



# City of Seat Pleasant

*"A Smart City of Excellence"* Office of Public Engagement

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**"Seat Pleasant offers Smart City Services that is better, faster and personalized making it a City for Me using information and communication technology, with the internet of things"**

**Department Name: Public Engagement**

**Date of Report: February 1, 2018**

**Reporting Period: December 1-31, 2018**

**Summarize significant department progress for the reporting period that is indicative of providing services that are better, faster and personalized.**

The Public Engagement Department continues to serve the city by finding better strategies to improve engagement, empowerment and educational efforts for the community. Our department has met with:

## **Constituent Service Support Specialist**

Naconda Bilbro provided constituent support by receiving guests invited by the Mayor and each Department of City Hall daily. Visitors that come into City Hall are coming in for department scheduled meetings, employment opportunities, social services for hardship cases, notary, administrative, etc. During the month of December, Mrs. Bilbro attended to initial citation disputes over the phone but also attended to, grievances and complaints of walk-in visitors and citizens and directed them to the proper personnel in charge of the issue. She often settles issues visitors may have, by giving them an audience to express themselves before meeting with personnel. Mrs. Bilbro displays a positive yet empathetic personality, which is essential for walk-in guests who enter the lobby; often disgruntled and sometimes mentally and emotionally unstable. She sees approximately **4-15** visitors a day and approximately **170-220** visitors per month.

## **Daily Phone Calls**

Mrs. Bilbro receives daily phone calls that are from various callers. She screens phone calls for executive staff, takes messages, provides information and solves various issues such as social services, trash collection, bus scheduling for seniors and researching answers to questions. She makes random courtesy calls to various senior citizens, which are known as "Welfare" calls. Because of the welfare calls, positive feedback from constituents have also been received by Mrs. Bilbro. She provided and received important information from state and local government officials, neighborhood leaders, senior residents, business owners, staff, church leaders, financial institutions, schools, new residents and more. She forwards information to persons of interest. She conducts research assignments using the Seat Pleasant Web Page, Notebook Binders of

information, more knowledgeable staff to find information that was needed to answer questions of the caller. She also records all calls and visitors in a log and submits them to her supervisor daily. She receives approximately 30-50 phone calls per day and approximately 280-320 phone calls per month.

### **Daily Mail**

Naconda Bilbro directs incoming and outgoing mail which is very important to daily operation of the office. She ensures that employee mailboxes are emptied daily and sends reminders by phone, email and verbal reminders in person. Incoming and outgoing mail come through various ways. United States Postal Services delivers daily mail in exchange for outgoing mail coming from office staff. UPS and Fed Ex deliver large packages that are received and signed for. Mrs. Bilbro sorts and stamps all incoming mail before directing it to the proper recipients. She also uses the stamp machine to pay for the postage for outgoing mail and she also, mails time sensitive Mayoral Birthday Greetings for select residents. These are among other tasks that are given to her which span throughout the 8 hour workday.

### **Call-A-Bus**

Mrs. Bilbro schedules the City's senior citizens in need of transportation on the Call A Bus service. Each day she assists senior residents that would like to be scheduled to be transported to the doctor, grocery shopping, events and other places of business. Mrs. Bilbro utilizes a computerized system to input data which allows the resident to choose date, time and location to meet their need. She checks the availability of the bus and schedules accordingly. She accommodates the rider yet adhering to the rules set in place for service. Mrs. Naconda Bilbro, coordinates with other staff members to ensure each rider is fully satisfied with the service provided. She also makes follow up calls to the riders to ensure the service met their expectations.

### **Meeting with Sean Michael Wilson**

JoVone Pender met with Sean Michael Wilson who was tasked with helping the State of The City Address 2019. Being as though he has extension knowledge of local elected officials, he was given the task of handling VIP, and Elected Officials. He was tasked with the following duties: Developing a Look book, Hire a team to assist him on the day, Going into the Community and Handing out flyers and registering residents.

