

Introducing Savvy Citizen

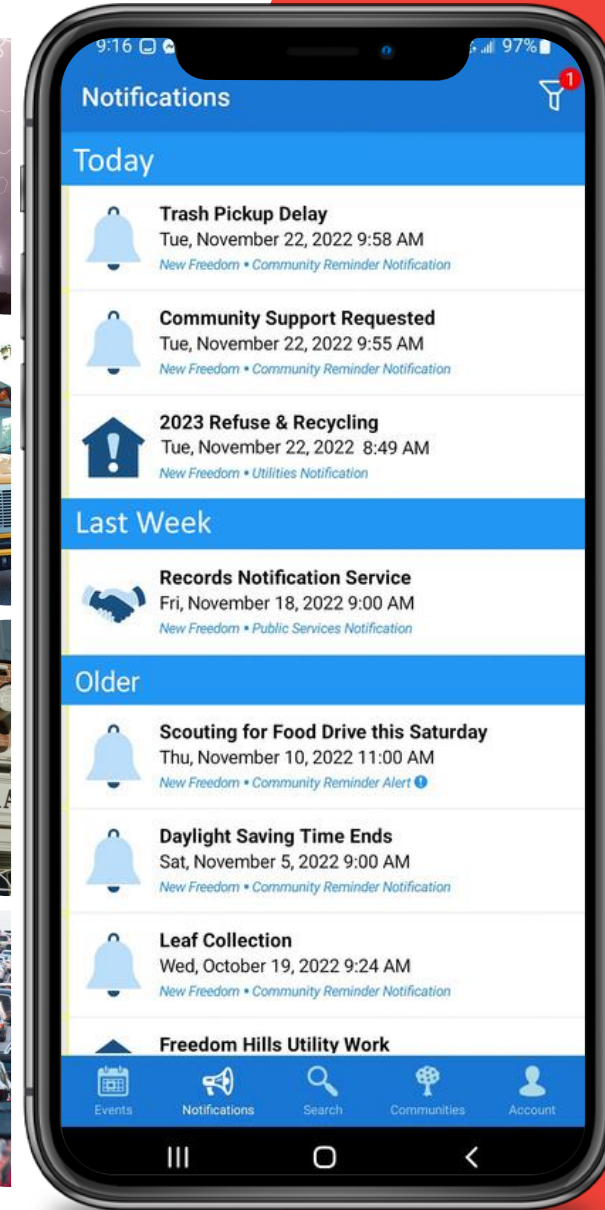
Powerful communication for local governments.



Presentation for Jackson Township
August 30th, 2023



Powered by  Management Science Associates, Inc.





Introduction to Savvy Citizen

Savvy Citizen was developed and is maintained by **Management Science Associates, Inc. (MSA)**

MSA is:

- An industry leading IT and Analytics firm that services many industries including local, county and state governments.
- HQ in Pittsburgh, PA
- Has 850 + employees

Savvy Citizen launched in 2017 with the support and development of people in local government

- The development team was led by an employee that is also a local government official
- His experience with poor municipal communication with residents led to the development of Savvy Citizen.
- Five local governments in the Pittsburgh area provided their insights and suggestions into what was needed for the best possible resident communication experience.
- A pilot program was tested and enhanced by feedback from local government officials.





Savvy Citizen: Direct, One-Way Communication



Government Information

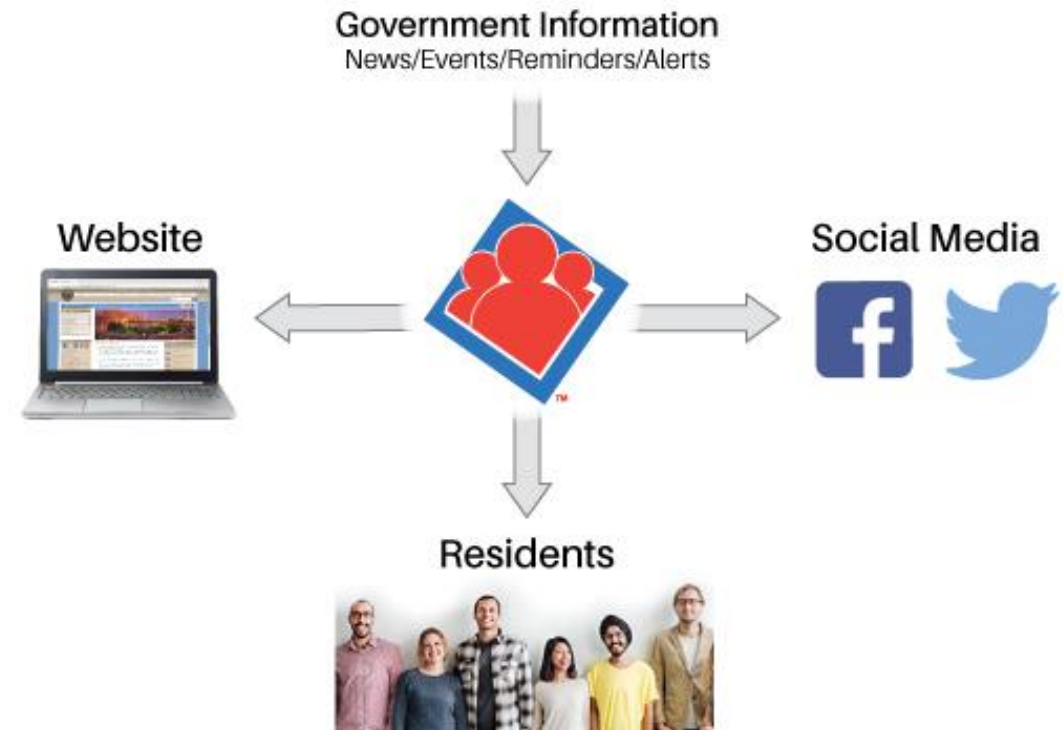




A Better Way to Communicate – Savvy Citizen

Savvy Citizen offers:

- ◆ **A one-way “push”** communication strategy that pushes information directly to residents.
- ◆ **All who follow** a municipality receive the message. No algorithms.
- ◆ **Trusted information** – no copy-cat or fake accounts
- ◆ **Integration** with current communication channels
- ◆ **Website plugin**
- ◆ **Pre-populated posts** to social media channels





Information Accessibility

Savvy Citizen helps you better communicate with your residents, not only with the system features, but also via search engines, and other social media channels. We have all of the lines of communication covered for your municipality's needs.

