Introducing

Savvy Citizen
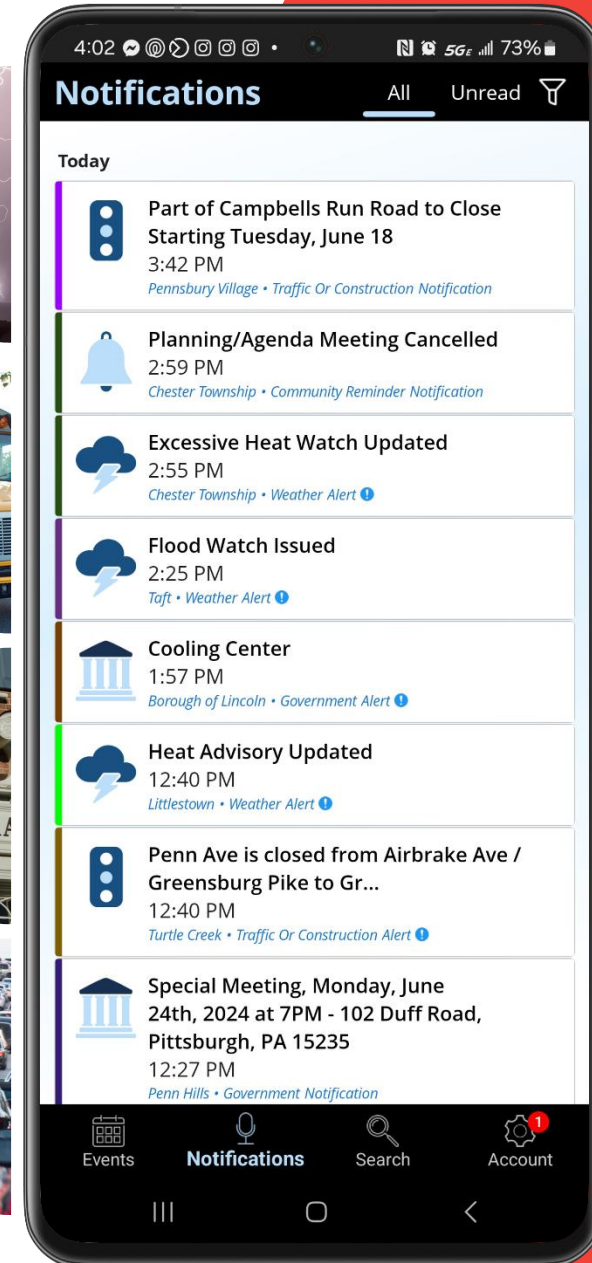
Powerful communication for local governments.

Presentation for the City of Hutchins
July 31, 2025

Available on the **App Store**

GET IT ON **Google Play**

Powered by **msa** 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.
  - Currently provides Tax Management software to Allegheny County's Special Tax Division
- HQ in Pittsburgh, PA with 650 + 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

