



Two Decades of Trust: How ElectroMedia Keeps Spring Lake Township Connected and Secure

Executive Summary:

For over 20 years, Spring Lake Township has relied on ElectroMedia to be their trusted technology partner. The partnership has been humming along for so long that the original technology that brought ElectroMedia and Spring Lake Township together has since been replaced and updated by ElectroMedia!

ElectroMedia has been lucky enough through the years to have touched almost every aspect of the Township's technology. ElectroMedia has repeatedly delivered reliable solutions that protect and connect the Township's staff and citizens, from security cameras to phone systems to network infrastructure to access control. In this case study, we'll explore how this long-term partnership has built trust through consistency and reliability, creating lasting value for local government and ElectroMedia alike.

Introduction

It may not be the largest municipality, but Spring Lake Township's elected officials and staff members take their responsibilities very seriously and strive to live the Township's Vision and Mission statements every day:

- **Vision Statement:** Spring Lake Township (SLT) elected officials and staff members strive to make our Township a great place to *live, work, learn, and recreate*.
- **Mission Statement:** To promote Spring Lake Township Citizens' health, safety, and welfare through sustainability and prudent fiscal management.

It's crucial to understand that those statements guide every decision that's made and the business relationships that they are in. The Township's relationship with ElectroMedia embodies those values and has become so integral to their operations that current staff members can't remember a time without ElectroMedia's support.

Challenge

Wherever you go in the public sector, the story is the same: You must maximize what you need to accomplish on a strict budget because every piece of the finances is accounted for. That's no different with SLT; the Township needed a technology partner who could:

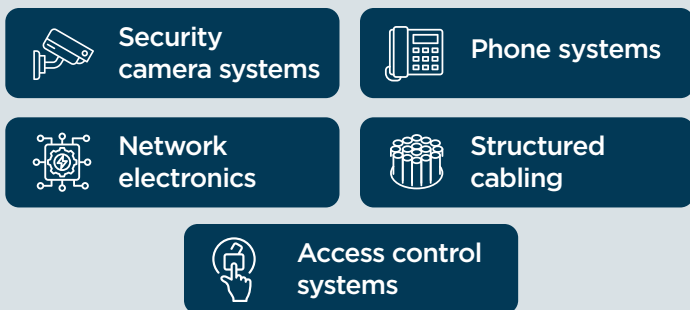
- Provide responsive, reliable service
- Deliver cost-effective solutions
- Stay current with changing technology needs
- Handle multiple integrated systems: phones, networks, cameras, and access control

Even though ElectroMedia and Spring Lake Township have an existing relationship, these needs never change, and they will not budge on having those conditions met. Recent needs have been a focus on access control and security; **Gordon Gallagher**, Township Manager, notes:

"In this day and age, security and having video footage is a vital part of our organization."

Solution

ElectroMedia has proven itself as a valued partner who can be relied on without question. Over the years, ElectroMedia has implemented and continues to maintain comprehensive technology solutions, including:



Additionally, the implementation process has become increasingly efficient over the years, as ElectroMedia's deep familiarity and understanding of the Township's infrastructure allows for timely updates and upgrades. Their approach emphasizes thorough training and support, as evidenced by Mr. Gallagher's observation:

"There were training videos that people could watch on the system if they wanted to learn in advance, there was support, so it was good. It worked out well."

"We've been fans of ElectroMedia for several reasons. One is doing good work, but two, they're local and it's kind of nice, you know?"

**Gordon Gallagher, Township Manager,
Spring Lake Township**

Results

Improved Security and Accountability

For reference, the Township allows residents to come to their location and pay for utilities, such as their water bill. There have been more than a few instances where the sophisticated security camera system has solved payment disputes on the spot with its quick and easy access to past interactions to clear up any misunderstandings. So, the need for the security camera system has proven invaluable for:

- Preventing fraudulent claims
- Resolving customer disputes
- Protecting staff from false accusations
- Enhancing overall building security

Cost-Effective Value

There's something reassuring about having a local company manage such a vital piece of the Township. Unfortunately, other businesses have been known to inflate their pricing when dealing with government entities because they see a windfall. That's not right and certainly not what ElectroMedia does. It's one thing to know, but it's another to have the customer feel they are being treated honestly in their interactions.

As Mr. Gallagher explains: *"I think that ElectroMedia finds that sweet spot... I don't think ElectroMedia is going to be the most expensive vendor when we do things. I think it's a value."*



Reliable Service and Support

The Township particularly values ElectroMedia's approach to service delivery. ElectroMedia sends out technicians when needed, and the technicians have relationships with the people who work for the Township. Problems are fixed quickly because some of the technicians have been around as long as the business relationship has been.

"Well, when you have a trusted supplier... it's one of those things where you work with people that you've worked with before... I mean, relationships matter," says Mr. Gallagher.

Let's Talk About Tom

There's no shortage of knowledge on the team at ElectroMedia, and when it comes to their technical expertise and problem-solving abilities, they have consistently impressed the Township with what they can accomplish.

Mr. Gallagher notes, *"The nice thing for me is anytime I've asked around something, he knows the answer to it or he'll figure it out."*

"If we have a problem... Tom just comes in and takes care of it... They set up a time and it gets done."

**Gordon Gallagher, Township Manager,
Spring Lake Township**

Future Plans

With Spring Lake Township focused on improving internal and external communications in 2025, ElectroMedia is positioned to be a key partner in meeting those goals. The future is bright for the Township, and ElectroMedia will continue to be there for them, providing guidance and support.

Why Choose ElectroMedia?

As improbable as this level of trust and partnership may seem, it's just one example of ElectroMedia's dedication to their clients and local community. Specifically, though, the success of Spring Lake Township demonstrates its commitment to:

- Building long-term relationships based on trust
- Delivering reliable, cost-effective solutions
- Providing responsive, knowledgeable support
- Understanding and meeting the unique needs of local government

The impressive two-decade partnership with Spring Lake Township showcases how ElectroMedia's approach to service and support creates lasting value for their clients.

Are you ready to learn how ElectroMedia can support your organization's technology needs?

Contact us today to discover the ElectroMedia difference for yourself.

