



City of Seat Pleasant

“A SMART CITY OF EXCELLENCE” Office 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: **October 1, 2018**

Reporting Period: **August 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:

Community Day for Youth (City Partnered Event with The Generals Future Charity Inc.) August 4, 2018

There was an anticipated 500 attendees throughout the course of the day to attend the event. This was a joint effort of the partnered non-profit organization, The Generals Future Charity Inc., the City of Seat Pleasant and various other partners. This event was envisioned to provide a positive and uplifting experience for a family fun filled Back-To-School experience for the Seat Pleasant and Capitol Heights community. The City provided venue space at Goodwin Park, staff resources such as Public Works, Police Department, park electricity and bathroom accommodations, marketing, financial donations and volunteer contributions. The Public Engagement Department also displayed an exhibitors table as well that informed residents of various Citywide efforts such as information about the CGS (Center For Government Synergism), Pet Waste Information, the My Seat Pleasant App the Smart Buy Program and information that may have been in the Monthly Newsletter. Over a 5-hour time frame, the City’s Exhibitors table attracted an approximate 70 people that also included children that were able to play with the “Cornhole” game provided by the City. Out of the 70 people, 5 residents were able to download the MySeatPleasant App. Towards the end of the event, the City of Seat Pleasant also received an award for extended efforts of community partnership with The Generals Future Charity Inc.

24th Annual Hoops 4 Peace August 4, 2018 - This Anti-Violence Youth Summit and 3 on 3 Basketball Tournament was created for all youth, boys and girls between the ages of 8 -18 hosted at the Seat Pleasant Activity Center. During this event there were dynamic keynote and guest speakers with empowerment workshops like HIV, AID, and Hepatitis C, Conflict Resolution, Mental Health, Financial Empowerment, and many more. The Public Engagement department was there displaying the 6ft Giant iPhone engaging with attendees from the Seat Pleasant and surrounding communities as well as educated and engaged attendees that were interested in the Aviation Simulator. The Giant iPhone displayed the MySeatPleasant App which encouraged and educated attendees about the digital, efficient and convenient services that the City provides. This served as an opportunity for individuals to download the mobile app as well. The Aviation Simulator attracted more than 30 attendees, children and adults who were interested in aviation and drone training. The

exposure for the aviation and drone fields are key for participation in the long-awaited Aviation and Drone Training Program that is currently in development by the Public Engagement Department.

National Night Out Against Crime - This event was held at Goodwin Park and gave the residents and opportunity to meet & greet the Seat Pleasant Police Department, learn safety and crime prevention tips, view the newest police vehicles and other state of the art public safety technologies like the newest Drone. Attendees were able to view demonstrations by the newest Police Dog in the K-9 Unit. There were vendors and exhibitors present that offered free food such as hamburgers, hotdogs, cotton candy, popcorn, chicken, a mobile farmers market food truck, fire department staff and vehicles, CPAC, City Council as well as the Public Engagement Department. Public Engagement displayed an exhibitors table that displayed Citywide information, interactive games and even gave away Seat Pleasant branded gifts. The department and volunteers, simultaneously took pictures and videos for the event that were taken to display in the upcoming newsletter as well as the City's social media platforms. With the collaborative outreach efforts of the Police Department, Public Engagement, CPAC and others, this year's NNO event brought out more than 100 attendees, which reaches the goal of the events projections.

Mini Youth Summer Camp – This event was held on August 13-15, 2018 at Seat Pleasant Elementary School, coordinated by Community Liaison Officer, Melvin Brown from the Seat Pleasant Police Department and collaborative efforts of the Maryland- National Capitol Parks and Planning Commission summer camp. Boys and Girls from the Seat Pleasant community attended this event and were able to play flag football and learn the basics as well as Jr. NBA activities. The Public Engagement Department took the time out to visit the camp to take some photos as well as engage with the children and the hosts. This camp engaged over 25 children that had an opportunity to exercise by playing basketball, football, cheerleading and various other activities that stimulated their bodies and minds.