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

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 via branding, when it was sent, the details and **location displayed via Google Maps.**
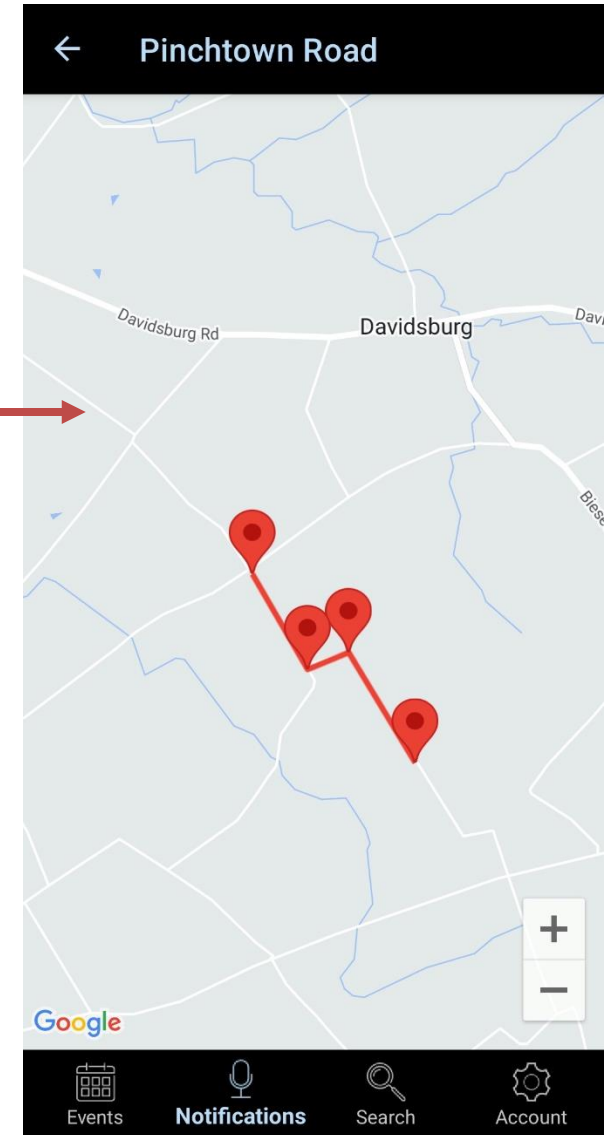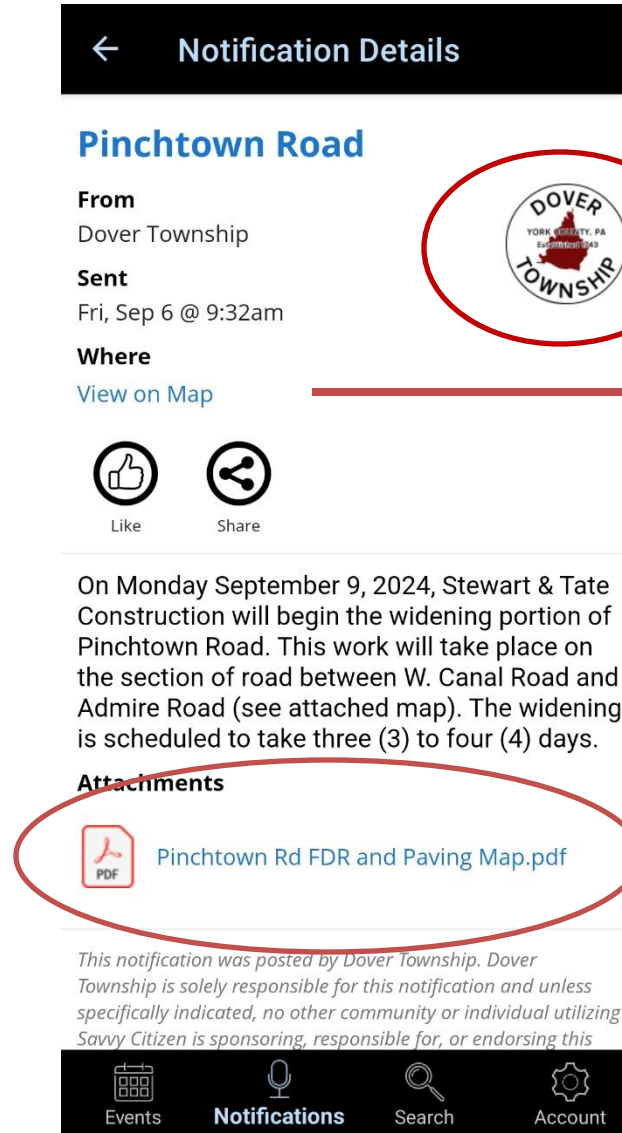
Surveys, Jobs and much more

Gas Leak: Franklin Road and 4th Street

👍 Like

From
Bruceville-Eddy

Sent
Tue, Jun 17 @ 12:49pm

Where
View on Map

Description
Due to a nearby natural gas leak, resi

Please take the following actions:
Go indoors and stay inside.
Close all windows and doors.
Do not leave your home until you are

This is a precautionary measure to en

*This notification was posted by Bruceville-Edd
individual utilizing Savvy Citizen is sponsoring*

Cooling Center - Pool Lodge

👍 Like

From
Forest Hills

Sent
Mon, Jul 7 @ 12:11pm

Where
400 Braddock Rd, Pittsburgh, PA 152

Description
The Borough has opened the Pool L

The space will be open from 12 noo

*This notification was posted by Forest Hills.
individual utilizing Savvy Citizen is sponsori*