Push Notifications	Text Messages	Website or E-mails	Search	Social Media
<p>Residents can download the free app and have information delivered directly to their smartphone.</p> 	<p>If you have a basic phone, no worries. You can opt in to receive text messages.</p> 	<p>Or residents can just use the website. They can sign up for emails if desired.</p> 	<p>We promote content for your community so that it can be found via search engines like Google.</p> 	<p>Everything is shareable and can be spread via Facebook, Twitter, or any other form of social media.</p> 



You Have Important Content to Share!

Savvy Citizen is the perfect tool to communicate items like:

- ◆ Road Closures
- ◆ Community Events
- ◆ Job Postings
- ◆ Municipal News
- ◆ Utility Outages
- ◆ Weather Alerts
- ◆ Committee Vacancies
- ◆ Emergencies/Alerts
- ◆ Social Services & Health
- ◆ Volunteer opportunities

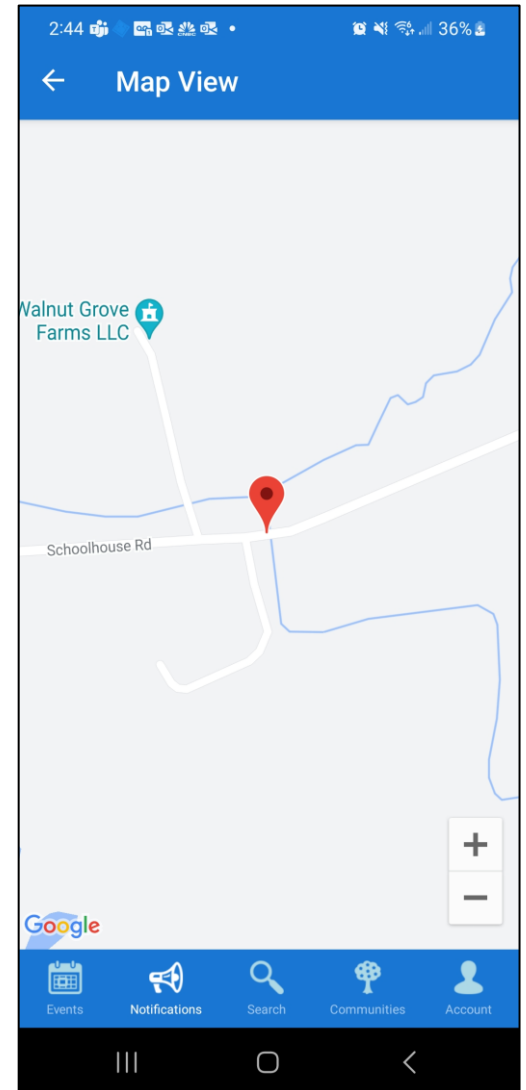
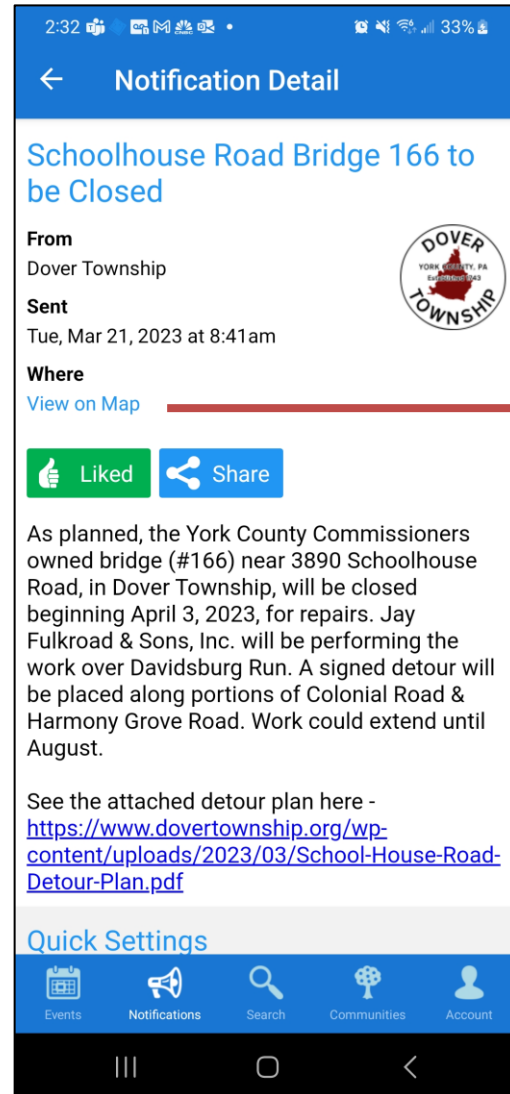


- ◆ Trash/Recycling Schedules
- ◆ Recreational Programs
- ◆ Community Center events
- ◆ Public Meeting Schedules
- ◆ Ordinance Changes
- ◆ Fundraisers
- ◆ Library Events
- ◆ Proactive Community Outreach
- ◆ Food Banks



Notification Example

- ◆ This screenshot is an example of a **road closure** as seen via the Savvy Citizen App.
- ◆ Residents will see who the notification is from, when it was sent, the details and **location displayed via Google Maps**.





Jobs, Food Trucks and More

Employment Opportunity

Like

From
Coolbaugh Township



Sent
Thu, Jul 20 @ 8:40am

Where
5520 Municipal Dr, Tobyhanna, PA 18466, USA

Description
Coolbaugh Township Board of Supervisors, Monroe County is accepting applications for a Full-Time Department of Public Works employee.

