

MEMORANDUM

Date: December 20, 2021
To: Mayor Pugh and Board of Trustees
From: Thomas C. Morzello, Assistant to the Village Manager
RE: Quarterly Report – Manager's Office

For the second quarter period of FY 2021-22, the Manager's Office has been continuing to grow its online repository of records and forms, as well as the Village's social media presence.

As of November 30, the following were received during the second quarter via SeamlessDocs:

- 2021 Park Pass Renewal Form: 3 submissions
- Bill Email Form: 31 submissions
- Block Party Request Form: 1 submission
- Board/Committee Application Form: 20 submissions (YTD)
- Budget Transfer Form: 6 submissions
- Change of Address Form: 15 submissions
- Community Event Form: 33 submissions
- Dog License Renewal Form: 24 submissions
- DPW Metal Pickup Form: 146 submissions
- Employment Application: 15 submissions
- Fall 2021 Recreation Registration Form: 132 submissions
- Freedom of Information Law: 32 submissions
- New Owner Information Form: 10 submissions
- Park Use Vendor Form: 5 submissions
- Recycling Bin Request Form: 45 submissions
- Seasonal Parking Permits: 34 submissions (YTD)
- Special Needs Database Registration Form: 1 submission
- Tenant Information Form: 2 submissions
- Weekend Parking Permits: 37 submissions
- Winter 2021 Recreation Registration Form: 89 submissions (YTD)

All total, the Village received a total of 680 online submissions via SeamlessDocs in the second quarter of 2021-2022. Seamless Docs was, and continues to be, a common way for residents to quickly and easily complete a variety of tasks with the Village. Pushing the availability of these forms on social media has played a big part in increasing their usage.

During this fiscal quarter, there were several additions to the Seamless Docs forms, including a Board/Committee Application, and a Seasonal Parking Application.

One major concern of this system is that it may make Village processes inaccessible to those without electronic means. However, the vestibule computer in the Village office has been equipped to service individuals in this scenario, where an employee will help

them complete the form. Thus far this system has proven successful.

On our social media and communication front, the Village had higher than normal gains this quarter. The following were our statistics at the beginning and end of the quarter:

	Users as of 8/31/21	Users as of 11/30/21	% Change
Facebook Follows	3689	3,784	2.6%
Twitter Follows	748	805	7.6%
Instagram Follows	1423	1528	7.4%

The Village currently has 11 email subscriptions available to residents to keep abreast of village news and information. The total subscribers for each of these subscriptions is as follows:

	Subscribers YTD
Field Closings	1345
Village Newsletter	2919
Village News & Announcements	2905
Recreation News & Announcements	1317
Seniors News & Announcements	576
Snow Alerts	1131
Board of Trustees Agenda	936
Planning Board Agenda	891
Water Control Commission Agenda	358
Waterfront Advisory Committee Agenda	397
Zoning Board of Appeals Agenda	854

These increases can partially be ascribed to the Village's continuing efforts to subscribe residents, such as through flyers located at the counters of the Recreation Department, Engineering Department and the main office. Another factor is the use of social media in making people aware of these services. The Manager's Office will be continuing its efforts to increase subscribers to the E-Alerts system into the next year.

The Village sent out about a total of 68 emails on the Village news list, 18 emails on the agenda lists, eight emails on the recreation list, five emails on the seniors list and three newsletter emails during the period between September and November 2021. This averages out to slightly more than one email a day, which is part of our goal to not overcrowd subscriber's email inboxes.

The Village Manager's office also compiled three newsletters during this period, which went out in September, October, and November. The newsletter is now being delivered to over 2,900 individuals via email and over 100 via U.S. Mail. A limited supply of newsletters is printed and available at the office counter. Going into the next quarter, the Village also plans to supply printed newsletters at the Seniors Club.

Over the last summer, the Village underwent an initiative to limit the number of physical newsletters being delivered to save on costs and resources. Starting at the beginning of the quarter, the newsletter has been sent to only about 100 residents and are printed in house.

During the second quarter of the fiscal year, the Village Board held a total of four regular meetings, and three work sessions. A total of about 35 resolutions were adopted by the board.

If there any questions regarding the information compiled in this report, or if you have a suggestion as to what other information can be included, please do not hesitate to ask. Thank you.