### **New Marketing and Communications Specialist Hire – December 3rd**

Christian Smith was hired as a full-time employee as the Marketing and Communications Specialist and began his work week on December 3<sup>rd</sup>, 2018. During his first week staff in the department helped to acclimate Christian with his position and some of the things he will be doing as an employee. Tasks and assignments were given by Mrs. Shabazz to assist with in training as well. Mr. Smith has shadowed various departments, prepared statements for the January Newsletter, continuously post on our social media, websites, produced and edited Mayors Moment Podcast on a weekly basis, and attended events to capture the moments, to name a few assignments. Since starting work, Mr. Smith produced 8 Mayors Moment Podcast videos.

### **State of the City Meetings**

JoVone Pender, Monay Henry, and Sharron Lipford met three times a week beginning December 1st to discuss all things State of the City 2019. During these meetings budgets were discussed, contractors were talked about and finalized details were put in place.

### **Sharron Neighbor Works Training – December 3<sup>rd</sup> – 7<sup>th</sup>**

Sharron Lipford attended a week-long training in Pittsburgh PA. During this training Sharron attended two workshops, “Community Engagement: Measuring its Impact”, and “Understanding the Politics of Policy”. The course “Understanding the Politics of Policy” was a course to encourage and educate community builders and organizers to assist and support communities to create the future they want. Sometime that future needs help from an “act of Congress,” or the City Council, or planning commission or school board or any number of bodies that make policy for the public. This course explored who makes the policies that affect our communities, how policies are made, and what roles individuals and organizations can play in influencing policy-the politics of policy. The course “Community Engagement: Measuring its Impact”, gave participants an understanding of how to utilize the outcome/impact approach to evaluation. Participants became equipped to collect, research, analyze and present data, as well as design and implement an evaluation plan that effectively measures the impacts of their community engagement and neighborhood revitalization work.

### **Workforce Development December 3<sup>rd</sup>**

Mrs. Shabazz contacted and researched community resources on the internet to prepare for a meeting on 12/4/2018 at 1:00pm at Central High School to establish a business partnership to plan a Youth Career Day. Upon the outcome of the meeting, she planned to invite vendors to help our youth’ (16 years and up) to find career and part-time employment, and to link graduates to Prince Georges Community College-Workforce Development/Team Builders Academy and The Training Source Inc. She retrieved information from various businesses such as IHOP, Planet Fitness, Bowie State University, Howard University, and Ultrasound Diagnostic School, just to name a few.

### **Vendors for Seat Pleasant Day December 3<sup>rd</sup>**

Lisa Shabazz contacted 15 exhibitors selected to be potential exhibitors on Seat Pleasant Day 2019 and planned to follow up via email soon after the initial communication. She sent an initial email invite to the point of contact of the organizations. Per-conversation exhibitors are waiting for approval from their upper management.

### **Central High School Guidance Counselor Team Meeting December 4<sup>th</sup>**

Lisa Shabazz and JoVone Pender, Public Engagement Outreach Coordinator and the Events and Programs Coordinator, met with the Central High School -Guidance Counselor Team (3 women and 1 male for each grade) to establish a partnership to collaborate ideas for a Youth Career Fair. The Guidance Counselors team welcomed the idea to work together with the City of Seat Pleasant and the Department of Public Engagement as partners to plan future projects to assist hiring youth for volunteer hours, to apply for career jobs, college and trade school. Upon the

next meeting, discussions will consist of strategizing choosing employers to attend Career Day, and review how many volunteers will register for the City of Seat Pleasant events.

### **Flyer Distribution December 5<sup>th</sup>**

Lisa Shabazz distributed 50-100 flyers for various upcoming events, and employment resources for the holiday. The flyers were distributed at Addison Plaza, MLK Shopping plaza for the following events Kids Coat Drive, State of the City, and holiday employment resources (BJ's, Wegmans, Costco).

### **Talk of Town Entertainments – December 5<sup>th</sup>**

Lisa followed up with contacted Talk of Town Entertainments to finalize the engaging carnival games and activities selected for Seat Pleasant Day. Upon reviewing the previous invoice of services, she condensed activities and requested an updated invoice to reflect the overall expense. An updated invoice was emailed and a copy was placed in the Seat Pleasant Day Planning folder for review.