Basic knowledge of maintenance and construction techniques relating to roadway construction and maintenance, traffic signal and streetlight operation and maintenance, storm and sanitary sewers, snow removal, parkland and building maintenance and highway operations preferred. A valid Class A or Class B Commercial Driver's License (CDL) is preferred, but not required.

Job applications submitted to the township within the last year will be considered. All other applications will be accepted until 07/26/2023.

Starting Salary Information based on qualifications:

Class A CDL – \$21.10 per hour

Class B CDL – \$20.10 per hour

Non-CDL – \$16.10 per hour

Pre-Employment Drug testing is required.

This is a non-exempt, bargaining position.

Apply online at Indeed: <https://www.indeed.com/job/department-public-works-65a3e24a7a165ee6>

Contact the township at (570) 894-8490 for additional information.



This notification was posted by Coolbaugh Township. Coolbaugh Township is solely responsible for this notification and unless specifically indicated, no other community or individual utilizing Savvy Citizen is sponsoring, responsible for, or endorsing this notification.



Haunted Crafton Tour - Houses Needed

Like

From
Borough of Crafton



Sent
Sat, Aug 26 @ 9am

Description

Crafton Borough Recreation Board is proud to announce the third annual Haunted Crafton driving tour! The tour will be a self-guided audio-driving tour through the spookiest places in Crafton. Some of what you hear will be actual hauntings and others only come out into the yard around Halloween. All proceeds from the tour will support future community programming. The tour begins on October 21, 2023, and continues through October 31, 2023. The tour is available the entire week leading up to Halloween.

If you would like to have your house showcased on the tour please go to www.craftonborough.com/haunted-crafton-tour.

Thank you for your interest and we can't wait to show you around! Happy Halloween!

This notification was posted by Borough of Crafton. Borough of Crafton is solely responsible for this notification and unless specifically indicated, no other community or individual utilizing Savvy Citizen is sponsoring, responsible for, or endorsing this notification.



Volunteers Needed!

Like

From
Churchill



Sent
Thu, Jul 13 @ 12:35pm

Description

The Churchill Recreation Board is actively seeking volunteers for its Community Day on Saturday, August 12th. Even an hour of your time would be appreciated to assist with setting up, signs, parking, vendors, children's games, clean-up, etc. Contact: dpaul14051@aol.com

Attachments

[2023 Community Day Flyer.pdf](#)

This notification was posted by Churchill. Churchill is solely responsible for this notification and unless specifically indicated, no other community or individual utilizing Savvy Citizen is sponsoring, responsible for, or endorsing this notification.





Police Alerts

- ♦ Police access keeps residents safer
- ♦ Proactive community outreach
- ♦ Messages can be sent from an administrator's mobile device – from anywhere



Robbery at A2Z Smoke Shop

Unlike

From
Red Lion



Where

57 N Main St, Red Lion, PA 17356, USA
➔ A2Z Smoke Shop

Description

PSP York Station is investigating an armed robbery that occurred on 2/26/2023 at 9:18PM at A2Z Smoke shop. The suspect is described as a black male approximately 5'10" weighing approximately 160 pounds. The suspect entered the shop brandishing a hand gun and demanded cash. Anyone with information on this incident is asked to contact PSP York Station at [717-428-1011](tel:717-428-1011). Anonymous tips regarding this incident can be made to PA Crime Stoppers at [1-800-472-8477](tel:1-800-472-8477) or www.p3tips.com/107



This notification was posted by Red Lion. Red Lion is solely responsible for this notification and unless specifically indicated, no other community or individual utilizing Savvy Citizen is sponsoring, responsible for, or endorsing this notification.





Severe Weather

Hurricane Idalia



From
Yankeetown 

Sent
Mon, Aug 28 @ 10:49am

Description
Yankeetown Residents

Today will be the last day that you can come by the Town Hall and get a Re-entry Sticker so please to do asap.

Mayor Erkel Strongly Encourages evacuation at the latest tomorrow morning. RV Parks are mandated by the County to evacuate today.

Please all stay safe and take care of yourselves and belongings. The Projection is a possible Cat 3 that is coming directly to our area with a 9-13 ft surge. This may be a difficult storm, but the priority is the safety of everyone. If there are any residents who need help evacuating, please contact Town Hall at [352-447-2511](tel:352-447-2511)


All updates will be given to everyone through this Savvy Citizen Please share this information with locals and your neighbors. We are all in this together.

This notification was posted by Yankeetown Savvy Citizen is sponsoring, responsible for, or endorsing this notification.



Sand bags



From
Town of Inglis 

Sent
Mon, Aug 28 @ 8:21am

Description
Attention Inglis Residents we will providing sand at the Municipal/ Animal Control Building, and bags will be at the Fire Station. Please bring your own shovel. Limit will be 10 bags per person!! Please bring your drivers licenses for verification.

This notification was posted by Town of Inglis. Town of Inglis is solely responsible for this notification and unless specifically indicated, no other community or individual utilizing Savvy Citizen is sponsoring, responsible for, or endorsing this notification.



Hurricane Warning Updated



From
Yankeetown 

Sent
Wed, Aug 30 @ 5:56am

Description
Hurricane Warning issued August 30 at 5:42AM EDT by NWS Tampa Bay Ruskin FL

* LOCATIONS AFFECTED

- Cedar Key
- Yankeetown
- Fowler Bluff

* WIND

- LATEST LOCAL FORECAST: Equivalent Tropical Storm force wind
- Peak Wind Forecast: 45-55 mph with gusts to 80 mph
- Window for Tropical Storm force winds: through the next few hours

- THREAT TO LIFE AND PROPERTY THAT INCLUDES TYPICAL FORECAST UNCERTAINTY IN TRACK, SIZE AND INTENSITY: Potential for wind 74 to 110 mph

- The wind threat has remained nearly steady from the previous assessment.
- PLAN: Plan for life-threatening wind of equivalent CAT 1 or 2 hurricane force.
- PREPARE: Last minute efforts should solely focus on protecting life. The area remains subject to considerable wind damage.
- ACT: Now is the time to shelter from life-threatening wind.

