

MUNICIPAL :: Shawnee Township Offices — Shawnee Township, Ohio



SIGN SPECS

19mm Color LED
Matrix: 32 x 96
29" High x 6'3" Wide
4 Lines x 19 Characters

Background

Shawnee Township is a close-knit community near Lima, Ohio. They have about 12,000 engaged residents, so effective communication is important. For many years, the township had a wooden sign that required frequent maintenance and couldn't pass on information to residents. When they first replaced the wooden sign, officials chose a traditional letter board thinking it would fit the bill. But changing messages on the letter board was cumbersome and inefficient. The township needed a better solution.

Results

Missy Van Meter, administrative assistant for Shawnee Township, decided to look into an LED sign. She knew that it would make changing messages so much easier and attract more attention, ultimately getting important messages out to more residents. She was right. As soon as their first Watchfire LED sign was up, residents began calling to comment on the sign. They loved it! The sign was an instant success.

Case Study

Missy Van Meter made it her mission to replace Shawnee Township's traditional letter board with a new LED sign. After researching several sign manufacturers, she decided on Watchfire. "One sign dealer brought out a demo truck with two signs, and they were so vivid, we were convinced." She picked the sign design she wanted right then and there.

The Shawnee Township complex houses police, fire, dispatch, roads, and administration. The sign benefits all of those groups, so it didn't take long to convince the board of directors of the benefits an LED sign investment. They were excited about the potential to regularly educate the community about issues and township policies.

"The sign went up in September 2010, and it was beautiful! I knew right away we'd made the right decision when we went with a Watchfire digital sign. Within a short time, we received more than 100 calls from residents complimenting us on it! It's also so easy to program and change messages, which is a huge benefit," said Van Meter

"The main goal of the sign was to reach more people with messages about township information and events, and the sign most definitely delivers."

— Missy Van Meter,
Administrative Assistant, Shawnee Township

Unfortunately, on January 25, 2011, the township unexpectedly lost their Watchfire sign to an auto accident. "The only thing we could do was replace it," Van Meter said.

Soon afterward, people started calling wondering where the sign was. Some people even commented on the township's new Facebook page. Van Meter and the board decided to turn lemons into lemonade. They upgraded the totaled sign with an even bigger Watchfire sign. According to Van Meter, it has been great. "The main goal of the sign was to reach more people with messages about township information and events, and the sign most definitely delivers. If I had my way, I'd have an even bigger sign out there. It's fantastic, and we're thrilled with the outcome."

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