

Seat Pleasant: A Smart City of Excellence

Quarterly Report

Department	Strategic Outcome(s)	Status	Cost Center
Public Engagement	Expand Smart City Services that Lead to Inclusiveness and Citizen Engagement	<input type="checkbox"/> Completed <input checked="" type="checkbox"/> On-going <input type="checkbox"/> Behind Schedule	CGS Newsletter Invest In Hope
Reporting Period	Start Date	End Date	Director
1 st Quarter	July 2020	September 2020	Sharron J. Lipford

Reporting Period Objectives:

- Collect and analyze the calls coming in from the City's digital platforms
- Compose the City's monthly newsletters
- Loaded, distributed, and analyzed **Invest in Hope - Mastercard Debit Cards**
- Increased resident volunteer initiatives
- Collaborated Census initiatives
- Resident Transportation
- Coordinated with EJD-WD
- Online Training

Objective Outcomes To-Date:

1. The Public Engagement Department partnered with Mastercard, USIO, Inc. and Akimbo Card to distribute **250** Mastercard Debit Cards to resident households in need during the COVID-19 pandemic for the Invest in Hope Campaign.
 - There has been a total of **\$32,328** donated to the **Invest in Hope** fund.
 - Mastercard sent the City **250** prepaid cards at no charge, saving the City **\$575.00**.
 - Public Engagement pre-qualified **86** Seat Pleasant residents' household for a Prepaid Mastercard Debit Card.
 - Residents were asked a series of pre-qualifying questions for card distribution verification. There were **7** residents' household that were disqualified after verifying their addresses were outside of the City limits.
 - Each card was pre-loaded with **\$200.00** and programmed to register to each qualified resident to only purchase groceries, medical items and pay for utility bills.
 - There are **28** residents that have received their cards so far which equates to **\$5,600** and **51** more residents that need to receive their cards which equates to **\$10,200**. Once all **79** residents receive their cards there will be a remainder of **\$16,528** that will be left in the donation fund to load the remaining **171** cards that have not been programmed.
 - The remaining **\$16,528** will only fund an additional **82** cards.

-We will need **\$17,800** additional donated funds to load the remaining **89** cards in order for all 250 cards to be distributed.

2. The daily data collected from the Constituent Service Support Specialist for this quarter compared to the fourth quarter of the previous fiscal year can be analyzed to reveal a **7%** decrease in the array of communications volume for constituent services. For the month of July, the department received a daily average of **36** incoming calls per day, August received a daily range of **26** incoming calls per day and in September an average of **20** calls per day.
3. The Transportation Engineer has been placed on a Part Time schedule and has an average of **6** appointments per week. Compared to last quarter the Transportation Engineer was Full Time and averaged of **9** appointments per week. This is a **33.3%** decrease in resident ridership by the Transportation Engineer because of the reduced hours. To accommodate some of the transportation of the resident requests, other members of the Director of the Public Engagement Department assisted with transportation requests.
4. Updates to the City's digital platforms (website, mobile app, etc.) need constant updating. Through the assisted contracted services from Polestar Solutions Consulting Inc., the Digital Design Manager and the Public Engagement Director have been able to maintain the efficiency of the management of the City's digital platforms as needed.
5. The coordination of volunteer services has increased from **2** volunteers assisting on **3** different occasions last quarter to **7** volunteers assisting on **10** different occasions this quarter. Volunteers have assisted with duties and responsibilities such as passing out flyers and food to other residents in need, packaging and distributing informative letters, creating newsletters, calling and visiting other residents for wellness checks, typing up documentation, just to name a few.
6. The Director of Public Engagement and the Public Engagement Constituent Service Support Specialist have coordinated with the Environmental Justice Department Waste Management Division to create a digital platform using Google Docs to facilitate the Bulk Trash items residents would like picked up. Since the furlough of the Environmental Justice Administrative Assistant, the Constituent Services Specialist has been voluntarily been service as the dispatcher for the Waste Management Bulk Trash Service. This has inundated the Public Engagement Department staff with calls that are normally fielded by a separate department. On average there are **45** Bulk Trash entries that are collected by Public Engagement then sent to Waste Management.

Objective Challenges: The department faces the responsibility to operate at optimum efficiency even with the shortage of Full-Time staff and resources, maintaining efficiency and providing timely information has become an issue. Taking on the responsibility of other departments has also become an issue as well. It is a challenge and becoming more frequent that the department must rely on volunteer assistance services.

Resources Used: Sponsors (PGC Census Committee), Partners (Mastercard and USIO, Inc.), Various City Departments, Resident Volunteers, Contractors (Polestar Solutions Consulting, Inc.)

Is Objective within budget, scope and on schedule:

Yes, we are within our appropriated budget for the fiscal year and are on target.

Finance Report:

Goals expected to complete in the next quarter:

- Increase volunteer participation.
- Increase partner and sponsor resources to ensure all services and responsibilities are being met by the department.

Trends associated with objectives:

- Volunteers are needed to accommodate efficient services are being fulfilled.