



Mayor's Office BUDGET PRESENTATION

FY 2021-2022

➤ MAYOR MARCIA A. LECLERC

- Mayor Leclerc is a lifelong resident of East Hartford
- **January 10, 2011**— accepted the oath of office as Mayor
- **November 8, 2011** – elected to first full term
- **2003-2011** – East Hartford Town Council
- Member of
 - Connecticut Conference of Municipalities (CCM)
 - Capital Region Council of Governments (CRCOG)
 - Capital Region Development Authority (CRDA)
 - Capital Workforce Partners (CWP)
 - Metro Hartford Alliance
 - U.S. Conference of Mayors
 - Advisory Commission on Intergovernmental Relations (ACIR)
- Bachelor of Arts from the University of Connecticut
- Masters of Science from Central Connecticut State University



MEMBERSHIP



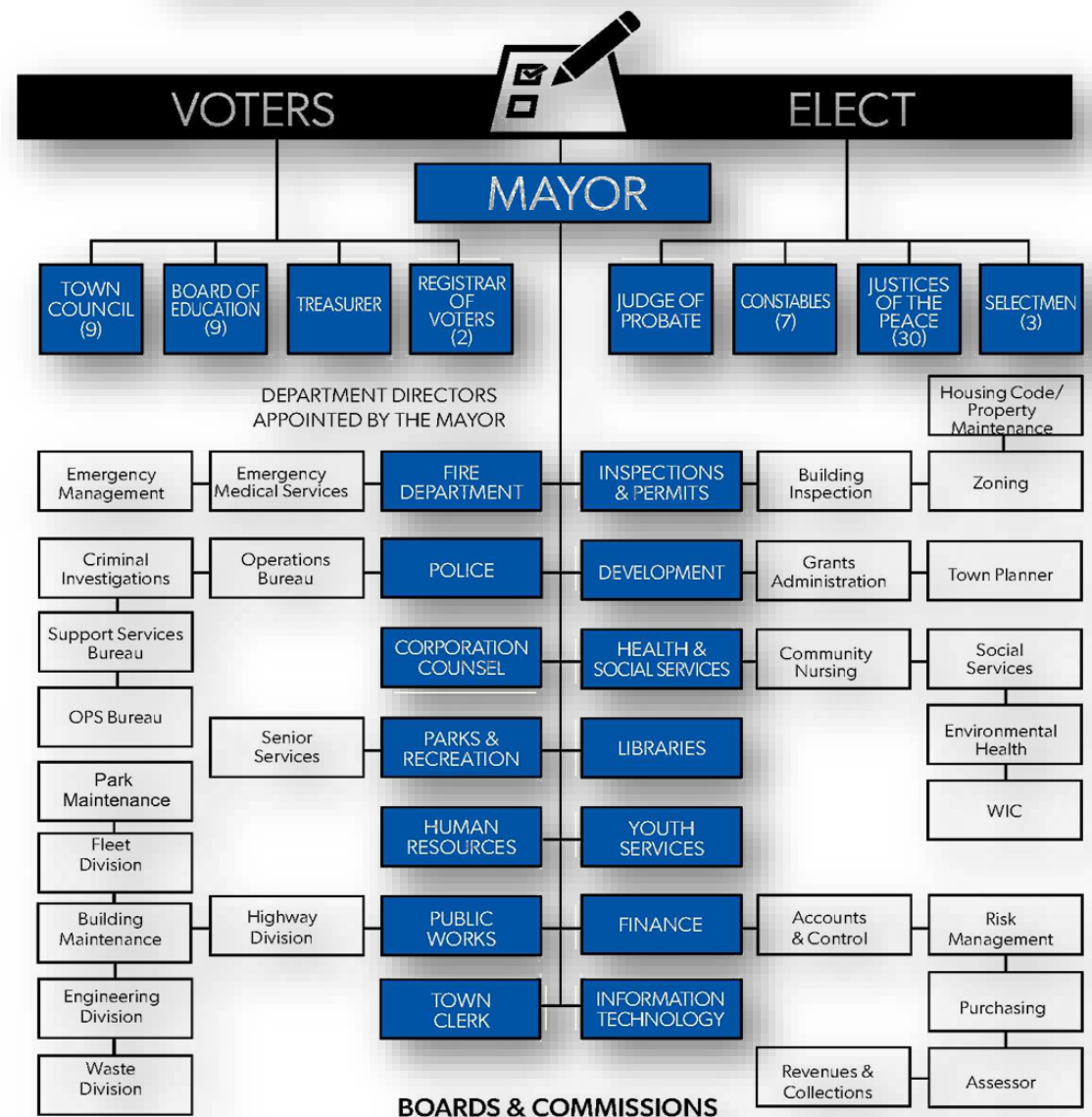
BUDGET

Project	Federal/State Funds
Public Health Emergency Preparedness	\$35,111
304 Main St Environmental Site Assessment	\$3,489
Brewer Street Phase III	\$1,695,905
Brewer Street Phase IV	\$2,993,600
Metro Grant Program	\$271,365
Regional Plans	\$28,957
Silver Lane Corridor Study	\$199,990
Hazmat Equipment & Training	\$24,521
Regional View Permit Program	\$40,642
Flyover	\$8,090
Regional Purchasing Council	\$44,913
Crumbling Foundations	\$3,673
Training Materials & Reimbursements	\$4,750
Capital and Planning Projects	4,986,386
5 YEAR TOTAL BENEFIT	\$11,900,800