Community Survey

👍 Like

From
Spring Garden

Sent
Fri, Nov 29 @ 9am

Description
Spring Garden and York Townships are e
the development of a multi-municipal co
analyze both municipalities as a geograp
ensure the collective vision of both muni
decision-making, addressing critical topic
and environmental conservation, and con

As part of the multi-municipal compreher
an opportunity to share their insights on
decade, manage major issues and opport

Please visit the Survey Link (https://www.
available at the Township office. Question

Survey responses will be accepted until D

Attachments
📄 Survey QR Codes.pdf

*This notification was posted by Spring Garden. Spr
community or individual utilizing Savvy Citizen is s*

Job Opening: Part Time DPW Maintenance Worker

👍 Like

From
Avalon

Sent
Thu, Jan 23 @ 3:40pm

Description
Public Works Part Time Employees, Bor
Borough Council for part time public w
maintenance, repair, and construction o
Workers operate a variety of equipmen
push lawn mower, trimmers, and pickup
and download an application at www.b
application to info@boroughofavalon.c
call the Borough Administration Office
filled.

Avalon Borough is an equal opportunity

*This notification was posted by Avalon. Avalon is
individual utilizing Savvy Citizen is sponsoring, r*

Delayed pick up of trash & recycling due to holiday

👍 Like

From
Forks Township

Sent
Thu, Jul 3 @ 9am

Description
Due to the July 4th holiday, trash and recycling normally picked up on Friday, will be picked up on Saturday, July 5th.
Due to the limited weekend hours at the dump the collection will start at 4:00am Saturday, July 5th. Please place your
containers out on Friday night to avoid missing the pickup.

*This notification was posted by Forks Township. Forks 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.*

Communicating during an emergency

CRAFTON BOROUGH POWER OUTAGE UPDATE

👍 Like

From
Borough of Crafton

Sent
Mon, May 5 @ 3:54pm

Description
CRAFTON BOROUGH POWER OUTAGE UPDATE

Several homes in Crafton Borough remain without p

Please be advised:
• Crafton Public Works is NOT permitted to remove
• County Public Works crews, despite offering assista
• Duquesne Light crews are actively working to remo
• Duquesne Light is still reporting that wower restor

For residents dealing with food spoilage and storm
• Crafton Pool Parking Lot
• Behind the Stage on Afton Avenue
• Borough Building Parking Lot

We appreciate your patience as crews work to safely
medical needs during this time.

For emergencies, call 911. For non-emergency assist

We will provide additional updates as they become
Crafton Borough Administration

Attachments

This notification was posted by Borough of Crafton. Borough of
individual utilizing Savvy Citizen is sponsoring, responsible for,

Dumpster Available for Spoiled Food Only

👍 Like

From
Ingram

Sent
Sat, May 3 @ 1:02pm

Where
View on Map

Description
The dumpster located near the candy stand
waste only. Please DO NOT bring anything

Map | Satellite
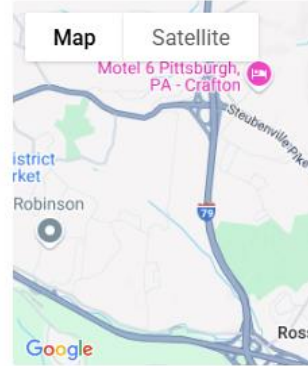
This notification was posted by Ingram. Ingram is solely responsible for this notification and unless specifically indic
is sponsoring, responsible for, or endorsing this notification.

Message from the Offices of The Municipality of Penn Hills

👍 Like

From
Penn Hills

Sent
Thu, May 1 @ 3:07pm

Description
The Municipality of Penn Hills has desi
and as needed until the situation conti

The municipal offices are located at 10
as a quiet space to charge technology

This notification was posted by Penn Hills. Penn
Citizen is sponsoring, responsible for, or endorsi

State of Emergency Declaration

👍 Like

From
Forest Hills

Sent
Tue, Apr 29 @ 9:19pm

Description
Mayor Porco has declared a State of emergency due to the ongoing danger posed by the downed trees and powerlines. Please see the attached Declaration