- POTENTIAL IMPACTS: Unfolding
- Potential impacts from the main wind event are unfolding.

* STORM SURGE

- LATEST LOCAL FORECAST: Life-threatening and historic storm surge possible
- Peak Storm Surge Inundation: The potential for 12-16 feet above ground somewhere within surge prone areas
- Window of concern: through Thursday morning

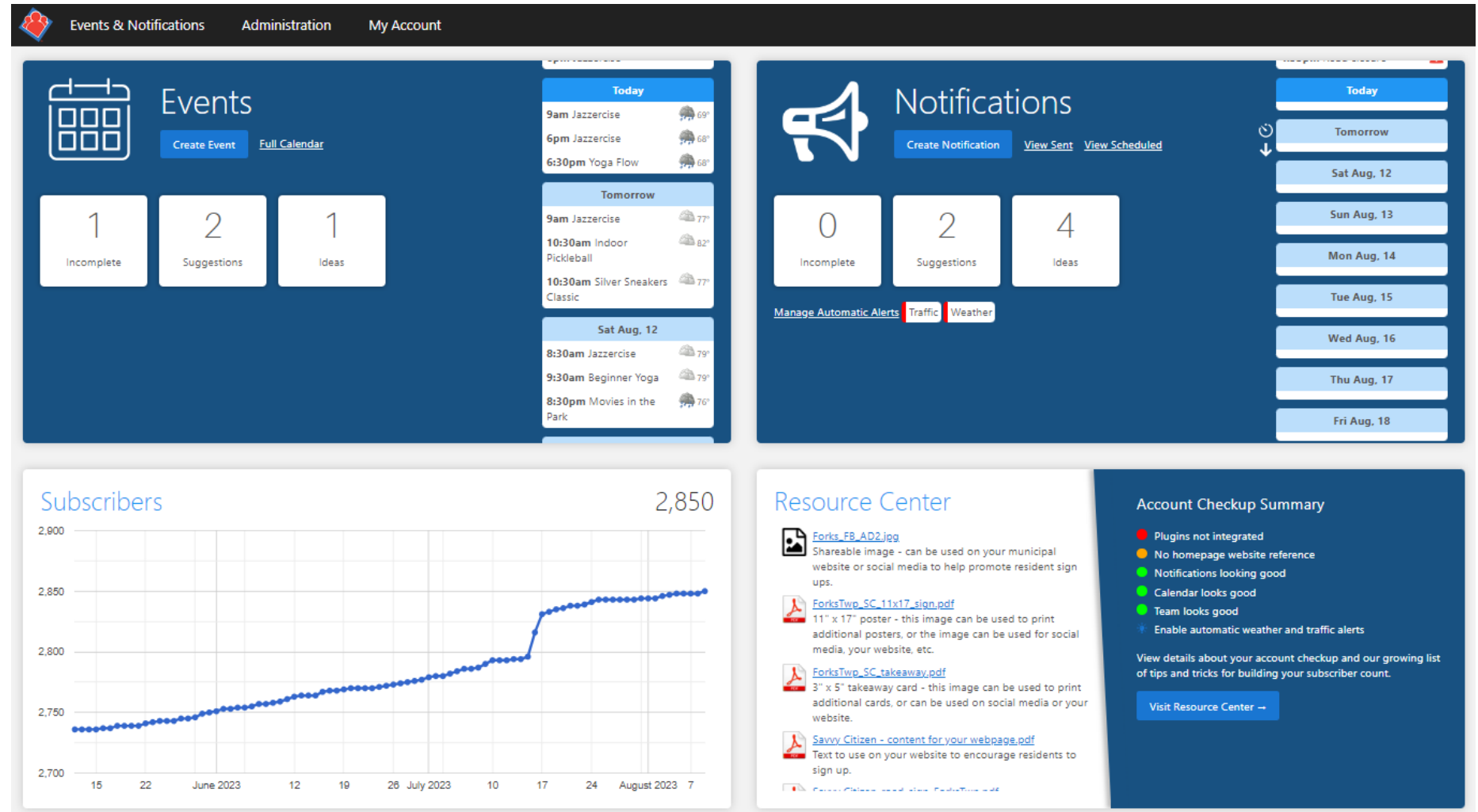
- THREAT TO LIFE AND PROPERTY THAT INCLUDES TYPICAL FORECAST UNCERTAINTY IN TRACK, SIZE AND INTENSITY: Potential for storm surge flooding greater than 9 feet above ground

- The storm surge threat has remained nearly steady from the previous assessment.
- PLAN: Shelter against extreme life-threatening storm surge flooding greater than 9 feet above ground.



Municipal Dashboard

- ◆ The most innovative dashboard feature is the **pre-populated weather and traffic alerts**. Savvy Citizen automatically collects this data from the National Weather Service (NWS), weather forecasts, traffic data and other pieces of information.
- ◆ The dashboard also provides ideas for future **notifications and events, subscriber counts and digital marketing files**.





Notifications and Events

- ◆ **Savvy Citizen's event and notification entry is simple.** Users enter in a headline, description, location (if applicable) and it is ready to send in a minute or less.

Send Notification

Settings & Content

Locations

Attachments

Review & Send

Done

Exit

Save & Continue

Settings

From

Hana

Category

Government

Who would you like to notify?

All Followers (Residents & Non-Residents)

Is this urgent?

No

Urgent notifications are sent without delay 24 hours per day and should only be used for important, time-sensitive matters.
ⓘ Standard notifications are sent between 9am and 9pm and are throttled so recipients only receive one per half hour.

When would you like this sent?