**5-Year Total
Dues
\$184,197**

STAFFING

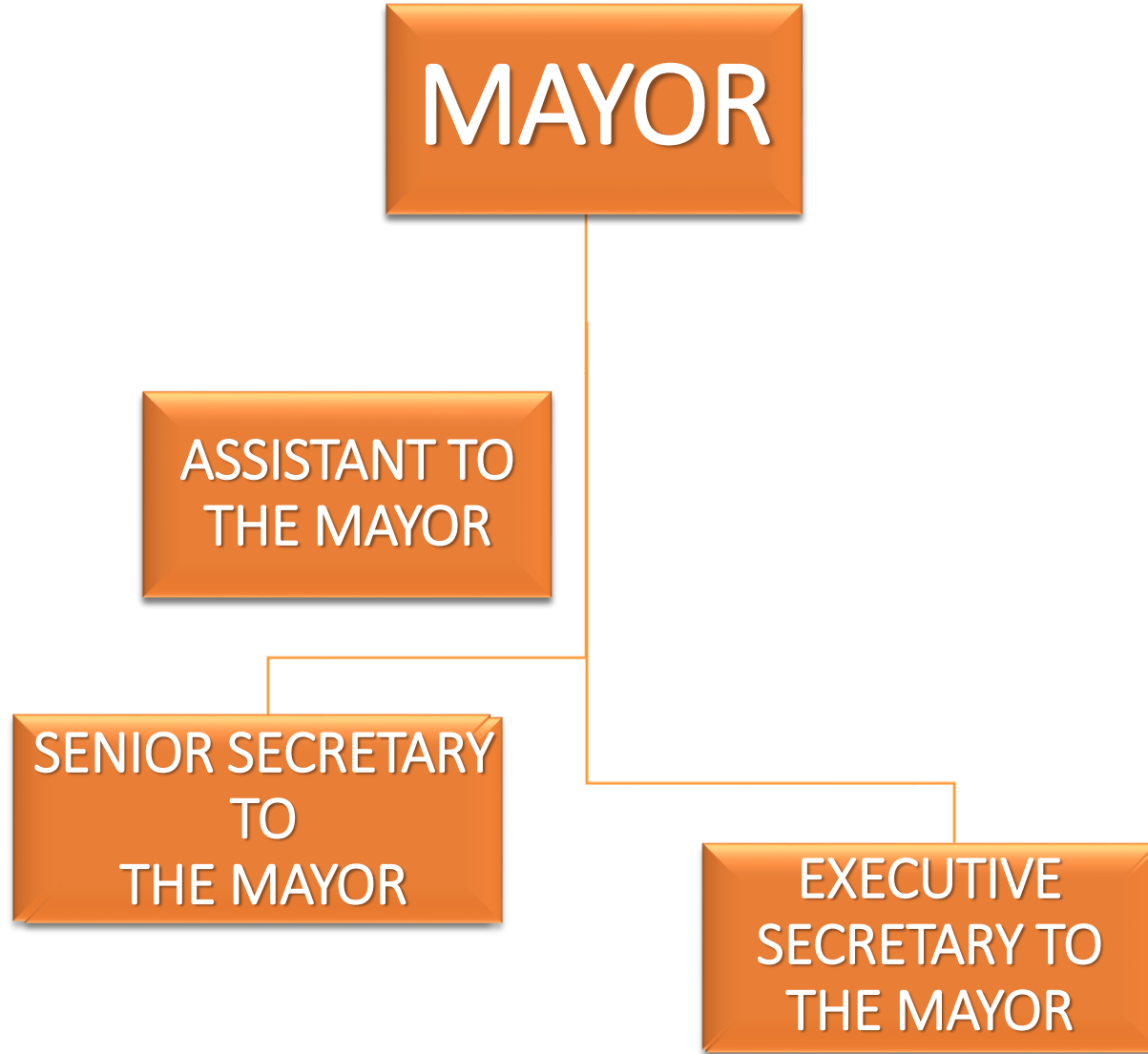
ORGANIZATION CHART



BOARDS & COMMISSIONS

- Beautification Commission
 - Board of Assessment Appeals
 - Building Board of Appeals
 - Commission on Aging
 - Commission on Services to Persons with Disability
 - Commission on Culture and Fine Arts
 - Economic Development Commission
 - Historic District Commission
 - Inland Wetland Commission
 - Pension & Retiree Benefit Board
 - Personnel Appeals Board
 - Planning and Zoning Commission
 - Public Building Commission
 - Veterans' Commission
 - Zoning Board of Appeals
- Appointed by Mayor and/or Approved By Council*

➤ STAFFING



➤ DEPARTMENT DESCRIPTION & SERVICES



- The Mayor's Office coordinates and oversees all town communications and many programs and services available to residents
- Administration of all departments, agencies, and offices
- Ensures that all laws and ordinances are faithfully executed
- Prepares and submits to the Town Council an annual budget
- Prepares and submits Annual Report
- Interacts with the general public, State and Federal Agencies
- The Mayor's office serves as a "clearing house" facilitating timely responses to requests for information and assistance, as well as the satisfactory resolution of complaints

MISSION

- Maintain East Hartford as an open, inclusive and welcoming community
- Exhibit a positive, solutions-centered customer service attitude in all internal and external interactions
- Strive to create and maintain a physical appearance that brings pride to the community
- Cultivate strong, sustainable, and community-centered development in East Hartford

➤ FY 2020 BY THE NUMBERS



**3 Staff Members
(1 Part-time)**



12,000 inbound calls



**1,431 Mayor's
Meetings & Events**



**42,429 emails
(31,140 inbound;
11,289 outbound)**



**Resolved 15,139
requests for service**

➤ COMMUNITY OUTREACH & COMMUNICATION

Expanded resident communication and outreach

- **COVID-related communication & outreach**

- Expanded social media + digital advertising
- EH Alert-Citizen Alert Network
- Digital & Print advertising
- Kiosk on the Town Green
- My East Hartford
- CANVA graphic design platform