Attachments
📄 Forest Hills Declaration of Emergency04.29.25.pdf

This notification was posted by Forest Hills. Forest Hills 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 anyway

Missing Person

👍 Like

From
City of Greensburg

Sent
Mon, Jun 2 @ 12:40pm

Where
View on Map

Description
The City of Greensburg Police Department is asking for the public's assistance in locating Lisa Slavnik who has been reported missing. We are asking that all residents in the Academy Hill Neighborhood (Arch Avenue, Culbertson Avenue, Mitinger Avenue, Center Avenue, Walnut Avenue, Maple Avenue, Kenneth Street, Grant Street, Park Street, Beacon Street, Harvey Avenue, Roosevelt Way, and Kenlane.) to check cameras, and their property for any signs of Ms. Slavnik.

Attachments

This notification was posted by City of Greensburg. City of Greensburg 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.

Savvy Citizen is trusted in the Field
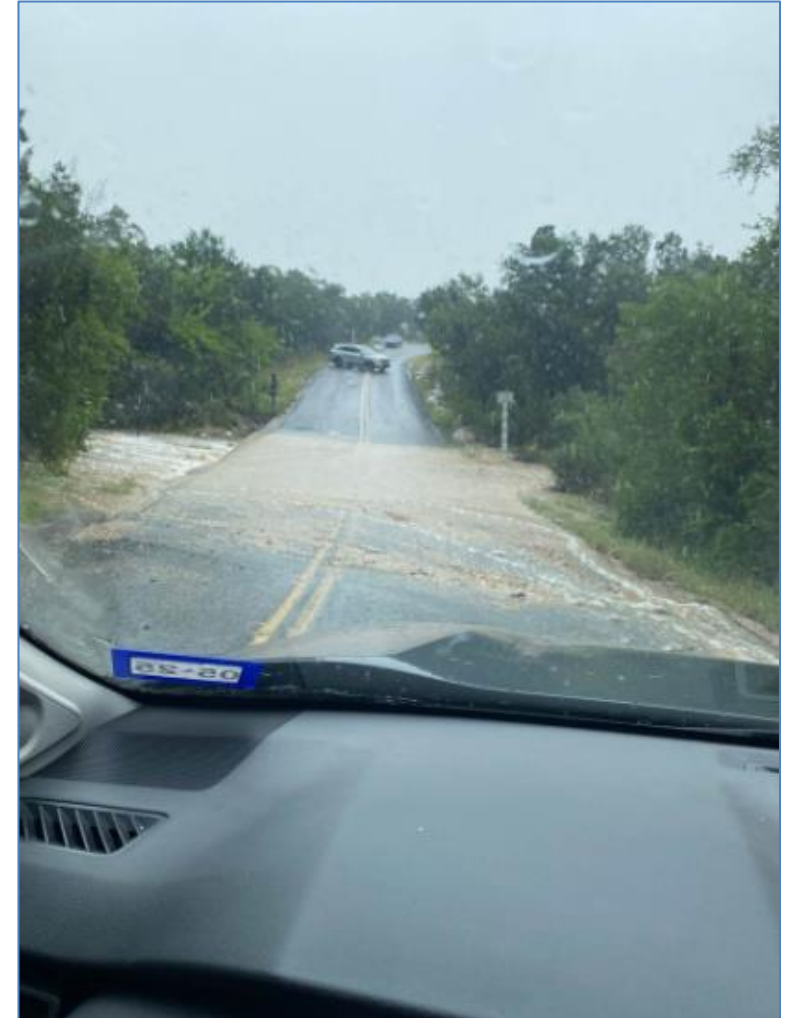
Automated Traffic and Weather Alerts

Event Calendar

◆ Administrators can easily create reoccurring meetings and update events as needed

