



# 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: **November 1, 2018**

Reporting Period: **September 1-30, 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:

**Meeting with the American Association of Retired Persons (AARP) Rep-** September 11, 2018 we met with Jim Woods who is an AARP Rep. This meeting was the guarantee that our very own Conference Room B will be an adequate space for the tax season for seniors of Seat Pleasant to get free tax services provided to them from AARP with appointments.

**Meeting with Charles Dyson-** 9/11/2018, A brief meeting with Mr. Dyson, Ms. Lipford and Mr. Pender was held to discuss the engagement and outreach strategy that we as a City should take when solidifying entertainment for Seat Pleasant Day 2019. Mr. Dyson informed Ms. Lipford and Mr. Pender that finding a solid headliner would be more cost effective for the City instead of solidifying and solely relying on local and C list performers. The 2018 Seat Pleasant Day festival attracted a minimum of 1,200 attendees. Mr. Dyson recommended that if we wanted to lock in a popular headliner for Seat Pleasant Day 2019, we may want to keep a mindful eye on which artists are popular in the music industry and be ready to pick and solidify a popular artist in the month of January. We want to have an artist that is relevant to the audience. With the popularity of the headliner, the audience will be more inclined to be in attendance and spread the word of the event to others. Therefore, with a top of the line B list celebrity, we can increase our attendance of Seat Pleasant Day.

- Meeting today regarding all things Events in the City. This meeting referenced the upcoming events that will take place for the remaining calendar year in the City. It is calculated that there are 48 planned and proposed events that the City of Seat Pleasant will host and partner with for 2018. This is a 60% increase from the Calendar of events from 2016. These events are due to the various events that Public Engagement is involved in with the other City departments, as well as official City partners. Since 2016 Public Engagement has been staffed with 1 Marketing and Communications Specialist, 1 Public Engagement Outreach Specialist and 1 Event and Programs Coordinator.

Therefore there was a 42% staff increase to accommodate the added department responsibilities.

- Make sure Mr. Pender is prepared for Friday Meeting on Veterans Day Partnership. Mr. Pender has had multiple meetings with Fairmount Heights Councilmember, Stella Hargrove for Veterans Day. The Veterans Day Brunch will be held on November 17, 2018 at the Seat Pleasant Activity Center from 11am-1pm. This brunch will have up to 6 exhibitors, multiple sponsors that will be providing give-a-ways to all the attendees which is at no expense to either City's. The event has a full program with guest pastors, guest speakers, liturgical dancers, musical entertainment, AFJROTC representatives from Central High School, an engaging survey and an interactive trivia game for the attendees. The theme of the Veterans Day Brunch is "Honoring The Past, That Won Our Future." We would like to invite all of our Veterans, their families, and the community to a brunch to honor the service and sacrifices of our Veterans in the fight for our constitutional freedoms. Last year, the Veterans Day Brunch was held on Veterans Day and brought out 55 attendees. This year is a collaborative effort of the sister City's which increases the outreach efforts. Therefore the expected number of attendees is anticipated to be at 100 guests this year on November 17<sup>th</sup>.

9/13/18

Central High School Walk through consisted of one member of key departments attended a walk-through meeting at Central High School to get visual updates about the Mayor's State of the City Address in 2019. This update included the attendance of technical contractors that will play a huge roll in making the Mayor's technical vision for the State of the City come to life. The upcoming State of the City will not follow the traditional state of the City addresses in the past. This Address will have a "Steve Jobs, TedX style" ambiance. More details are to come soon.

9/22/18

Mistaken Identity Board Meeting

This board meeting is a follow up meeting for the goals, events, and initiatives of the non-profits efforts to stay align with the mission and vision of the organization. This meeting was hosted by Seat Pleasant as a community partner. The meeting was very extensive as the board members went over the various roles each person would hold and the impact that the responsibilities each role would have for the organization and the partners. The goal of the meeting was to find more impactful strategies in conjunction with all community partners and bring awareness to the individuals in need of encouragement to further their careers and better their lives.