08/01/2023

Content

Headline

Garbage Pick-ups Missed

Description

Due to a mechanical malfunction, garbage was not picked up on the following streets today:

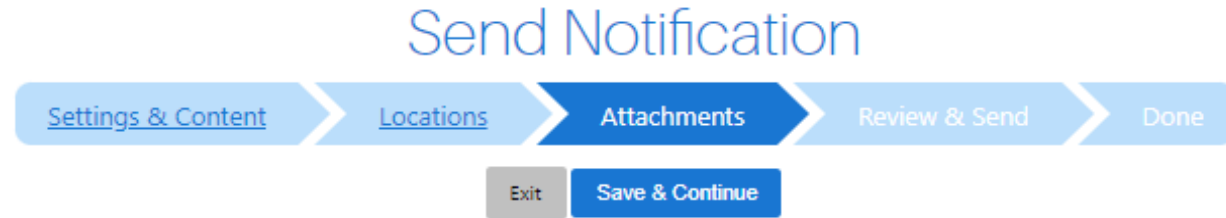
Francis (Partial), Finley, Eighth, Beech, Elm, Maple, Oak, Darlan Hill and Koomatuck.

If you live on one of these streets please leave your cart outside as it will be picked up first thing on Thursday morning.

Thank you for your patience.



Uploading Attachments



Attachments

You can add PDF documents and images not to exceed 20 MB per file. Images with dimensions larger than 1200 pixels will be resized automatically.

Add Attachments

Attachments to Add



[2023-SPRING-NE...](#)



[Playground.jpeg](#)

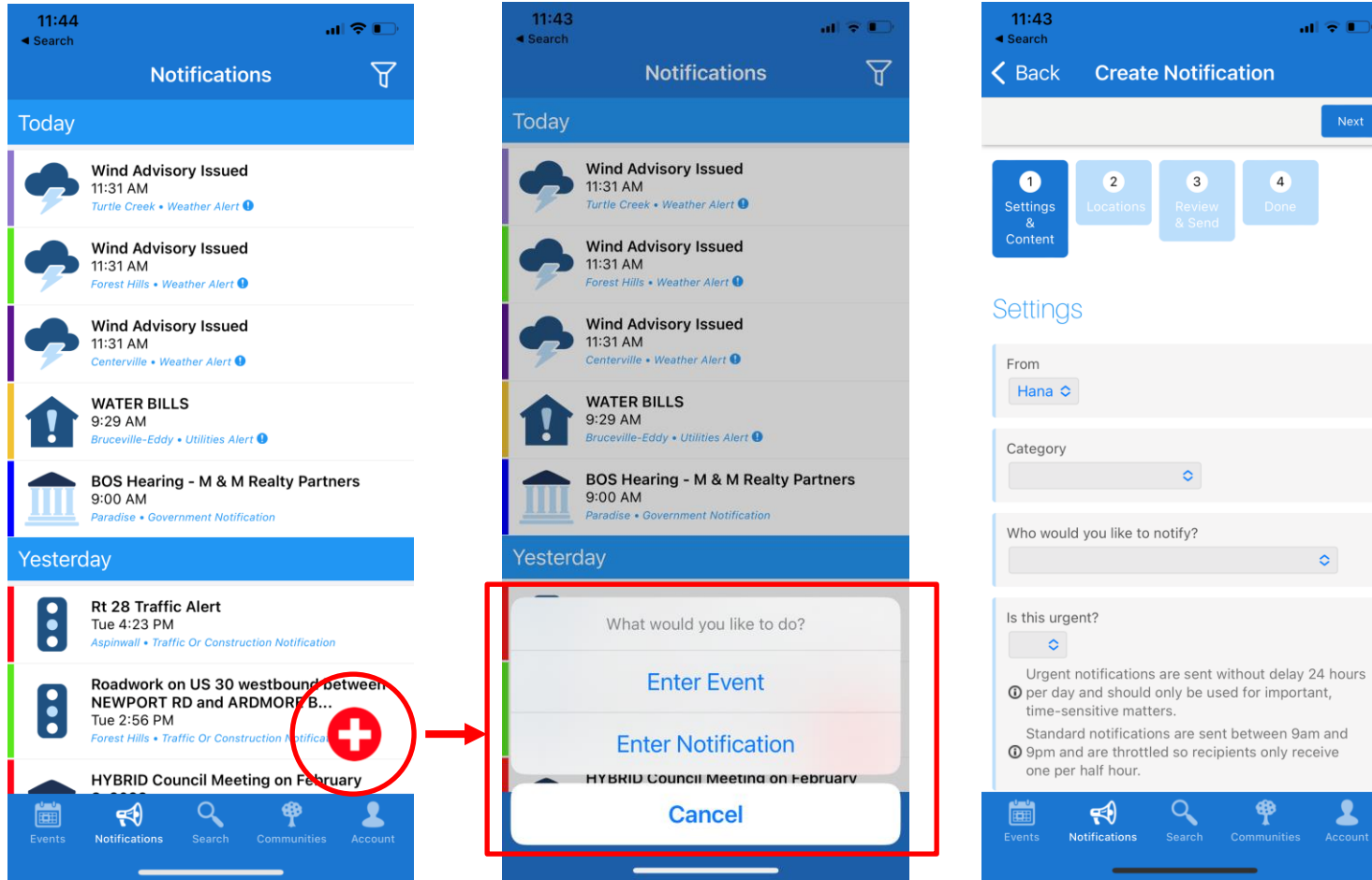


[Main street.jpeg](#)

- ◆ Savvy Citizen enables administrators to upload images and PDFs to notifications and events. This helpful feature is a time saver if the PDF or image already contains the content you wish to share and is a great way to send forms directly to residents.