Municipal Dashboard
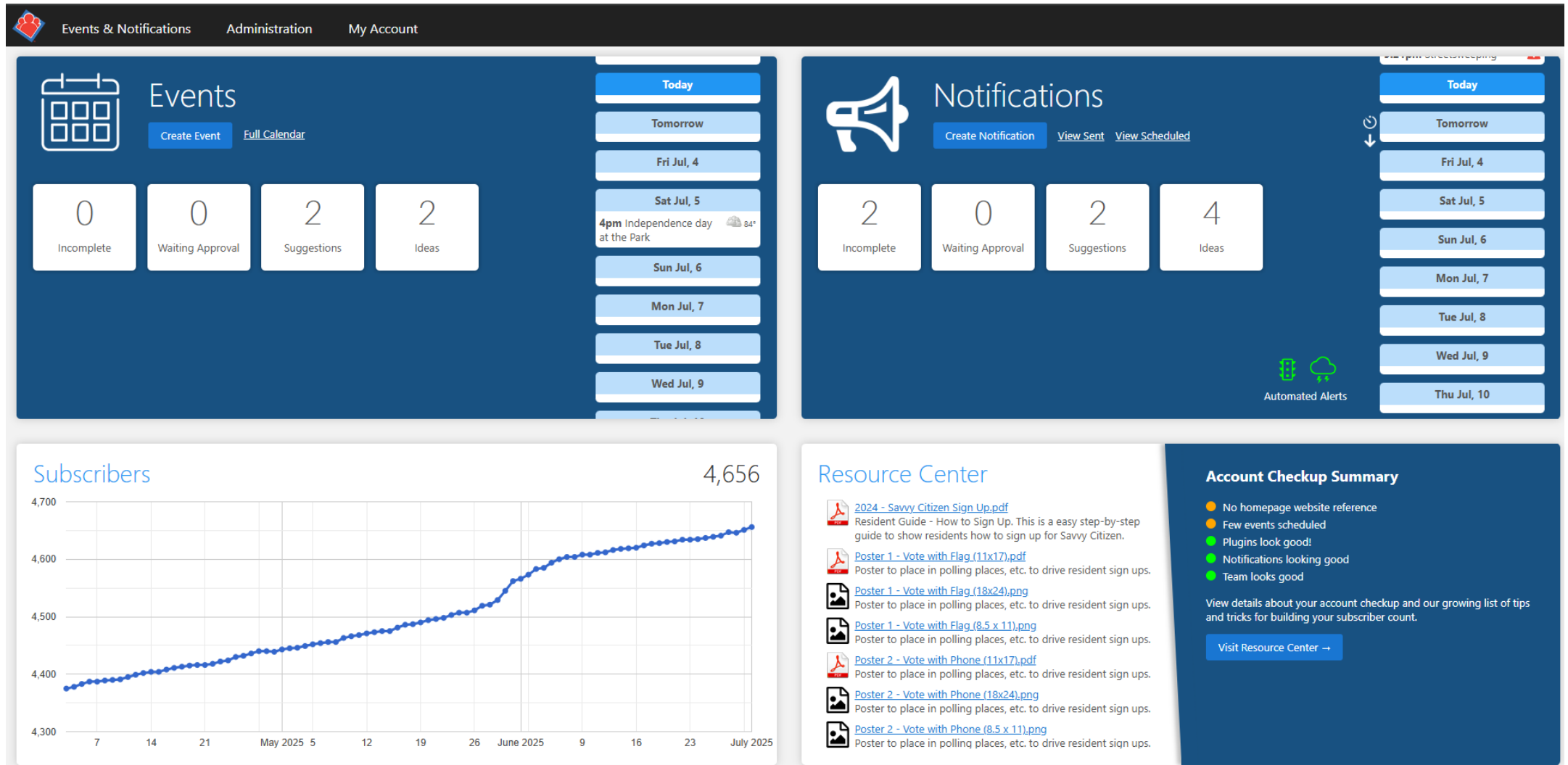
♦ The dashboard provides ideas for future **notifications and events, subscriber counts and digital marketing files**.

Information entry on the website or mobile device

- Admins have ability to send events and notifications from the app on their phone or the website.

- Notification entry from the app helpful for emergency alerts

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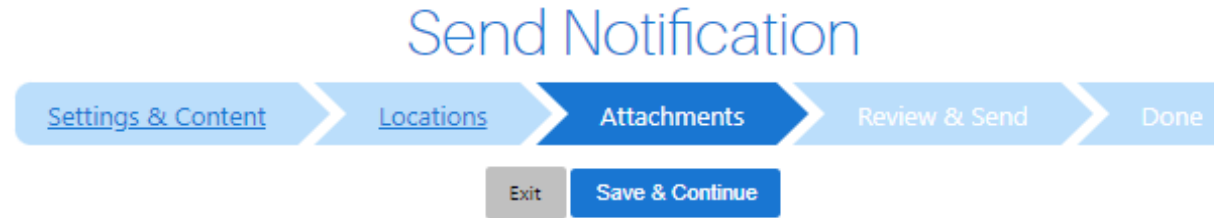
• Savvy Citizen enables administrators to upload images and PDFs to notifications and events. This helpful feature is a time saver if the PDF or image already contains the content you wish to share and is a great way to send forms directly to residents.

