

MEMORANDUM

Date: March 1, 2019
To: Mayor Pugh and Board of Trustees
From: Bryan Healy, Secretary to the Village Manager
RE: Quarterly Report – Manager's Office

For the third quarter period of FY 2018-19, 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 February 28, the following were received during the third quarter via SeamlessDocs:

- Freedom of Information Law: 13 submissions
- Community Event Form: 22 submissions
- Alarm Permit Application: 1 submission
- Banner Application: 3 submissions
- Employment Application: 4 submissions
- Dog License Renewal Form: 6 submissions
- Seasonal Parking Permit Registration: 1 submission
- Winter 2018 Recreation Registration Form: 163 submissions
- 2019 Senior Park Pass Renewal Form: 1 submission
- Tenant Information Form: 1 submission
- New Owner Information Form: 5 submissions
- Change of Address Form: 3 submissions
- Bill Email Form: 179 submissions
- Budget Transfer Form: 8 submissions

All total, the Village received a total of 410 online submissions via SeamlessDocs in the third quarter of 2018-2019, a 41% increase over the second quarter of the year. During the third quarter, the Village began using SeamlessDocs to collect residents' email address for e-billing of water and tax bills. Some internal forms were also added to SeamlessDocs, such as the budget transfer form. During the last quarter of the year, we will be looking to add more internal forms to SeamlessDocs, such as the leave request forms, as well as public-facing forms, such as the Summerfest vendor form.

On our social media and communication front, the Village continues to post gains. The following were our statistics at the beginning and end of the quarter:

	Users as of 12/1/18	Users as of 2/28/19	% Change
Facebook Likes	1405	1634	14%
Facebook Follows	1477	1715	13.8%
Twitter	158	196	19.4%

The Village currently has 11 email subscriptions available to residents to keep abreast of village news and information. During the third quarter, a new subscription was added for

the snow alerts issued by the Manager's Office. The total subscribers for each of these subscriptions is as follows:

	Users as of 2/28/19
Field Closings	927
Village Newsletter	2129
Village News & Announcements	1747
Recreation News & Announcements	574
Seniors News & Announcements	159
Snow Alerts	308
Board of Trustees Agenda	656
Planning Board Agenda	641
Water Control Commission Agenda	104
Waterfront Advisory Committee Agenda	118
Zoning Board of Appeals Agenda	632

These increases can be partially attributed to the Village's campaign during this quarter to encourage newsletter readers to sign up for electronic delivery of the publication, as well as for general E-Alerts. The Manager's Office will be continuing its efforts to increase subscribers to the E-Alerts system through the last quarter of the year.

The Village sent out a total of 37 emails on the village news, 14 emails on the agenda lists, 8 snow alert emails, 3 emails on the recreation list, 2 emails on the seniors list and 3 newsletter emails during the period between December 2018 and February 2019. This averages out to 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 three newsletters during this period, which went out in December, January and February. As part of these mailings, a postcard was included for each resident to decide if they wished to receive the newsletter in print or by email. About 400 residents will continue to receive the newsletter via postal mail; the remainder have elected to subscribe electronically. This will result in a significant cost savings in terms of printing and mailing services.

During the third quarter of the fiscal year, the Village Board held a total of six regular meetings and three work sessions. A total of 43 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.