### **Seat Pleasant Day Planning – December 5<sup>th</sup>**

Lisa Shabazz assisted with coordinating and planning live entertainment and Kid Zone activities for Seat Pleasant Day. She contacted several vendors to research as well as pricing for activities that will fit the event upon review. Vendor "Talk of the Town" offered a lot of exciting activities and she requested an overall invoice of prices for all entertainment. Lisa called two dance schools to retrieve contact information to formerly send out emails to invite dancers to perform at Seat Pleasant Day. She reached out to upcoming music artist from the Seat Pleasant area such as KEYLO1000 who specializes in Gogo music entertainment. KEYLO100 agrees to coming out for Seat Pleasant Day and playing clean version of Gogo music for the Seat Pleasant community if approved.

### **State of the City 2019 Planning – Ongoing**

Ms. Henry was tasked with ordering and getting all banners posters, and designs from an outsourced company priced out for the Mayor. Ms. Henry went with a company called Minuteman Press and received all quotes for the jobs that Mr. Pender asked for. Ms. Henry worked with the Owner of the location to make the necessary changes that Mayor and Coleman asked to be changed. All proofs and updated versions were sent over to the Office of the Mayor for approval prior to any printing being done.

### **Pepco Maryland Forestville Service Center Meeting – December 4<sup>th</sup>**

Lisa Shabazz attended the PEPCO Energy Assistance Day event from 3pm-7pm located at Forestville Service Center-8300 Old Marlboro Pike, Upper Marlboro 20772. She engaged with the PEPCO team to retrieve resources to share utility resources with the Seat Pleasant citizens. She obtained the following resources needed from the Salvation Army of Prince George's County. In addition, Lisa inquired about establishing a partnership with a Pepco translator to obtain materials in Spanish to reach out to the Spanish community.

### **The Training Source Inc. Meeting -December 4<sup>th</sup>**

Mrs. Shabazz attended a scheduled meeting to reunite the City of Seat Pleasant partnership with Training Source Inc. to participate in planning Career Day at Central High School. Mrs. Kim welcomed the idea to come together and plan community events to engage the Seat Pleasant citizens with becoming employable. Lisa addressed the following topics creating a professional resume/cover letters, business attire resource, building basic job ready skills and etiquette, and practicing mock interviews.

### **Labor Associates - December 12<sup>th</sup>**

Public Engagement Outreach Coordinator, Malecia Shabazz, distributed Economic Development-Help Wanted for Labor Associates flyers, holiday employment resources flyers, Kids Coat Drive (The Generals Future Charity, Inc.), and State of the City flyers. She distributed flyers to the Eastern Avenue Apartment community, Addison Plaza for Kids Coat Drive, State of the City, and holiday/seasonal employment resources for businesses such as BJ's, Weighman's, Costco, Walmart, AMC movies theatre, DSW.

### **Inventory - December 12<sup>th</sup>**

Ms. Henry coordinated inventory and had assistance from her fellow colleagues in the Public Engagement Department to complete a full inventory of all items we currently have in our four offices and 3 storage spaces. There are approximately 50 or more electronic devices that the Public Engagement Department is responsible for. All of the electronic devices range from approximately \$70-\$15,000.

### **Juanita Foundation Reception Event – December 13<sup>th</sup>**

Mrs. Shabazz attended an off-campus meeting at the Juanita Foundation Reception Event from 2pm -5pm at the Overdue Recognition Art Gallery in Bowie, Maryland. She engaged Juanita and PG County CEO -Board Member of Workforce Development with partnership opportunities to come out and speak to our Senior Citizens of the Seat Pleasant Community. In addition, Lisa engaged the Art Coordinator-Mrs. Thompson with planning a Black History Month Event for the senior citizens of Seat Pleasant. Mrs. Thompson welcomed the idea to coordinate an Black History Month event, and to head start a summer art program for the residents of Seat Pleasant. Lisa suggested to target high school students attending art classes, and the goals are to enhance their talents, and expand their horizon to receive scholarships to future art programs.

### **Set up and breakdown for Councilmember Sistrunk Ward Meeting – December 17<sup>th</sup>**

Ms. Henry assisted with set up and broke down for Councilmember Sistrunks monthly Ward meeting with the requested items. Ms. Plater, the Council Clerk, requested one wireless microphone, one speaker, and one projector to be provided and set up for use.