Child accounts

- ◆ Agency accounts or "child accounts" can be branded free of charge with their logo/seal:
  - ◆ Police department
  - ◆ Parks and Recreation department
  - ◆ Heath and Human Services department
  - ◆ Emergency Management

- ◆ Enables residents to receive all important information from a single source – Savvy Citizen.

- ◆ Child accounts encourages additional resident sign ups because residents want to receive their important content.

Municipal "Parent" Account

Police/Sheriff

Parks and Rec.

Fire Dept.

Optional Feature: Website Integration

Optional Feature: Existing Calendar Integration

Savvy Citizen Calendar
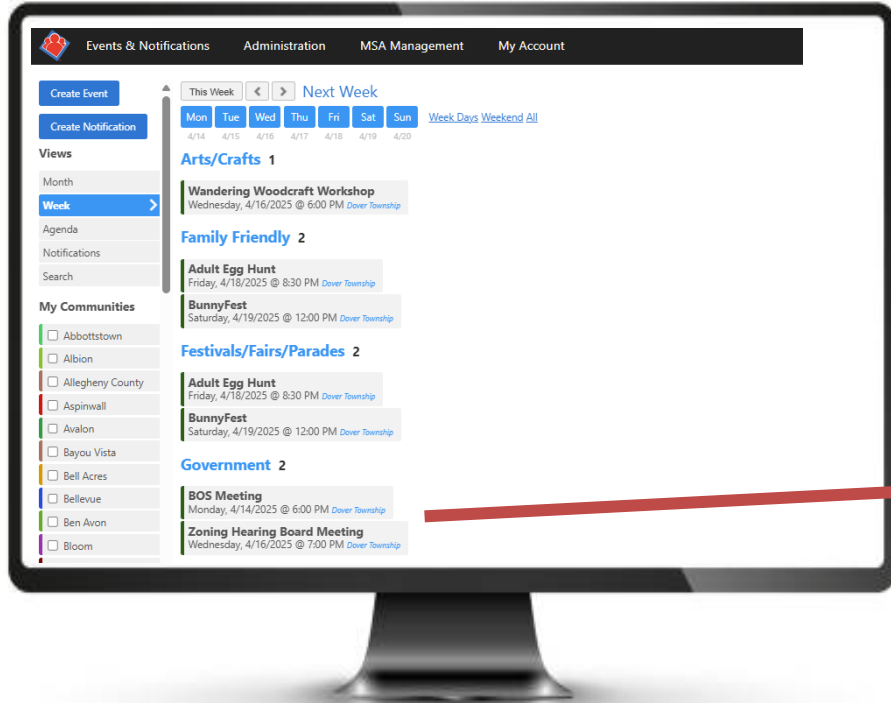
Existing Municipal Calendar
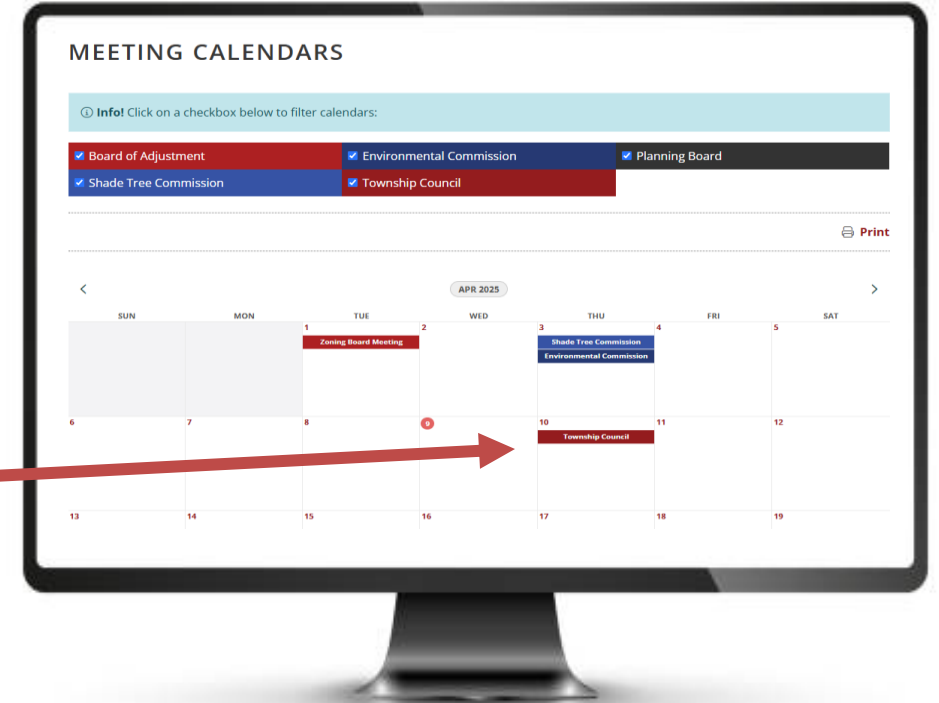
◆ Savvy Citizen events can be presented on any *iCalendar* compatible calendar. Users simply subscribe to the Savvy Citizen calendar feed via their existing calendar and the Savvy Citizen events will be presented on their existing calendar.

