

MEMORANDUM

Date: June 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 fourth 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 May 31, the following were received during the third quarter via SeamlessDocs:

- Freedom of Information Law: 21 submissions
- Coastal Assessment Form: 1 submission
- Community Event Form: 30 submissions
- Block Party Request Form: 1 submission
- Banner Application: 2 submissions
- Employment Application: 29 submissions
- Dog License Renewal Form: 3 submissions
- Spring 2019 Recreation Registration Form: 106 submissions
- 2019 Senior Park Pass Renewal Form: 6 submissions
- 2019 Park Pass Renewal Form: 12 submissions
- Tenant Information Form: 1 submission
- New Owner Information Form: 7 submissions
- Change of Address Form: 5 submissions
- Bill Email Form: 19 submissions
- Budget Transfer Form: 53 submissions
- Village Tree Application: 18 submissions
- Request for DPW Services: 1 submission
- Weekend Parking Permits: 50 submissions
- Summerfest Application: 103 submissions
- Kite Day Application: 10 submissions
- Spring Eggstravaganza Registration Form: 28 submissions

All total, the Village received a total of 506 online submissions via SeamlessDocs in the fourth quarter of 2018-2019, a 19% increase over the third quarter of the year. During the fourth quarter, the Village expanded the use of SeamlessDocs for recreation programs such as Kite Day and the Eggstravaganza. Additionally, residents are permitted to register their vehicles for weekend parking stickers online, which has proven to be very popular. The Village, by way of absorbing Summerfest, also provided online registration to vendors for the first time. During the new fiscal year, we will be looking to add more internal forms to SeamlessDocs, such as the leave request forms.

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

	Users as of 3/1/19	Users as of 5/31/19	% Change
Facebook Likes	1634	1764	7.3%
Facebook Follows	1715	1876	8.6%
Twitter	196	223	12.1%

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 5/31/19
Field Closings	959
Village Newsletter	2402
Village News & Announcements	2163
Recreation News & Announcements	668
Seniors News & Announcements	213
Snow Alerts	412
Board of Trustees Agenda	696
Planning Board Agenda	678
Water Control Commission Agenda	138
Waterfront Advisory Committee Agenda	159
Zoning Board of Appeals Agenda	664

These increases can be partially attributed to the strong response to the Village's zoning survey, as well as residual responses to the e-newsletter campaign. The Manager's Office will be continuing its efforts to increase subscribers to the E-Alerts system through the next fiscal year.

The Village sent out a total of 53 emails on the village news, 26 emails on the agenda lists, 3 snow alert emails, 11 emails on the recreation list, 3 emails on the seniors list and 3 newsletter emails during the period between March and May 2019. 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 March, April and May. The newsletter is now being delivered to over 2400 individuals via email and about 550 via U.S. Mail. A limited supply of newsletters are printed and available at the office counter and library, as well.

During the fourth quarter of the fiscal year, the Village Board held a total of six regular meetings and ten work sessions. A total of 52 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.