Bible Museum Tour – On August 14, 2018, the City hosted a bible museum tour for the senior residents of Seat Pleasant in Washington D.C. The “Museum of the Bible” is a museum in Washington D.C. which documents the narrative, history and impact of the Bible. This museum tour allowed attendees to explore the world in which Jesus lived. They entered a replica first century Jewish Village and talked with people in that time period, as they went about their daily life. The museum opened on November 17, 2017. With 1,150 items from the museum's permanent collection and 2,000 items on loan from other institutions and collections, the museum claims to have amassed one of the largest assemblies of biblical artifacts and texts in the world through collaborations with private donors, institutions, and other museums. There were 60 residents that the Mayor and Public Engagement invited to the museum. There were 42 residents that showed up, which is 70% of the residents that were invited. There were 10 city staff members that served as chaperones to ensure senior residents stayed safe and informed during their experience. Ms. Hill booked travel arrangements with K & V limo services which was a suitable charter bus company and arranged to have a catered lunch with Manna Café for everyone that attended. The Bible Museum Tour was coordinated by Tameika Hill, Customer Service Support Specialist. Ms. Coley took photos and videos while Ms. Henry assisted Ms. Hill with coordination and organization of the day of events. The event was a success by admission of multiple seniors. Out of the 42 seniors that attended the museum tour, 31% of them gave positive feedback from their experience. Residents expressed their positive feedback by calling City Hall, sending postcards and by stopping back into City Hall personally.

NeighborWorks Training – On August 20, 2018 through August 24, 2018, Director Lipford took training in Louisville Kentucky. During her time in Louisville, KY she attended two courses, **The Role of Women in Transforming Communities**, and **Reaching Your Community and Getting the Media on Your Side**. **The Role of Women in Transforming Communities** course per NeighborWorks was to “explore and celebrate women’s contributions to the field, identify the special contributions they can make to organizational culture, and define strategies to support their continued engagement and advancement to leadership roles.” The **Reaching Your Community and Getting the Media on Your Side** training was held over the course of two days, rather than one. During this course Director Lipford identified the best methods, outlets, and platforms to reach audiences as well as the strategies and skills for successful media outreach and relationship building. During the training she used collaborative solutions, creative exercises, practical examples to develop impactful, sensible outreach plans tailed for her goals and resources. And through further discovery, out of 48 of the platforms and methods that were suggested for municipalities and organizations to apply to their engagement strategies, Seat Pleasant is currently performing 58% of them. It was mentioned to Ms. Lipford, because Seat Pleasant was performing above average compared to most organizations and municipalities, she (Ms. Lipford) should seriously consider co-teaching the course for the next Conference.

SkillPath Training- On *August 20, 2018 – August 21, 2018*, Ms. Hill and Ms. Henry both attended a **Business Writing & Grammar Training** to sharpen their skills and learn new tactics while writing. On Day 1 of their training they talked about transforming a blank page into a bold message, understanding the ground rules, perfecting grammar and usage skills, avoiding embarrassing mistakes, and spelling every work correctly every time. On Day 2 of the training they discussed grabbing the reader’s attention with powerful openings and closing, persuading, influencing and convincing for results, projecting credibility and professionalism, expanding your professional skills, and editing and proofreading like the pros. Both Ms. Hill and Ms. Henry have said that with continued practice throughout their daily tasks with the new skills they’ve learned, they are confident that they will have the ability to enhance their personal and professional portfolio making them more of an asset to the department and the City.

S. Mendoza Contract Meeting – On August 28, 2018 Director Lipford had a phone interview with Jason DeLoach, the Cities lawyer in regard to a draft contract for Ms. S. Mendoza. Ms. Mendoza has been assisting the City with the startup of the Aviation and Drone Training Program that is in development. The meeting was to ask necessary questions to start the contract process to bring Ms. Mendoza on board and fully assist Seat Pleasant with our newest program. Ms. Mendoza has experience working with the FAA and has a pilot’s license giving her insight about whom to approach regarding the development of a solid program for the City.