Admin access from mobile device



- ◆ Admins have ability to send events and notifications from the app on their phone.
- ◆ Click red plus sign, choose event or notification, then follow the steps to send!
- ◆ Helpful for emergency alerts



Optional Feature: Website Integration

- ◆ **Savvy Citizen's website plugin** lets you use its calendar on your website. The website updates automatically when administrators add events to Savvy Citizen.

The screenshot displays the Plum Boro website interface. At the top, there is a navigation bar with the Plum Boro logo, a language selector, a search bar, and a home icon. Below the navigation bar, a purple banner contains links for Government, Departments, Residents, and Become a Savvy Citizen!, along with a 'Where do I go for?' button. The main content area features a 'Home' link and a section titled 'Upcoming Events' for July 2023. The calendar shows events such as 'Monday Market' and 'Zoning Hearing Board' meetings. A sidebar on the right, titled 'Boro Calendar', provides a detailed view of events for July and August 2023, including dates, times, and event names. At the bottom of the sidebar is a link for 'All upcoming events'.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26 3pm Monday Market	27 7pm Zoning Hearing Board	28	29	30	Jul 1
2	3 3pm Monday Market	4 All Day July 4th - Boro Office Closed	5 7pm Plum Boro Council Work Session	6	7	
9	10 3pm Monday Market 7pm Plum Boro Council Meeting	11	12 7pm Plum Boro Zoning Hearing Board	13	14	
16	17 3pm Monday Market	18	19	20	21	
23	24 3pm Monday Market	25	26	27	28	
30	31 3pm Monday Market	Aug 1	2	3	4	

Boro Calendar

July 2023

- Mon, 17 3pm Monday Market
- Mon, 24 3pm Monday Market
- Mon, 31 3pm Monday Market

August 2023

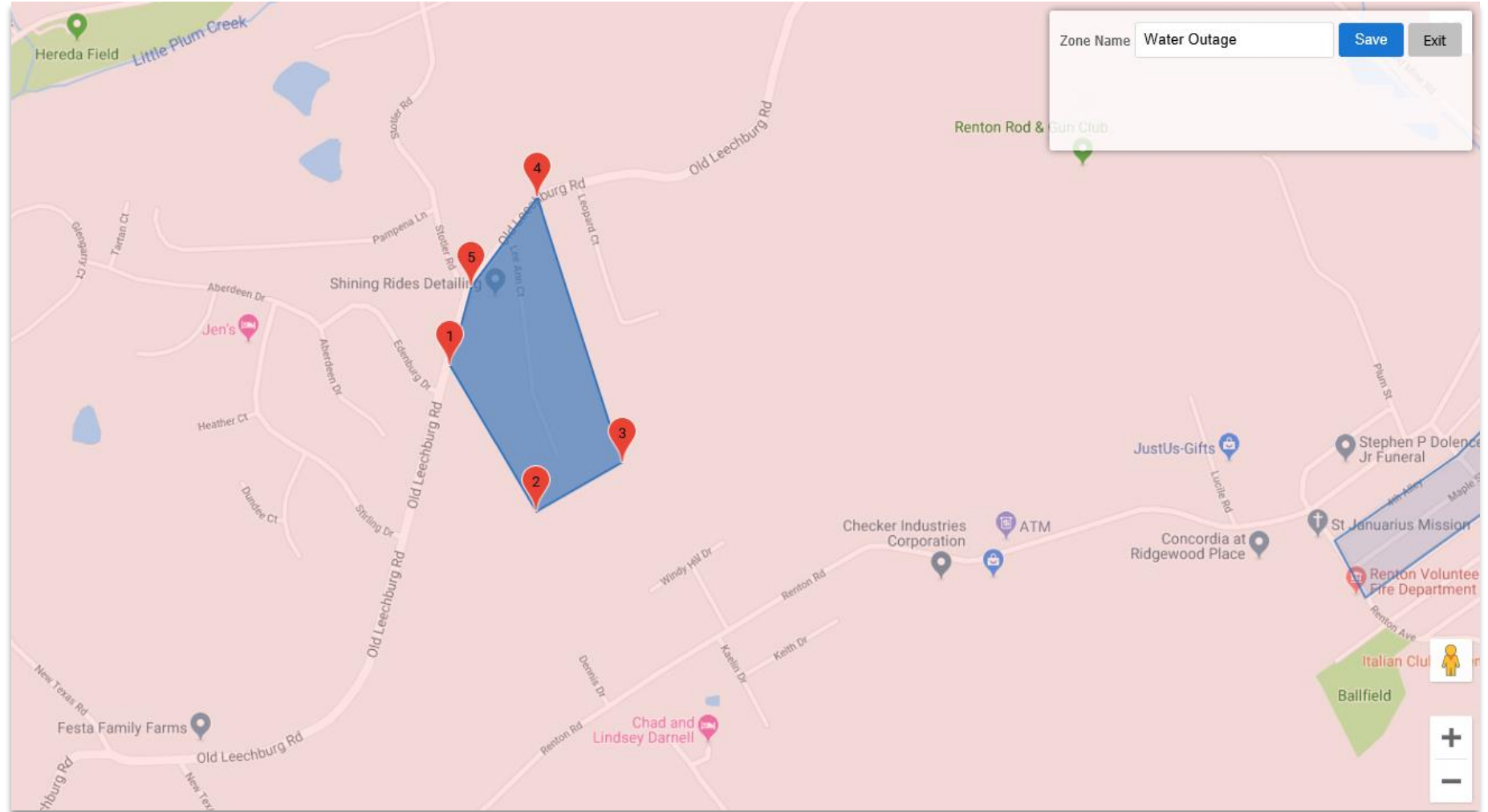
- Mon, 7 3pm Monday Market
7pm Plum Boro Council Work Session
- Wed, 9 7pm Plum Boro Zoning Hearing Board meeting
- Mon, 14 3pm Monday Market
7pm Plum Boro Council Meeting
- Mon, 21 3pm Monday Market

[All upcoming events](#)