### **Sharron's inhouse training with Christian- December 17<sup>th</sup>, 18<sup>th</sup> & 19<sup>th</sup>**

During this three-day training Ms. Lipford sat down with Mr. Smith to go over every aspect of his position and what is expected of him for his daily duties and task. The training included various subjects regarding the management of the website, the Cities mobile app, the website chat service, Watson, the Mayor's Moment Podcast videos, Press Releases, Media Advisories,

flyer creation, the Newsletters, communication with the media and the use of the Cities camera and video camera equipment.

#### **Public Engagement Staff Meeting – December 17<sup>th</sup>**

Ms. Lipford requested a staff meeting and all the Public Engagement staff were required to attend. During this meeting Sharron discussed upcoming events within the City, issues that we are facing, and things that needed to be completed for the month. She also allowed staff to voice concerns on work issues and things we can work on and how we can fix them to be more efficient and effective. This is a monthly meeting that will occur to increase communication and cohesiveness within the department which will ultimately increase productivity.

#### **Black History Month Event – December 19<sup>th</sup>**

Mrs. Shabazz assisted with coordinating and planning City of Seat Pleasant Black History Month Trip for the month of February 2019. She called the Minnesota Floral to order flowers for the Black History Month Trip at the Overdue Recognition Art Gallery. The purpose of purchasing flowers to give out as souvenirs for attendees of the trip, which is the same day as Valentine Day.

#### **Emergency Call a Bus ride – December 20<sup>th</sup>**

Ms. Henry assisted with taking a resident to their doctor's appointment during an emergency time in the Public Engagement Vehicle. She ensured that the resident was picked up, driven safely to the appointment and back to their place of residence. The resident was very grateful for the short notice assistance to ensure that they could make their doctors appointment.

#### **Flyer Distribution – December 20<sup>th</sup>**

Lisa Shabazz sent out a brief email correspondence giving a brief public engagement team update, she recruited Seat Pleasant residents to assist with distributing State of the City Flyers. Lisa has engaged residents in the Eastern Avenue Apartment complex and recruited 4 volunteers to assist with distributing the State of the City flyers. She dropped a pack of 50-100 State of the City flyers to Ms. Shalonne Ray and Yolanda Carter located at Eastern Avenue Apartments and they officially started distributing flyers to each building on (12/27/2018) at 4:30pm. Lisa followed-up with their start time and stop time, also both adults completed their volunteer application online for future events.

#### **Black Art Gallery – December 20<sup>th</sup>**

Lisa followed up to confirmed event date, rental fee invoice, and agenda. She created a Black History Month flyer for a trip to Overdue Recognition Black Art Gallery on 2/14/2019 between 12noon to 4pm. Lisa also contacted two charter bus companies H &M Charter bus 1512 Brooke Rd, capitol Heights, MD, and Coach USA to request for an invoice with pricing quotes. H&M Charter 52 passenger bus quoted a roundtrip price for \$450.00, status pending for invoice. She contacted charter bus company to request for an invoice with price rates to support our Black History Event.

### **Follow Up Emails – December 26<sup>th</sup>**

Lisa Shabazz followed up on emails to establish business relationships (partnerships) with the following: First Home Mortgage, Prince Georges County-Expungement program, Central High School, Seat Pleasant Elementary School, Teach' em Fish non-profit, Juanita Foundation, Spin Global, Prince George's County Workforce Development Board Member, Family Counseling/Medical Center.

### **Renovation Project meeting – December 27<sup>th</sup>**

Lisa Shabazz distributed 25 flyers for upcoming events for the Seat Pleasant community. She attended an Economic Development Department meeting to meet Mr. Carlton -Property Manager of the Renovation project for the City Hall building. Mrs. Shabazz provided a weekly update on promoting the Labor Associates employment opportunity with the Mile Stone Construction company. This Labor project will ensure that Seat Pleasant residents have an opportunity to be employed on this City project and thus far more than 30 applications have been filled out, turned in and collected.