9/27/18

With your help and the assistance of Ms. Lipford, we were able to document many of the problems at the home of Ms. Wilhelmina Evans. Ms. Evans allowed our team to complete a detail assessment. With this assessment and others that were completed, we have developed the framework for a program designed around consolidating and deploying public and private sector resources to address the challenges. The goal is to maximize the benefits received by the homeowner.

Your administration has already played a key role in getting us started and will be key to a successful implementation.

To launch this initiative Fannie Mae and HomeFree-USA will host a luncheon on September 27, for you and other select Prince George's County Mayors, the Secretary of the Maryland Department of Housing and Community Development, and representatives from Industrial Bank, and the Federal Home Loan Bank of Atlanta.

The luncheon will provide an opportunity for the proposed partners to meet and discuss their contributions to the initiative.

### **Pre-Thanksgiving Dinner Meeting, September 25, 2018**

JoVone Pender had a meeting with Ms. Julia Woodhouse point of contact person put in charge of the Mount Victory Baptist Church community dinner. The City of Seat Pleasant will be donating \$250 to buy supplies and items needed to make the dinner a success. The city will not be purchasing any food for the dinner.

- This meeting was held to determine the date of the community Pre-Thanksgiving Dinner, location, estimated number of attendees, and supplies needed to aid to the vision of this event.
  - Location: Seat Pleasant Volunteer Fire Department
  - Date: November 15<sup>th</sup>, 2018
  - Time: 1:00 pm – 4:00 pm

September 26<sup>th</sup>

- Veteran Day
  - The City of Seat Pleasant: A Smart City of Excellence is partnering with the Historic Town of Fairmount Heights. The meeting was held with Councilwoman Hargrove of Fairmount Heights, Sharron Lipford, and I. We reviewed the previous year's events of both city's events held to honor veterans to compromise the format of this event. Together we decided to hold a Veterans Day Brunch. Serving both communities allows the combined constituents at the brunch to see unity between the neighboring cities.
    - Last years event costed the city \$2,000
    - Collaborative effort lowers the cities overall budget for this event by \$1,000.
    - Fairmount Heights contribution is \$1,000. Seat Pleasant contribution is \$1,000.
    - Location: Seat Pleasant Activity Center (Room 1&2)
    - Date: November 17, 2018
    - Time: 11:00am – 1:00 pm

- Thanksgiving Dinner
  - Shining Star Freewill Baptist Church is planning to have their annual Thanksgivings Dinner. Ms. Flowers, Bishops Flowers, and a member from the planning committee came to city hall to give Mr. Pender a breakdown of what supplies were needed to aid them with this year's dinner.
    - SSFBC came with an exact list of how they wanted a \$250 donation from the City. They also had a breakdown for how the money was to be used. The money would assist the purchase of the tools and food being served at the event. We also determined the order of which the different city departments would come and help serve dinner. The order below has yet to be confirmed. The proposed
      - 11am – 12pm – Mayor and administration
      - 12pm – 1pm – Public Works
      - 1pm – 2pm – SPPD & Volunteer Fire Department
      - 2pm – 3pm – Economic Development
      - 3pm – 4pm – Public Engagement Department
    - Location: Shining Star Free Will Baptist Church 5737 Martin Luther King Jr. Hwy, Seat Pleasant, MD 20743
    - Date: November 20<sup>th</sup>, 2018
    - Time 11:00am – 4:00pm

**Mayor's Moment – Weekly Blog Meetings (Sept. 3<sup>rd</sup>, 10<sup>th</sup>, 17<sup>th</sup>, and 24<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.

**Congressional Black Caucus – Smart Cities Panel (Sept. 14<sup>th</sup>)**

The US Congressional Smart Cities, which is chaired by Rep. Yvette D. Clarke, hosted a panel entitled "Smart Cities and You Part II: A Movement for Inclusion to Seize 21st Century Opportunities" during CBCF's 48th Annual Legislative Conference. During the panel, industry experts and elected officials discussed opportunities in the Smart Cities space including Former FCC Commissioner Mignon Clyburn, the African American Mayors Association, and Mayor Eugene Grant. In preparation for this panel, the Public Engagement Team collaborated with the Mayor to draft responses to potential panel questions on two occasions (Sept. 6<sup>th</sup> and 13<sup>th</sup>).