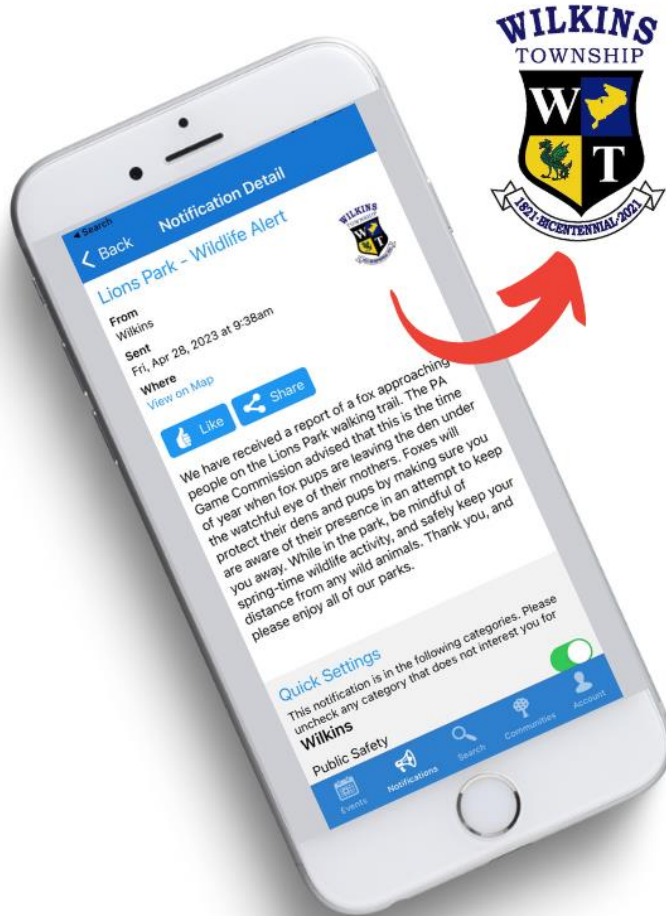
Optional Feature: Targeted Notifications

- ◆ This enables administrators to **define an area inside of their municipality** and send a notification to that area without notifying the entire municipality.





Local government branding with your logo



- ◆ Savvy Citizen enables you to brand notifications and events sent to residents by incorporating your logo
- ◆ The logo is displayed on events, notifications as well as push notifications through the app
- ◆ This marketing feature further connects you with residents.



How We Help You Get Citizens to Engage

- ◆ **Traditional** – Posters, Handouts, Mailers, Road Signs, Local Newspapers, Magazine Articles, Press Releases
- ◆ **Digital** – Facebook Ads, Savvy Facebook Page reposts and shares
- ◆ **Municipality** - Presence on websites, mentions in municipal newsletters and other communications

Our team not only provides you with customer support, with marketing support as well. We will provide a custom marketing solution to help promote Savvy Citizen and reach your residents.





Search Engine Results June 2023

Who	What	June clicks from Google Search
Plum	SummerFest 2023	939
Latrobe	Greater Latrobe 4th of July Celebration	773
Red Lion	Suds and Songs	509

- ♦ This table is the number of clicks from Google to Savvy Citizen events/notifications.
- ♦ Even if residents have not signed up for Savvy Citizen, all posts are made available for search engines to find. In many cases, the Savvy Citizen notice or event will outrank the municipal website, returning higher in the resident's search results. This is one way Savvy Citizen can benefit all residents by providing information that returns at the top of their search results.



Why Savvy Citizen?

- ◆ Improves communication and relationships with citizens
- ◆ Community synergy – advantage of nearby communities using same platform
- ◆ Comprehensive info to residents - All municipal departments can have access, including parks and recreation, police, road master, library, etc.
- ◆ More trusted, reliable and inclusive than social media
- ◆ Easy-to-use: event entry in a minute or less
- ◆ An effective “push” communications method – directly to residents
- ◆ Complements any website – instantly updated with plug in feature
- ◆ 100% stand alone (no IT infrastructure required)
- ◆ Public safety alerts are sent out immediately with top priority – 24/7/365
- ◆ Content & marketing support – we provide suggestions on a regular basis
- ◆ No advertisements
- ◆ Unlimited messages and municipal administrators
- ◆ Affordable for municipalities of all sizes
(transparent pricing available on our website)