### **Mayor's Moment – Weekly Blog Meetings (Dec. 3<sup>rd</sup>, 10<sup>th</sup>, and 17<sup>th</sup>)**

The Mayor and Public Engagement Personnel meet on a weekly basis to discuss topic ideas for the Mayor's Moment Video Blog. Activities include drafting, reviewing, and editing of blog scripts as well as recording and editing of the video blog.

### **Weekly Meetings with Robert St. Thomas (Dec. 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>, and 28<sup>th</sup>)**

Mohamed Abdelhameid meets with Robert St. Thomas on a weekly basis to discuss several Seat Pleasant Smart City programs. Some of these programs include the Seat Pleasant Hypertension program and the Seat Pleasant Smart City transformation. Another program we've begun discussing involves finding alternate solutions to bringing a grocery store to Seat Pleasant. During these meetings we discuss progress, challenges, next steps to keep moving forward, and we brainstorm new ideas for advancing the Seat Pleasant subscription model.

### **Weekly Meetings with Rita Powell, Marva Jo Camp, and William Jolley (Dec. 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>, and 26<sup>th</sup>)**

Mohamed Abdelhameid meets with Rita Powell, Marva Jo Camp, and William Jolley on a weekly basis to discuss various topics including (but not limited to) SPICE activities/projects, CGS, Business Development activities, and Investment Opportunities.

### **Monthly Meeting with SPICE Board (Dec. 20<sup>th</sup>)**

Mohamed Abdelhameid met with the Chairwoman for the SPICE Board of Directors on December 20<sup>th</sup>. During this meeting Mohamed and Ms. Camp discussed the CGS subscription model, including service offerings, costs, scope, and schedule. The two also discussed strategies for procuring funding from the County for the implementation of 10 Smart Cities. We identified 10 municipalities that would be good targets based on need and based on which county district they fall under.

### **Meeting with Ignite Cities (Dec. 4<sup>th</sup>)**

Ignite Cities is a technology and policy consulting company out of Chicago. Ignite brokers relationships between municipalities and technology companies looking to showcase their solutions. Topics addressed during the December 4<sup>th</sup> meeting included Seat Pleasant's desire to implement a 5G and/or a Free Wi-Fi solution.

**Avatar Scanning Session with Quantum Capture in Toronto Canada (Dec. 5<sup>th</sup>)**

Mohamed Abdelhameid and Mayor Grant traveled to Toronto Canada to meet with Quantum Capture. This company develops 3D virtual avatars powered by artificial intelligence. The avatar will interact with residents and provide answers to questions about the City.

**WSSC Data Analytics Meeting (Dec. 6<sup>th</sup>)**

Mayor Grant, Mohamed Abdelhameid, Director Brown and Mrs. Armfield-Ballentine met with three representatives from the WSSC CIO's office. We discussed Seat Pleasant's Smart City transformation and our long-term goals. We discussed the importance of partnering with WSSC to the benefit of both parties. At the end of the meeting, WSSC agreed to provide Seat Pleasant with key data including location of all fire hydrants, the location of all the water and sewage lines, as well as all previous work orders in Seat Pleasant.

**CGS Sales Presentation with Inkster Michigan (Dec. 6<sup>th</sup> and 18<sup>th</sup>)**

Mohamed Abdelhameid presented to representatives from Inkster Michigan who were interested in Smart City transformation leveraging the CGS. The initial meeting took place on December 6<sup>th</sup>, and a follow up meeting took place on December 18<sup>th</sup>. During the follow up meeting, an additional 5 city representatives attended the meeting, including the Mayor Pro Team. The presentation was also recorded and shared with Inkster for distribution to additional city staff and stakeholders.

**CGS Sales Presentation with Duncanville Texas (Dec. 10<sup>th</sup>)**

Mohamed Abdelhameid presented to representatives from Duncanville Texas who were interested in Smart City transformation leveraging the CGS. The initial meeting took place on December 10<sup>th</sup>, and was attended by the Mayor, City Manager, Police Chief, and several other city staff.