**Meetings with Priority 5, a Software Development Company (Sept. 4<sup>th</sup>, 13<sup>th</sup>, 18<sup>th</sup>, and 25<sup>th</sup>)**

Mohamed Abdelhameid hosted several working sessions with Priority 5, a software development company that developed the Emergency Management portion of the IBM Intelligent Operations Center. The purpose of these working sessions was to gauge the feasibility of using the Priority 5 software instead of the IBM IOC. In order to move forward with this transition, Mohamed Abdelhameid discussed the City's requirements for additional development and enhancement to the Priority 5 software. During these working sessions, Mohamed Abdelhameid met with Priority 5's VP of Sales and Marketing, their Chief Technology Officer and their Chief Operating Officer. These meetings resulted in the delivery of a proposal to Seat Pleasant that included scope, timeline and cost for development of added features and

capabilities. On September 25<sup>th</sup>, Mohamed Abdelhameid met with Mayor Grant to review the proposal for an IOC replacement submitted by Priority 5.

#### **Meetings with Venture Smarter (Sept. 9<sup>th</sup>, 13<sup>th</sup>, and 26<sup>th</sup>)**

Venture Smarter is a non-profit organization that specializes in connected vendors, cities and communities together so that they can take a regional approach to Smart City transformation and development. During these meetings Mohamed Abdelhameid discussed several topics with Venture Smarter Founder Zack Huhn. These included networking opportunities, collaboration opportunities such as Smart City Standards development, and potential media partners. As a result of these meetings, Mayor Eugene Grant was invited to participate in a Smart Cities Panel in Columbus Ohio and the staff was invited to attend an Opportunity Zone conference in D.C. that included federal and state agencies as well as several senators.

#### **The Annual Regional Business Forum with Gov. Larry Hogan, Gov. Northam, and Mayor Bowser (Sept. 6<sup>th</sup>)**

Mohamed Abdelhameid attended the Annual Regional Business Forum, which was hosted by the Washington Board of Trade, the Prince George's Chamber of Commerce, and the Northern VA Chamber of Commerce and was held in Tysons Corner VA. At this forum, Governors Hogan and Northam and Mayor Bowser participated in a Q & A panel and answered questions about the economic outlook for the region. One of the questions was about the importance of Smart Cities. Governor Hogan's response to that question cited Seat Pleasant as a great example of how a small city can be smart too.

#### **Weekly Meetings with Robert St. Thomas (Sept. 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, the Seat Pleasant Smart City transformation. 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.

#### **China Keynote Preparation with the Mayor (Sept. 3<sup>rd</sup>)**

Mohamed Abdelhameid met with the Mayor prior to 9/3 to discuss potential topics for his keynote address in China. Once a topic was selected, we worked to develop the presentation that would be used during his keynote address. At this particular meeting, we thoroughly reviewed and finalized the presentation slides.

#### **Chesapeake Bay Trust Grant Opportunity Meeting with Ida Namur of AECOM (Sept. 10<sup>th</sup>)**

Mohamed Abdelhameid met with Ida Namur of AECOM to discuss potential grant opportunities for the City. We explored two Chesapeake Bay Trust Grant programs and began developing a draft application. Unfortunately, upon later review and discussion with the Program coordinator, we were alerted that our proposed project would not meet the grant programs criteria for this year, but we were encouraged to apply for next year's grant.

#### **Smart Street Lights Pilot Project – Meeting with AECOM & VERIZON (Sept. 11<sup>th</sup>)**

Mayor Eugene Grant and Mohamed Abdelhameid met with Michael House and Ida Namur of AECOM and Jose Escobar of Verizon Smart Communities to discuss the starting a Smart Street Light pilot program in Seat Pleasant. At this meeting, Verizon and AECOM agreed to outfit 10 light poles in the city with Smart IoT technologies at no cost to the City. We then discussed next steps in order to advance this

pilot program. These included the need to meet with Pepco and ask for permission to use the light poles.