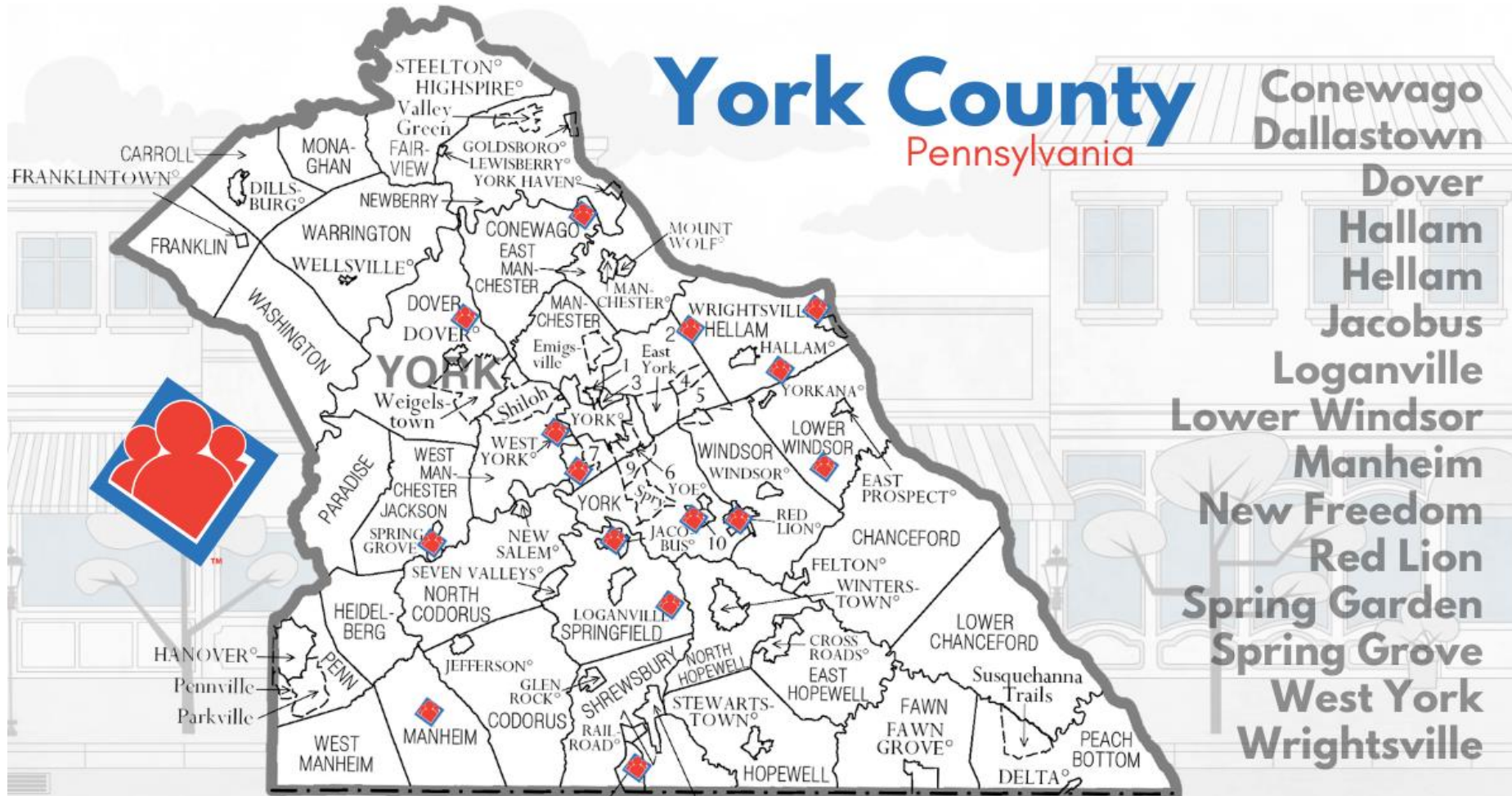
Jackson Township Pricing

Monthly Subscription	Annual Subscription*
\$229	\$2519 *One free month is provided on an annual subscription.
One-time Marketing Set-up Fee	
\$500	
The Savvy Citizen team works directly with your municipality to create a marketing strategy plan . The tactics help inform your residents that you are using Savvy Citizen to communicate with them. This cost covers items such as road signs, municipal office signs, flyers, handouts, Facebook marketing, and more. Every dollar of the marketing fee comes back to you in deliverables for marketing and promotion.	

Optional Features	
Website Calendar Plugin	\$30/month
Zonal Notifications	\$30/month



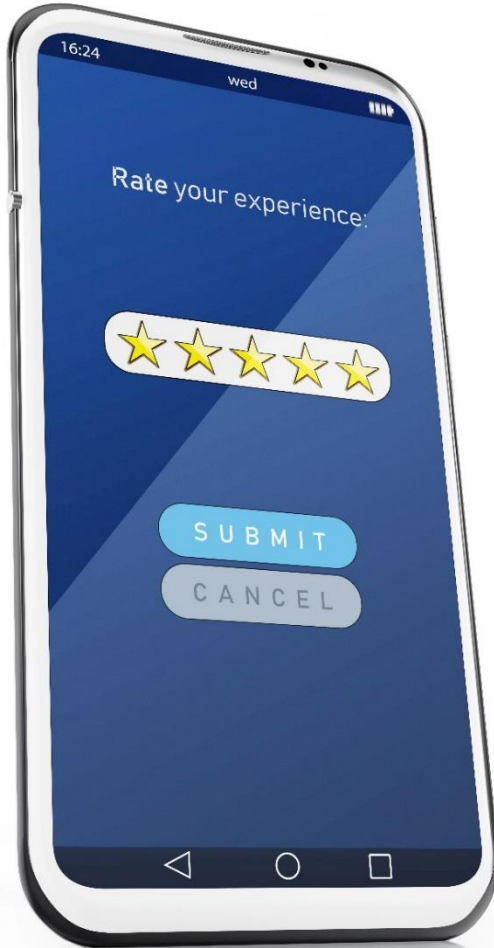
York County Communities



Agencies Include: Dallastown-Yoe Water Authority, Wrightsville Municipal Authority and Northern York County Regional Police Department



What Some of Our Clients and Residents are Saying ...



“ Savvy Citizen is the best tool for local governments to quickly push information out to residents, and it handles community events better than any notification system I have used in the past. ”

Andrew Shaffer
Manager
New Freedom Borough
Pop. 4874

Jason Muggli
IT Coordinator
Borough of Plum
Pop. 27,258

“ I am very pleased with the resident marketing support that the Savvy Team has provided us. Resident sign-ups continue to grow each week, as more citizens learn how Savvy Citizen can keep them aware of Borough events and reminders. We have received positive feedback from residents since launching the service! ”

“ We were pleased with the customer support and marketing efforts given to Marshall Township by the Savvy Citizen Team. Their weekly suggestions for message content helps us to be proactive when posting reminders to our citizens. ”

Jennifer Kinzler
Township Treasurer
Marshall Township
Pop. 9,070

Cindy B.
Resident
Google App Review
★★★★★

“ It's nice to know what is happening in my town and surrounding areas. Whether it is an emergency or recreational. ”

“ Great alert system! It's very helpful to know if there is something going on that may impact your route and your neighborhood. ”

S. A.
Resident
Google App Review
★★★★★

Rose S.
Resident
Google App Review
★★★★★

“ Perfect way to be informed of what's going on in our town. ”



Savvy Citizen[®]

412-924-3700

sales@savvycitizenapp.com



Powered by  **Management Science Associates, Inc.**