Event and Program Coordinator – JoVone Pender was a volunteer that showed interest in bringing value to the City of Seat Pleasant. Over more than 6 opportunities to volunteer, Mr. Pender, was brought on as a contractor to assist with all things that were related to events and programming for Seat Pleasant. During his contract he will be coordinating and planning events that are upcoming for the city, which include the annual Veterans Day Brunch, the State of the City, and starting planning for Seat Pleasant Day 2019. He has skills of value such as graphic design, organization, and prioritization, communication, photography among other valued skills that have proven to be beneficial to the department and City thus far.

Playground Visit – Director Lipford met with Charles Tresky to get a No-Cost Playground and Site Visit for the playground located in Goodwin Park. During this visit Director Lipford and Mr. Tresky discussed the playground and how we can improve the playground with adding on to what we already have and making the grounds safer and aesthetically pleasing and accessible for all to enjoy. This meeting also included discussions of upgrading the bridges, picnic tables and tennis courts.

Resident Engagement – Throughout the entire month of August Ms. Hill took time out of the day to check on residents, over the phone and in person, to see if they needed any energy and financial saving upgrades to their home. This effort was an extra effort of the Public Engagement Department to ensure that every resident is doing their part to be educated on the benefits of keeping Seat Pleasant a clean environment and to keep away unwanted rodents from the city such as racoons. Ms. Hill receives an average of 16% of her calls throughout the work week regarding racoons and other rodents or unwanted animals invading a home or area of the City. She then communicated this information with the Department of Public Works for any request that she did receive from the residents to ensure they are taking the proper steps to assist the County with eradicating the rodents.

Personnel Board – Ms. Hill reached out to 3 residents per the request of the Honorable Mayor Eugene W. Grant, to put together an emergency Personnel Board for an issue concerning a member of the City staff. The residents that were requested to serve on this board were personally chosen because of their outstanding character, availability and willingness to give an unbiased opinion about the undisclosed issue. Though this is not a normal circumstance of gathered residents, the consistent and genuine relationship and engagement that the City staff and elected officials have with the community was key when considering which residents were chosen to be of assistance for this occasion.

Letter to Residents – Due to a tragic death of a well-known and talented athlete groomed to be on his way to the NBA from Seat Pleasant, which took the community by surprise, Ms. Coley created a “Letter to Residents”. This letter was publicized to the community expressing condolences from the City regarding the death of the beloved resident.

Cybersecurity Training – While with the City, Ms. Coley attended a Cybersecurity training. During this training she learned when to report an incident and how to identify a security breach. This is a normal procedure when it comes to social media platforms when an incident should be reported to the residents of the city and how to keep them informed to the best of our abilities.

Mayor’s Moments – During the month of August, Mayor’s Moments was created, which is a Podcast video platform that the City started using. During this time Ms. Coley, Mr. Abdelhamid and Mayor Grant met weekly to discuss what will be talked about during the blog recordings as well as recording them and editing them to be posted on all social media platforms weekly. During these moments Mayor Grant talks about how we can provide tips on how to become a Smart City and how the Smart City relates to residents. Each week a new blog post is posted on all of the Mayors social media accounts as well as the City’s social media accounts, every Monday morning at 9:00am. The potential of increased engagement because of this additional outreach method is projected to increase by 27% for the first month. With consistency and continued outreach, the numbers are sure to raise even higher.

Southwest Airlines Headquarters – Director Lipford and Ms. Coley visited the Southwest Airlines Headquarters and met directly with their Dallas Social Media Specialist team. During this one day turn around trip Director Lipford and Ms. Coley learned the importance of social media posting and engagement, and how they can increase the City’s Social Media platform and presence for future endeavors. An increase in social

media can market the City in a broader sense because, more than 40% of millennials receive their news via social media but 67% of American adults receive their news on social media. This percentage has increased by 5% since 2016. With Seat Pleasant having a large social media presence on various platforms, post consistently and have relatable posts that match our target market, we will see an increase in our efforts of engagement all around.