**Hypertension Program Meeting (Dec. 11<sup>th</sup>)**

Sharron Lipford, Mohamed Abdelhameid and Robert St. Thomas met to discuss a hypertension program for the city. We discussed a faith-based program for combating hypertension, as well as material to be added to the December newsletter.

**Meeting with Consumer Technology Association (CTA) (Dec. 13<sup>th</sup>)**

Mohamed Abdelhameid met with representatives Rachel Horn and Walter Alcorn from the CTA. The CTA was interested in learning more about the Seat Pleasant Smart City transformation because it was the first and only example of a small city working in this space. We discussed ways in which we could work together in the future, including participation at the 2019 CES conference in Las Vegas. Although we were not able to attend that event, we began discussing future opportunities to work together.



### **Smart City Curriculum Review and Feedback Meeting with Prince George's Community College (Dec. 13<sup>th</sup>)**

Mohamed Abdelhameid met with representatives from Prince George's Community College to discuss their progress towards completion of a Smart Cities curriculum. We discussed a draft curriculum that would run from Summer 2019 through Summer 2020. We also discussed the city's participation in a Smart Cities roundtable as well as a Smart Cities symposium.

### **CGS Sales Presentation with Oakland Florida (Dec. 13<sup>th</sup>)**

Mohamed Abdelhameid presented to representatives from Oakland Florida who were interested in Smart City transformation leveraging the CGS. Attendees included city council members and the city manager.

### **CGS Sales Presentation with Eatonville Florida (Dec. 13<sup>th</sup>)**

Mohamed Abdelhameid presented to representatives from Eatonville Florida who were interested in Smart City transformation leveraging the CGS. Attendees included the Mayor.

### **Decoration – December 10<sup>th</sup>**

Mrs. Bilbro assisted with assembling the holiday tree that decorated our lobby for the season. This was done to welcome any guest that visited City Hall with a warm holiday spirit.

### **Smart Street Lights Pilot Project – Meeting with AECOM and VERIZON (Dec. 19<sup>th</sup>)**

On December 19<sup>th</sup>, Mohamed Abdelhameid and Marcus Jones met with Michael House and Ida Namur of AECOM, and Jose Escobar and Kevin Curtis of Verizon Smart to discuss public safety use cases for the intelligent video cameras that are being provided.

### **CGS Presentation for the Virginia Municipal League (Dec. 19<sup>th</sup>)**

Mohamed Abdelhameid met with the Executive Director of the VML and her staff to discuss the CGS, the Seat Pleasant transformation, and potential opportunities to present in front of Virginia cities. The VML suggested bringing a delegation of cities to Seat Pleasant in the spring to see a presentation and asked us to showcase the CGS at the VML annual conference in the fall of 2019.

### **Meetings with Priority 5, a Software Development Company (Dec. 19<sup>th</sup> and 28<sup>th</sup>)**

Mohamed Abdelhameid attended a working session with Priority 5, a software development company that developed the Emergency Management portion of the IBM Intelligent Operations Center. We continued to develop a Concept of Operations for the city as well as add analytic capabilities to the software.

### **My Seat Pleasant App Re-Development (Dec. 8<sup>th</sup>, 19<sup>th</sup>, and 28<sup>th</sup>)**

Mohamed Abdelhameid continued meetings with the team of developers responsible for redevelopment of the app. Mohamed Abdelhameid continued to provide project management and oversight. These meetings included discussion of schedules, scope, potential roadblocks, and content development for the App.

### **NCC Processes and Technology Meeting (Dec. 20<sup>th</sup> and 21<sup>st</sup>)**

On December 20<sup>th</sup>, Mohamed Abdelhameid met with NCC Officer Antoine Williams to discuss the code violation citation process and to brainstorm ways to improve it. On December 21<sup>st</sup>,

Mohamed joined Antoine on a ride along while he issued numerous citations. During this ride along, Mohamed documented and timed all the steps involved in issuing a citation. Based on initial analysis, we expect to decrease the time it takes to complete a citation by 30 to 40%.

**Meeting with IBM and Marva Jo Camp (Dec. 27<sup>th</sup>)**

IBM representative Larry White met with Mohamed and Ms. Camp. During this meeting we discussed potential marketing opportunities and marketing support from IBM for CGS sales.



