

# MEMORANDUM

**Date:** March 17, 2022  
**To:** Mayor Pugh and Board of Trustees  
**From:** Bryan Healy, Village Manager  
**RE:** Quarterly Report – Manager's Office

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For the third 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 February 28, the following were received during the second quarter via SeamlessDocs:

- Alarm Permit Application: 6 submissions
- Bill Email Form: 10 submissions
- Change of Address Form: 12 submissions
- Community Event Form: 12 submissions
- Dog License Renewal Form: 20 submissions
- Dog Park Permit Form: 22 submissions
- DPW Metal Pickup Form: 86 submissions
- DPW Services Request Form: 3 submissions
- Employment Application: 4 submissions
- Freedom of Information Request Form: 43 submissions
- New Owner Information Form: 12 submissions
- Park Pass Form: 6 submissions
- Recycling Bin Request Form: 46 submissions
- Residential Parking Permits: 19 submissions
- Seasonal Parking Permits: 22 submissions
- Weekend Parking Permits: 26 submissions
- Winter 2021 Recreation Registration Form: 209 submissions

558 online submissions were received for the above forms via SeamlessDocs in the third 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 third quarter, a new residential parking permit form was created for residents of Hastings and Young Avenues to use to apply for parking permits. We continue to see high usage of the forms across all departments, but especially in the Dept. of Public Works. Having forms available for requesting metal pickups and recycling bins has saved the office assistant considerable time in her daily routine.

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 11/30/21 | Users as of 2/28/22 | % Change |
|-------------------|----------------------|---------------------|----------|
| Facebook Follows  | 3784                 | 3850                | 1.7%     |
| Twitter Follows   | 805                  | 845                 | 4.7%     |
| Instagram Follows | 1528                 | 1576                | 3%       |

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                       | 1467            |
| Village Newsletter                   | 2949            |
| Village News & Announcements         | 2952            |
| Recreation News & Announcements      | 1377            |
| Seniors News & Announcements         | 620             |
| Snow Alerts                          | 1197            |
| Board of Trustees Agenda             | 955             |
| Planning Board Agenda                | 914             |
| Water Control Commission Agenda      | 380             |
| Waterfront Advisory Committee Agenda | 421             |
| Zoning Board of Appeals Agenda       | 871             |

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 Village sent out about a total of 54 emails on the Village news list, 23 emails on the agenda lists, six emails on the recreation list, 10 emails on the seniors list and three newsletter emails during the period between December 2021 and February 2022. 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. The newsletter is now being delivered to over 2,900 individuals via email and approximately 100 via U.S. Mail for residents without Internet access. A limited supply of newsletters is printed and available at the office counter.

During the third quarter of the fiscal year, the Village Board held a total of six regular meetings, four work sessions and one special meeting. A total of 63 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.