#### **Seat Pleasant and ICT4SIDS Meeting with Harrisburg University Professors (Sept. 13<sup>th</sup>, 27<sup>th</sup>)**

Mohamed Abdelhameid met with Dr. Amjad, a professor at Harrisburg University, a few of his graduate students, and Robert St. Thomas to discuss collaboration opportunities. Dr. Amjad and his staff have developed a program called ICT4SIDS (<https://www.ICT4SIDS.com>) that creates low cost technology hubs for small island states and developing nations. These hubs cover topic areas such as telemedicine, smart agriculture, smart cities, emergency management, business intelligence, and entrepreneurship to name a few. During this meeting with discussed how we could possibly collaborate to advance both our programs. We also discussed the possibility of using Seat Pleasant as a living lab and allowing Dr. Amjad and his staff to implement new ideas and technologies here.

#### **City of Baltimore, IBM and Seat Pleasant – Meeting to Discuss Smart Cities (Sept. 17<sup>th</sup>)**

Mohamed Abdelhameid presented about Seat Pleasant's smart city transformation to multiple representatives from the City of Baltimore, including the City Manager. Initially, the City of Baltimore had reached out to IBM and asked them to implement what they implemented in Seat Pleasant. At that point, IBM asked us to join their meeting and talk to the City of Baltimore about our transformation. At this meeting, Mohamed Abdelhameid demonstrated several IOC use cases, and discussed other Smart City projects with the City of Baltimore. The City of Baltimore indicated that they want to quickly move forward on Smart Cities but will wait until the beginning of the new year to start. We believe that this meeting will set the stage for a more collaborative relationship between Seat Pleasant and Baltimore in which Baltimore will rely on Seat Pleasant for our expertise in the Smart Cities space.

#### **Prince George's County Community College (PGCCC)– Smart City Curriculum (Sept. 17<sup>th</sup>)**

Mohamed Abdelhameid met with representatives from PGCCC on September 17<sup>th</sup> to discuss in detail, the requirements for the Smart City Curriculum that is currently under development. We discussed educational areas/topics that should be part of the program. We also broke down the curriculum into major categories such as Hardware/Sensor development, Networking, Software Development, and Data visualization/analytics and discussed requirements for each category. In addition, we discussed starting a practical job training program focused on entrepreneurship as well as web and app development using tools that simplify the task. These tools make it easy for those without programming or technical experience to build well-functioning websites and mobile apps. This program would ideally give participants the skills needed to start working or start their own IT focused businesses in a short period of time.

#### **National Public Radio, Kojo Nmadi Show (Sept. 17<sup>th</sup>)**

On September 17<sup>th</sup>, the Kojo Nmadi show had participants discussing aging in place for senior citizens and ways to make it safe, comfortable and feasible. Mohamed Abdelhameid called into the show and discussed some of the Seat Pleasant's Smart City projects that aim to address the aging in place challenge.

#### **Commercial Real Estate Women (CREW) Economic Outlook Forum (Sept. 18<sup>th</sup>, 19<sup>th</sup>, and 20<sup>th</sup>)**

CREW invited Mayor Eugene Grant to attend their Economic Outlook Forum in Gaithersburg on 9/20. The Mayor joined Mayors from College Park, Laurel, and Gaithersburg to discuss the economic outlook for their respective cities. In lead up to this event, Mohamed Abdelhameid met with the Mayor and William Jolley on several occasions to discuss and develop a presentation for this event.

**Demonstration from PromptGov, Civic Assistance (Sept. 26<sup>th</sup>)**

Mohamed Abdelhameid met with representatives from a company called PromptGov. PromptGov builds mobile and web applications for Governments. PromptGov demonstrated their mobile application platform as well as several innovative features, including the use of Artificial Intelligence to automatically identify the type of request submitted. Although the City did not move forward with PromptGov, we left the door open for future discussions around the use of A.I.