



City of Seat Pleasant

"A Smart City of Excellence"
Department of Public Engagement

"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: May 30, 2019 Reporting Period: April 1-30, 2019

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

Smart Cities Connect Conference (April 1st – 3rd)

Mohamed Abdelhameid accompanied Mayor Eugene W. Grant and Christian Smith to the Smart Cities Connect Conference in Denver, Colorado. While at the conference, Mohamed met with organizers of the event, U.S. Ignite, who is also responsible for managing the National Science Foundation's Smarted Gigabit Communities Program. This is a grant program that gives money to organizations across the U.S. to implement Smart City technologies.

Smart Cities Roundtable with Prince George's Community College (April. 4th)

Mohamed Abdelhameid and B'Asia Settles attended a roundtable discussion hosted by Prince George's Community College. The objective of this roundtable was to provide feedback on the College's Smart City Curriculum.

Washington Gas - Smart Cities Partnership Meeting (April 5th)

Mohamed Abdelhameid, Sharron Lipford, Dominique Brown, Monay Henry, and Sherry Armfield-Ballentine met with Jerry Sanford of Washington Gas to discuss potential partnering opportunities and data sharing opportunities.

Meeting with County Council Member Mel Franklin (April 8th)

Mohamed Abdelhameid, Mayor Eugene W. Grant, Jazmin Shorts, Christian Smith, and Marva Jo Camp met with Councilmember Mel Franklin to discuss Smart Cities and requested funding for a SPICE led pilot program that would transform cities across Prince George's County into Smart Cities.

Meeting with Andy Krainak at VaynerMedia, NY (April 11th)

Mohamed Abdelhameid, Mayor Eugene W. Grant and Christian Smith met with Andy Krainak, Personal Brand Director for Gary Vaynerchuk or Vayner Media at their headquarters in Hudson Yards N.Y.C. The purpose of the meeting was to learn and understand various social media marketing strategies for brand building.

Info-Poverty World Conference at the United Nations H.Q. (April 11th)

Mohamed Abdelhameid accompanied Mayor Eugene W. Grant the World Info-Poverty Conference at the United Nations H.Q. in N.Y.C. The Mayor presented at this conference, and Mohamed assisted the Mayor in preparing his presentation and managing technical requirements.

Meeting with I.B.M. (April 9th)

Mohamed Abdelhameid met with representatives Larry White and Ross Martin of I.B.M. to prepare for the SPICE Luncheon scheduled to take place on April 15th. We discussed their presentations and the content of those presentations.

SPICE Luncheon for County Council Members (April 15th)

Mohamed Abdelhameid joined the SPICE Board at a luncheon put on for the County Council and city leaders and staff from across the County. Mohamed Abdelhameid served on a panel that discussed the meaning of Smart Cities, plus the potential for it to drastically improve the quality of life for citizens and the potential benefits for the County.

W.S.S.C. - Smart Cities Partnership Meeting (April 16th)

Mohamed Abdelhameid, Sharron Lipford, Monay Henry, Jazmin Shorts, and Mayor Eugene W. Grant met with Carla Reid of W.S.S.C. to discuss potential partnering opportunities and data sharing opportunities.

Pepco - Smart Cities Partnership Meeting (April 18th)

Mohamed Abdelhameid went to P.E.P.C.O. Headquarters in Washington DC where he met with Donna Cooper (President), and Bryan Clark (Director, Strategic Initiatives) to further discuss partnering opportunities and Smart Cities. In particular, Mohamed Abdelhameid shared his data requests in detail, and the two parties discussed potential partnering opportunities for the Seat Pleasant Drone Program.

Meetings with StarLight (April 19th)

Mohamed Abdelhameid met with representatives from Starlight to discuss new features and capabilities for the starlight platform. These meetings and additions were requested by Chief Martin and are an attempt to improve the city's data-driven policing programs.

Meeting with Brllnt (April 22nd)

Mohamed Abdelhameid, the rest of the Public Engagement team, and the Mayor's Office met with Brllnt for the Marketing Kickoff Meeting. We discussed the initiatives we are currently undertaking and planning to make. We also discussed branding guidelines and requirements for the city

Meeting with Youngstown Ohio (April 28th – 29th)

Mohamed Abdelhameid, Marva Jo Camp and Jerome Weems of SPICE traveled to Youngstown Ohio to discuss Smart City subscriptions. The team gave a presentation in front of the entire Youngstown Council that was organized and set up by Councilmember Shireka McCarthy.

Flyer Distribution

Packets were created with contents containing, resources for residents as well as flyers for upcoming events throughout the community. The packages were given to businesses like Planet Fitness, Nail Pizazz, and Pleasant Home Apartments, to name a few.

- Seat Pleasant Day Flyers 2,800-**Flyers was distributed** throughout the community (i.e.- Addison Plaza, M.L.K. Business Plaza, Pleasant Home Apts., Seat Pleasant Activity)
- Ward 5 Council Meeting Flyers-**100 flyers were distributed**
- Traffic Advisory Flyers-**100 Flyers were distributed**
- Mayor's Tea Party-**300 flyers were distributed**

Seat Pleasant Day

The Public Engagement Department worked tirelessly in conjunction with other departments to plan Seat Pleasant Day 2019. Vendors, Exhibitors, and Sponsorships were all obtained in order put on the event. There was a total of 20 Exhibitors, 13 Food Vendors, and 10 Sales Vendors and 5 Flea Market (resident) vendors. Our contractor Charles Dyson worked and obtained multiple bands and performers for the two stages that were present at the event. The parade and festival brought out a minimum of 3,000 attendees to the event.

Possible Partnership Meetings

The Public Engagement Department had the pleasure of meeting with a substance abuse non-profit organization, **T.E.A.M.**, to discuss a potential partnership to assist with engaging the community and getting the youth involved with activities that the city holds. This non-profit also provides services such as mental assistance and providing resources for families that may be dealing with issues that stem from substance abuse. This non-profit has members of their staff that are from Seat Pleasant and are investing in helping Seat Pleasant better. This non-profit has a team of staff members that will go out and strategically collect survey information that will assist with making informed decisions about their engagement strategy.