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.
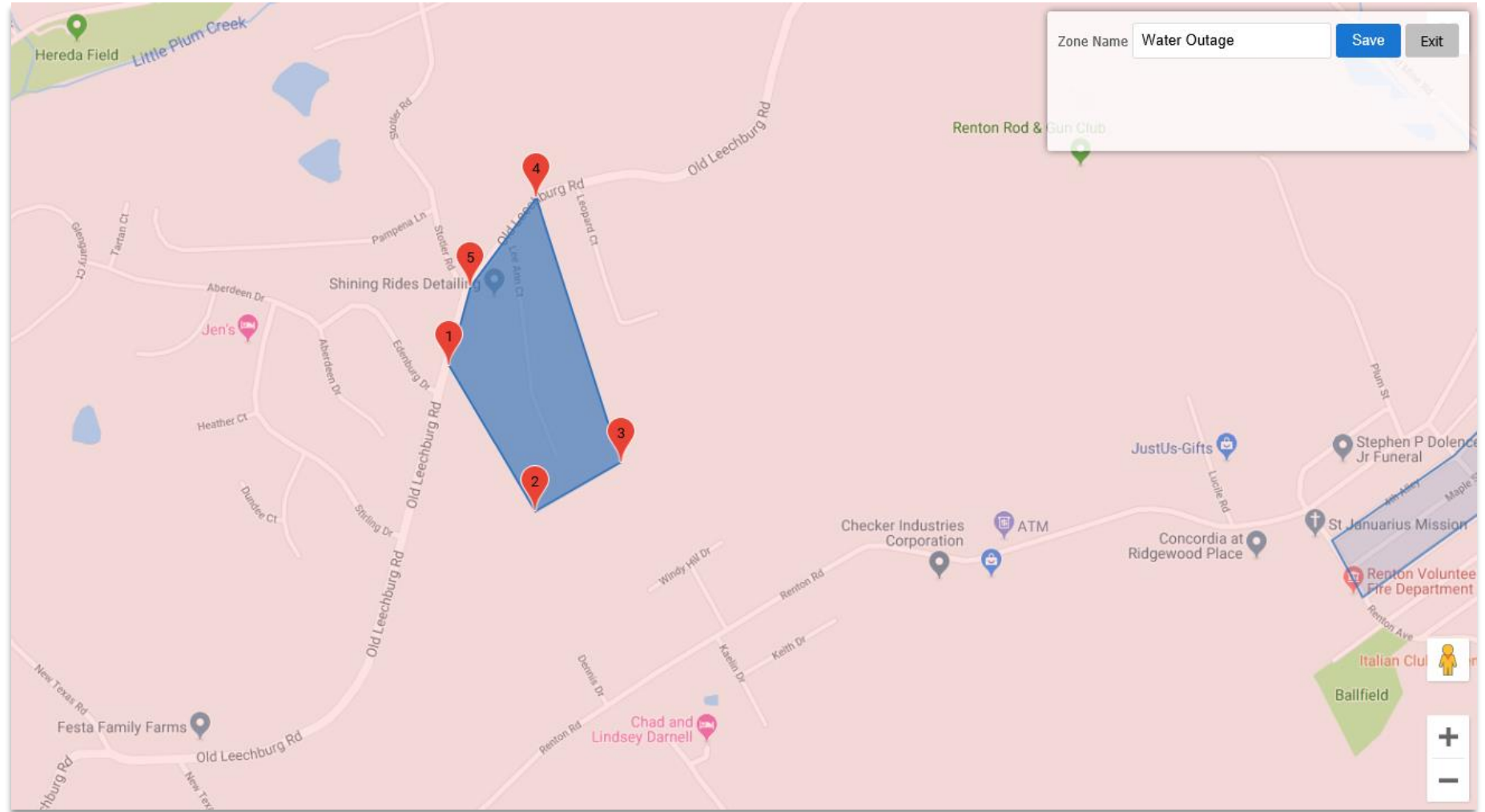
How We Help You Get Citizens to Engage