8 FB pages w/ over 2,000 followers on each page

300+ FB posts from EACH page



12,190 + subscribers



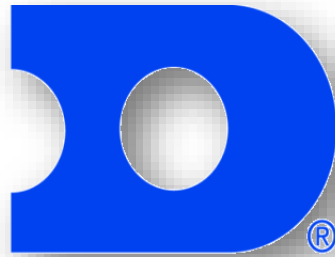
300 press releases

➤ ACHIEVEMENTS & ACCOMPLISHMENTS

RESIDENT COMMUNICATIONS AND OUTREACH



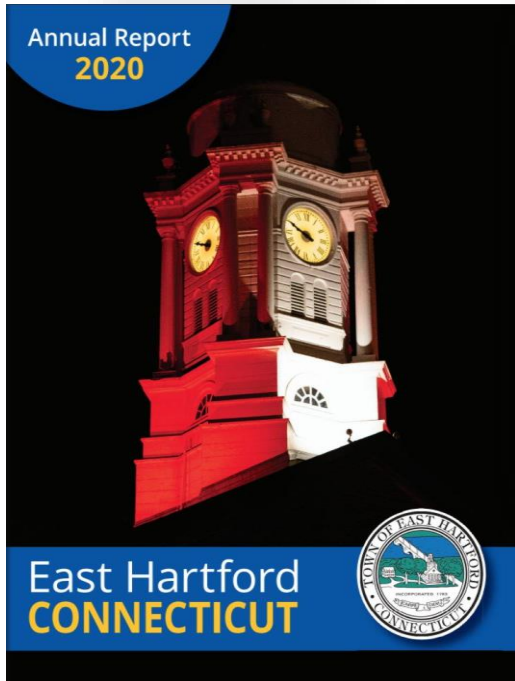
QScend
Technologies, Inc.



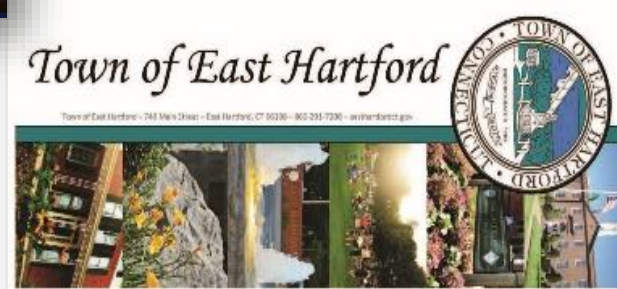
DAKTRONICS



SurveyMonkey



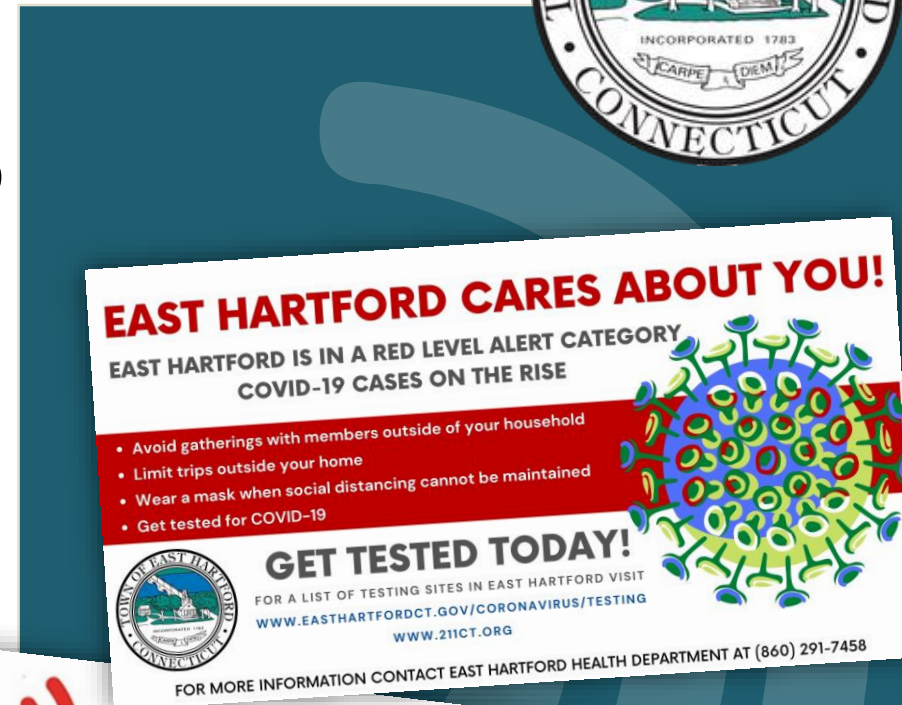
Instagram



➤ COVID COMMUNITY OUTREACH & EFFORTS

COMMUNICATION:

- Consistent COVID-related communication to the public
 - Compiled and disseminated information about COVID resources to residents & businesses
 - Use of variety of platforms & targeted communication
 - COVID-19 designated webpage
 - Mayor's video messages
 - Social Media and digital advertising
 - Print (press releases, flyers, door hangers, newspaper ads, mailer)
 - East Hartford Alert Network (robo-calls)

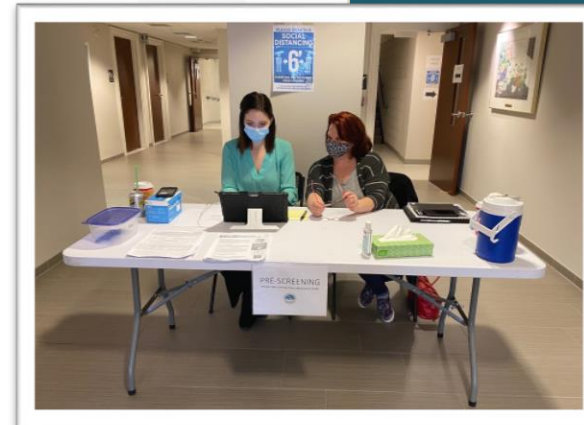


COVID-19 RESOURCES

➤ COVID COMMUNITY OUTREACH & EFFORTS

COVID COMMUNITY TESTING AND VACCINATIONS

- Worked with healthcare providers to offer free and consistent COVID testing to all residents
 - Town Hall
 - Residential neighborhoods
- Worked with the Health Department to coordinate vaccination of eligible Town employees & the public per the State of Connecticut guidelines

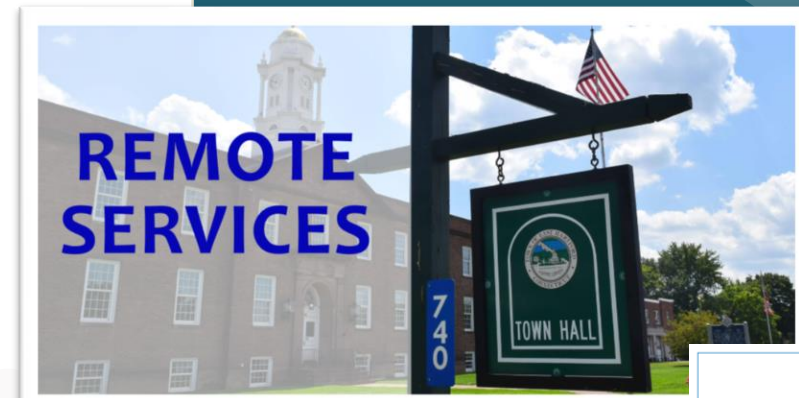


➤ COVID-19 SAFE WORKPLACE EFFORTS

Town Facilities closed to the public on March 16, 2020

The Mayor's Office supported all Town departments since the beginning of the pandemic

- Mobilized staff for pandemic response
 - Unified Command
 - Preparedness Coalition
 - Recovery Planning Group
- Crisis communication Plan
- Assisted & facilitated transition of all 15 Town departments to remote operations & continuity of services
- Guidance to Boards & Commissions
- Guidance & support to Town employees
- Established safety protocols within Town facilities & provided face masks/cleaning supplies to employees
- Coordinated recovery efforts & re-opening guidelines



TOWN HALL IS CLOSED TO THE PUBLIC
TOWN EMPLOYEES ARE WORKING AND AVAILABLE TO ASSIST YOU-PLEASE CALL

Social Services	(860) 291-7295
Tax Office	(860) 291-7250
Town Clerk	(860) 291-7230
Inspections & Permits	(860) 291-7340
Development	(860) 291-7300
Engineering	(860) 291-7380
Health Department	(860) 291-7324
Probate Court	(860) 291-7278
FOR ALL QUESTIONS & DEPTS.	(860) 291-7200