Summer Youth Employment – The Summer Youth Employment participants are students between the ages of 15 to 19 that would like to work within City Hall in the Summer of 2018. This will give students the opportunity to obtain work skills, acquire a responsible work attitude and learn good work habits. It is a chance for you to earn money while you learn about work. Summer Youth Employment participants began to help out around the office with daily tasks. Examples of these tasks included covering the front desk for Ms. Hill, assisting the Public Works Department with cutting grass and assisting with putting up signs around the city, assisting with filing and the biggest task that they had was to create Movie Night along with other clerical work from various other departments. They created flyers for the events, as well as engaged and promoted it around the city. They also taught seniors around the City how to download and navigate the MySeatPleasant App.

Veterans Day Planning - Veterans Day is vastly approaching and the Events and Programs Coordinator contractor has been diligently working and planning for the Veterans Day Brunch in partnership with the Town of Fairmount Heights. He has created a timeline, outline and budget and working on action points such as, a theme which will be “Honoring the Past that Won Our Future”, locking in the venue which is at the Seat Pleasant Activity Center, and the date November 17, 2018 from 11:00am to 1:00pm. Early planning has given us a great head start for planning and promoting for a better outcome. With a collective effort from the Town of Fairmount Heights, we have a projection of 100 attendees coming to the Veterans Day Brunch this year. This is 25% increase for total attendees we are projecting from last year. With an evolving marketing and promotions plan, we anticipate on reaching our intended goal of attendees.

State of the City 2019 Planning - As State of the City increasingly grows in attendance each and every year, we are already planning for the State of the City Address for 2019. The Events and Programs Coordinator contractor has met with Mayor Grant extensively to truly capture his vision and what he would like to see for this upcoming event. The venue for the 2019 State of the City will be at Central High School in their Auditorium which seats 782 people. Additionally, there have been meetings with various personnel put in place to assist in completing this task and making sure that State of the City will be a great event. With 782 seats being filled at this new venue, we would have an increase of attendance by 67% from last year’s total number of attendees of 530 (give or take).

Analyze department improvements that are needed and/or achieved based on the Smart City model.

The improvements that need to be made and/or achieved from the Public Engagement department are the better, faster and more personalized services provided by the staff. The department has a need to partner with related businesses and organizations that can assist with increased promotions and Smart initiatives such as the **Smart Homes project**, showcasing the City exhibit booths at the **Maryland Municipal League Conference**, the **National League of Cities Conference**, the **My Seat Pleasant App** as well as the **Intelligent Operations Center Subscription Model**. This summer we had an influx of Summer Youth Employment participants. Two of the children have shown interest to rejoin the Seat Pleasant through efforts of part time employment and through receiving community service hours. Two out of five participants wanting to come back to work in some capacity for the City shows that efforts during the 8 weeks of the Summer Youth Program is impacting the participants in a key way. All these initiatives to increase promotions also include increased **Engagement and Education** to ultimately **Empower** city residents.

Indicate problems identified, barriers encountered, and solutions reached.

Various problems that create a barrier to the goal established by the department are the timely manner in which assignments are completed. The timeliness of certain assignments do not necessarily meet the expectations of the Mayor and departments expectations. It is not to say that the staff are unqualified, but the quantity of assignments themselves have grown. In order to effectively meet and complete assignments with above and beyond expectations, adjustments to the priorities and organization of the order of assignments need to be adjusted. Working as a team to divide up responsibilities is key as well as constant communication. In addition to working as a team, the increased members of the department need to be increased. An Events and Programs Coordinator and a Public Engagement Outreach Specialist should be added to assist with the increased events, future programs and increased call for data needed to maintain the Smart City goal.

Attachments: Photos, Newsletter articles, City of Seat Pleasant Green Team, etc.