- **Branding -** Savvy Citizen enables you to brand notifications and events sent to residents by incorporating your logo

- **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.

Don't miss out on community events, notifications & alerts from the City of Latrobe.

Get Forest Hills:
- Alerts
- Community News
- Event Reminders

Sign up for free at: SavvyCitizenApp.com

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)

Pricing

Monthly Subscription	Annual Subscription
$249	$2,739

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. This dollar amount is a suggestion and may be adjusted based on your feedback.

*This pricing includes "child accounts" for City departments/agencies

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

18 Month Development Road Map

◆**Limited Resident Feedback**

- Enabling residents, in a limited way, to provide information back to their location

government

- Report a pothole, road debris, ordinance violation, etc.

◆ **IPAWS Integration**

- Providing the integration for local governments to send out emergency alerts via the IPAWS

Network (Integrated Public Alert & Warning System – FEMA)

What Some of Our Clients and Residents are Saying …
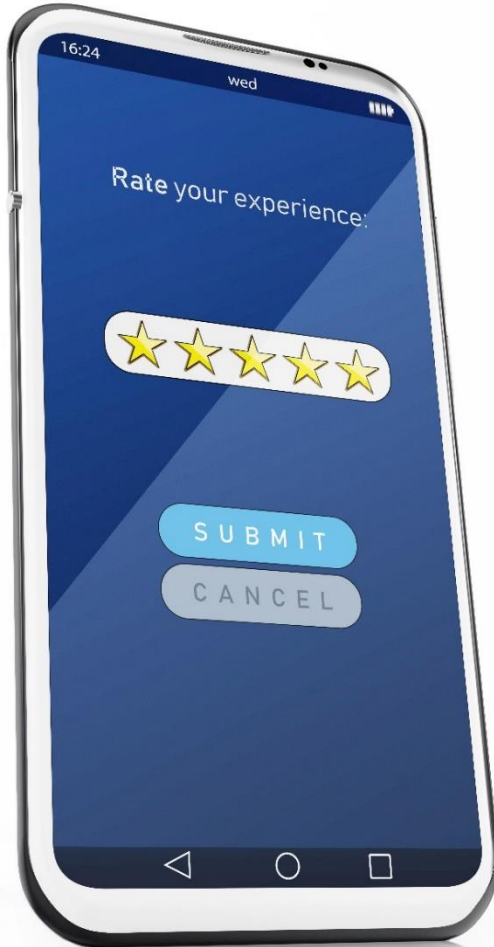
" Savvy Citizen is the best tool for local governments to quickly push information out to residents, and it handles community events better than any notification system I have used in the past. "

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! "

" Savvy Citizen enables our police department to quickly send out alerts to the public with immediate delivery. We also utilize the automated traffic alerts which provides vital information to residents while saving us time and manpower. "

Chief David Lash
Northern York County
Regional Police
Department

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

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GET IT ON Google Play

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