TAX PAYMENTS, PERMITS, VITAL RECORDS REQUESTS, AND VARIOUS TOWN SERVICES ARE AVAILABLE ONLINE!
WWW.EASTHARTFORDCT.GOV

FOR RESIDENT/BUSINESS DOCUMENT DROP OFF:
PLEASE USE THE TOWN DROP BOX DIRECTLY BEHIND YOU IN THE TOWN HALL PARKING LOT

DAILY DELIVERIES:
UPS, USPS, WB MASON, FEDEX, AMAZON, ETC.
PLEASE DELIVER TO SIDE HANDICAP ENTRANCE

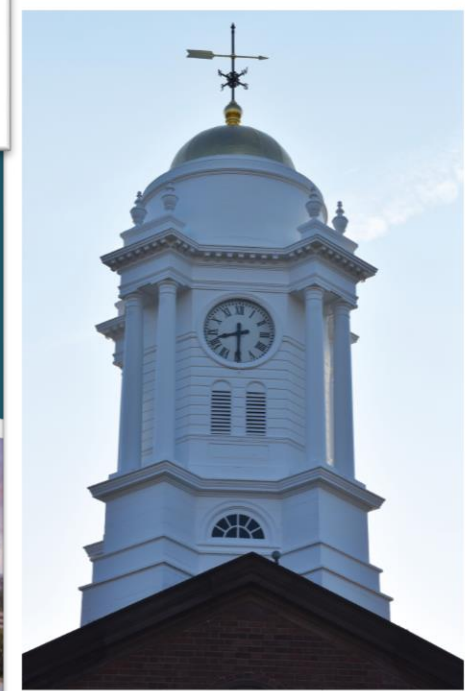
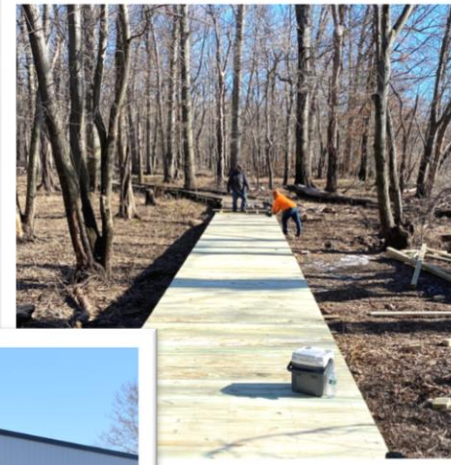
➤ BEYOND THE PANDEMIC

- Census Outreach
- Public forums on racial equity
- Racial equity training for all Directors
- Business and economic development
- 1450 Main Street – SOLIDUS Headquarters



➤ ACHIEVEMENTS & FUTURE PLANS

- Town Sign Project
- Senior Center
- Wickham Library Renovations
- Town Hall Improvements
- Silver Lane Redevelopment
- East Bank at Founders



➤ CHALLENGES

Mayor's Office



- Lean staff for the scope of work we perform
- Building capacity across departments on communication tools and best practices – town-wide Communication Training
- Keeping the public informed of all town services & COVID-19 resources and assistance
- Responding to the needs created by the COVID pandemic
- Educating the Public on town policies and procedures
- Engaging the public on budget participation
- Encouraging public interest in serving on Boards & Commission
- Enforcing new & existing ordinances

➤ CHALLENGES

Town Wide



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➤ BUDGET CHANGES

Org	Object	Description	Reason	\$ Change
G2100	60110	Permanent Services	Contractual	\$6,517
G2100	63133	Professional Services	All communication expenses were teased out of this account to create a specific Communications account	(\$20,000)
G2100	65213	Communications	NEW ACCOUNT – Funding from existing professional services	\$20,000



“For generations East Hartford prided itself on being a fully-diverse, close-knit community that rises and falls together”





THANK YOU!