

MEMORANDUM

Date: September 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 first 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 August 31, the following were received during the first quarter via SeamlessDocs:

- Freedom of Information Law: 54 submissions
- Community Event Form: 22 submissions
- Block Party Request Form: 5 submissions
- Employment Application: 50 submissions
- Park Use Vendor Form: 7 submissions
- Dog License Renewal Form: 36 submissions
- Security Camera Registration Form: 2 submissions
- Summer 2021 Recreation Registration Form: 59 submissions
- 2021 Senior Park Pass Renewal Form: 12 submissions
- 2021 Park Pass Renewal Form: 74 submissions
- Tenant Information Form: 3 submission
- New Owner Information Form: 6 submissions
- Change of Address Form: 12 submissions
- Bill Email Form: 36 submissions
- Budget Transfer Form: 3 submissions
- Special Needs Database Registration Form: 2 submissions
- Weekend Parking Permits: 89 submissions
- Village Tag Sale Registration Form: 74 submissions (YTD)
- Recycling Bin Request Form: 33 submissions
- DPW Metal Pickup Form: 158 submissions
- Fall Festival Registration Form: 39 submissions (YTD)

All total, the Village received a total of 776 online submissions via SeamlessDocs in the first 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 the next fiscal quarter, we will be looking to add more internal forms to SeamlessDocs to streamline many Village processes.

On our social media and communication front, the Village resumed its regular gains this quarter. The following were our statistics at the beginning and end of the quarter:

	Users as of 6/1/21	Users as of 8/31/21	% Change
Facebook Likes	3127	3217	2.9%

Facebook Follows	3554	3689	3.8%
Twitter	733	748	2.4%
Instagram Follows	1333	1423	6.8%

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 as of 8/31/21
Field Closings	1384
Village Newsletter	2897
Village News & Announcements	2866
Recreation News & Announcements	1268
Seniors News & Announcements	541
Snow Alerts	1083
Board of Trustees Agenda	914
Planning Board Agenda	872
Water Control Commission Agenda	337
Waterfront Advisory Committee Agenda	375
Zoning Board of Appeals Agenda	836

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 throughout the year.

The Village sent out about a total of 55 emails on the village news list, 15 emails on the agenda lists, five emails on the recreation list, two emails on the seniors list and one newsletter email during the period between June and August 2021. This averages out to slightly less 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 one newsletter during this period, which went out in July. The newsletter is now being delivered to over 2,800 individuals via email and about 515 via U.S. Mail. A limited supply of newsletters is printed and available at the office counter. Over the summer, the Village underwent an initiative to limit the number of physical newsletters being delivered to save on costs and resources. Starting in September, the newsletter will only be sent to about 100 residents and printed in house.

During the first quarter of the fiscal year, the Village Board held a total of seven regular meetings, four work sessions and one special meeting. A total of 55 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.