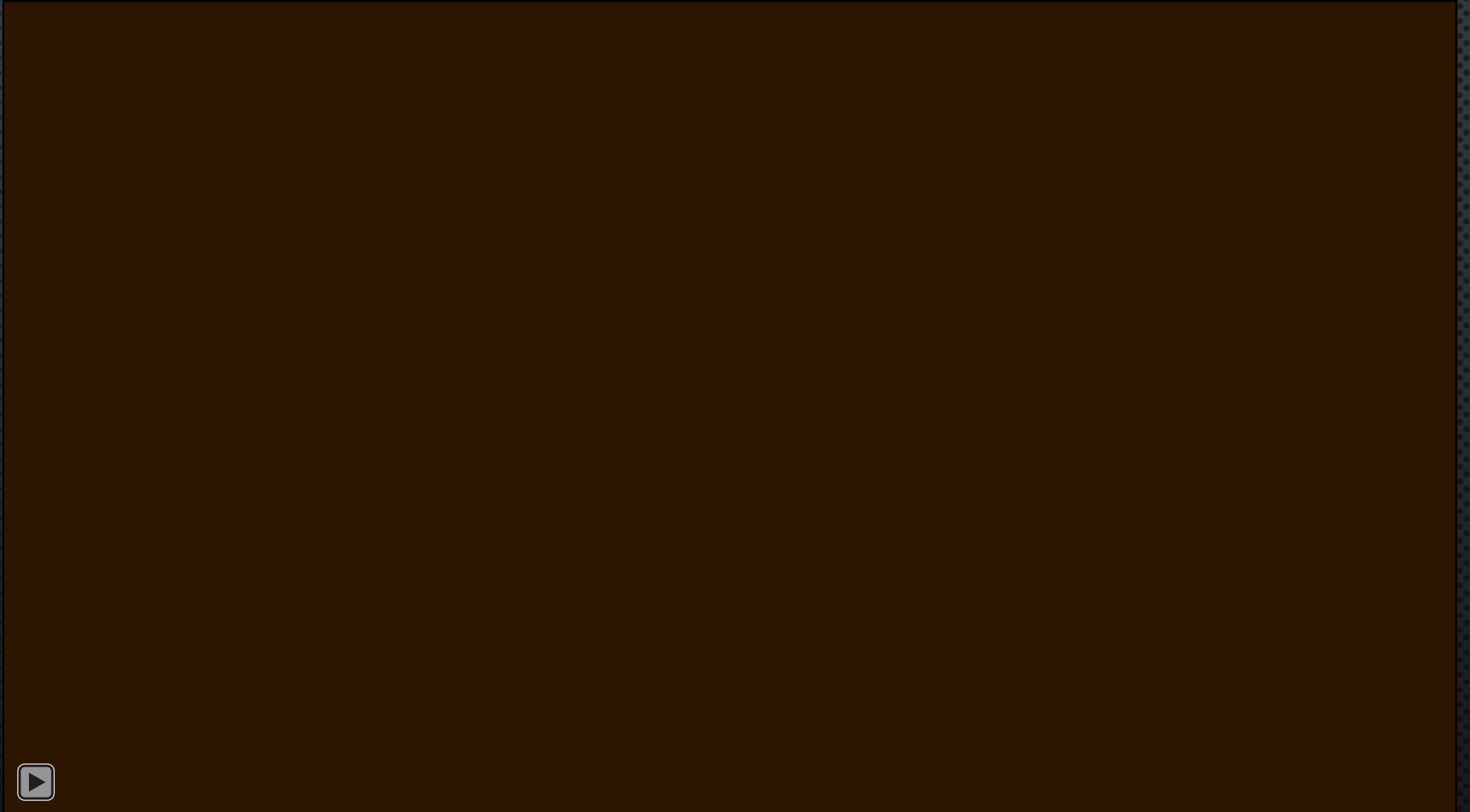


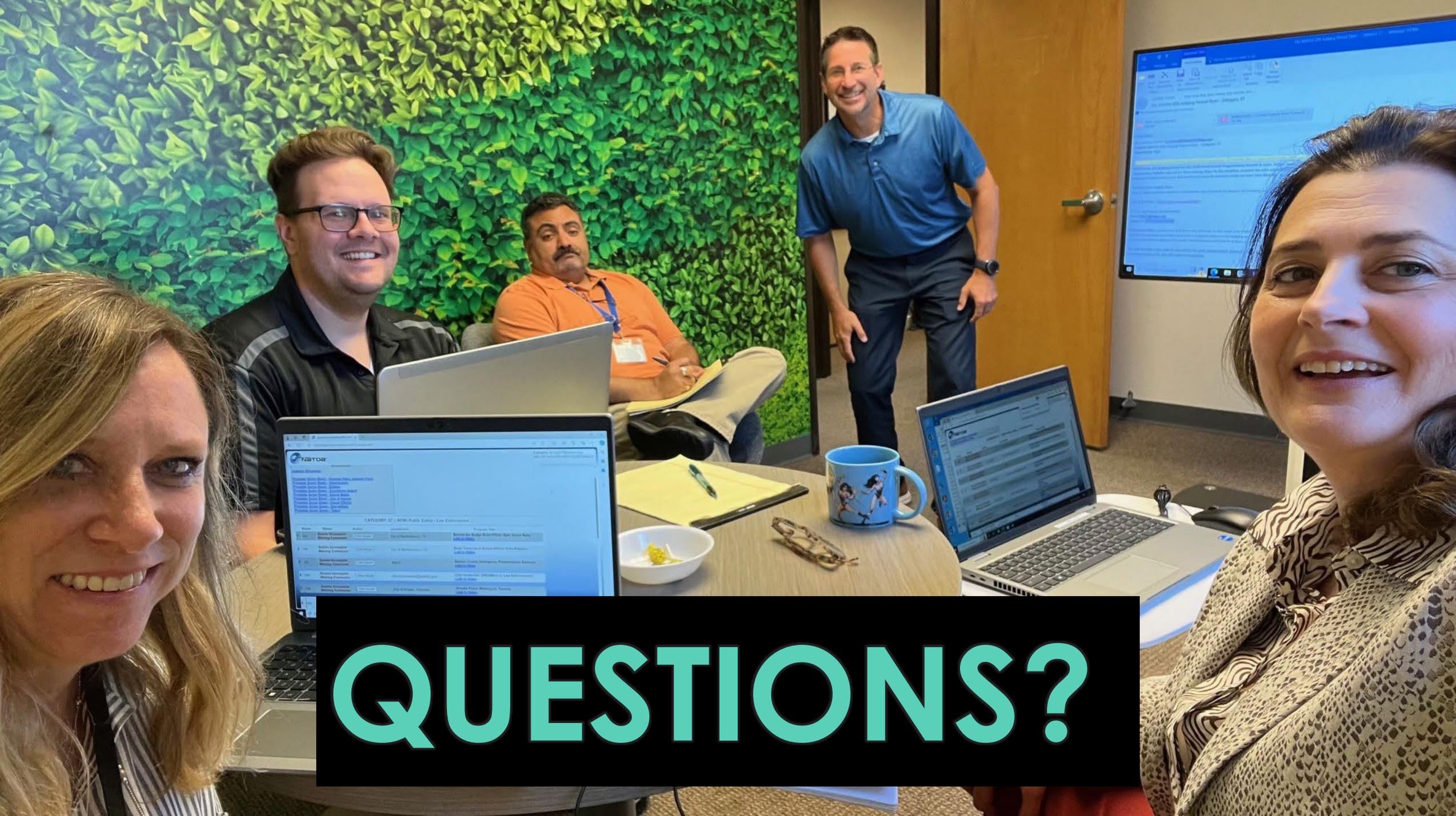
GET CREATIVE! EXPLORE CLASSES & WORKSHOPS

**BIRMINGHAM BLOOMFIELD
ArtCenter**

The advertisement shows a top-down view of various paint containers in shades of blue, green, and yellow, with paint splatters on a dark surface.

BEST DAY OF THE YEAR





QUESTIONS?