

Introducing Savvy Citizen

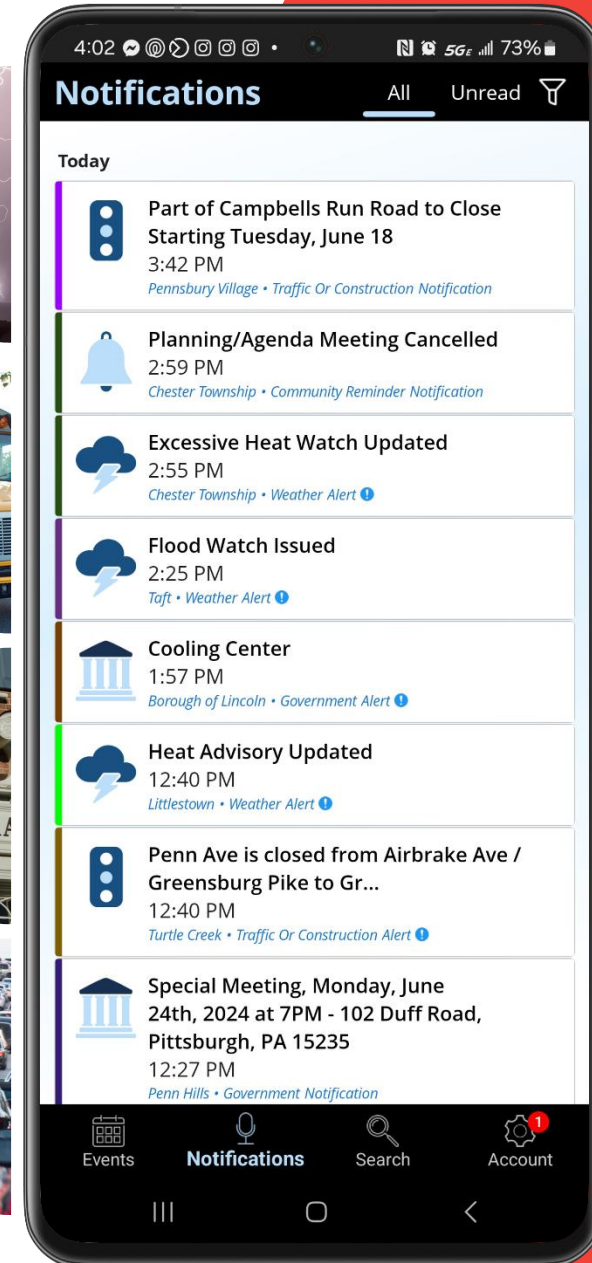
Powerful communication for local governments.



Presentation for the City of Hutchins
July 31, 2025



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.
 - 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

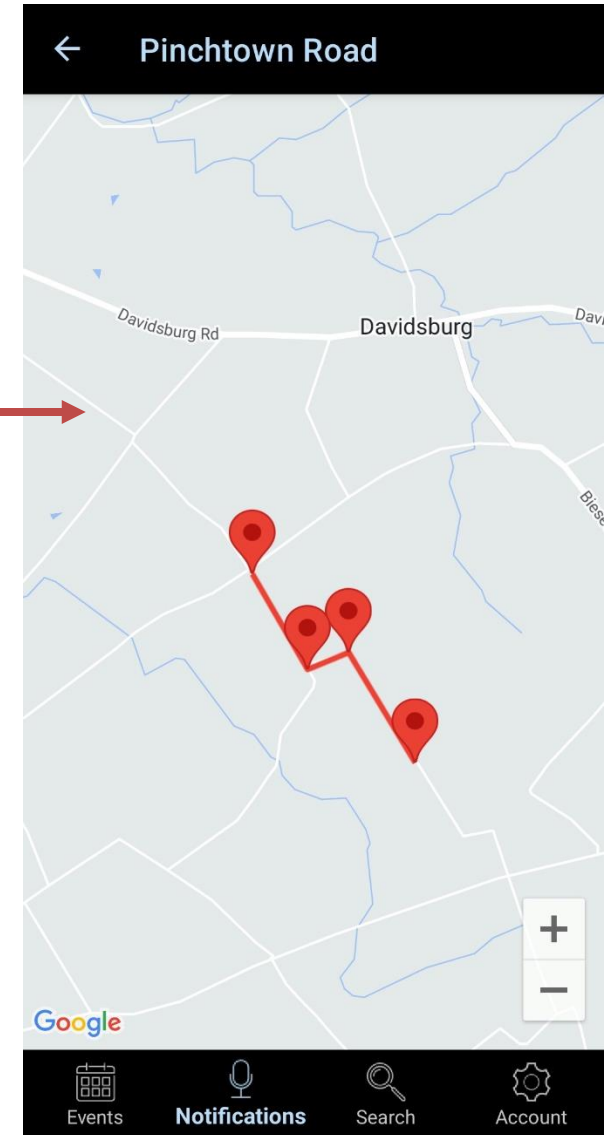
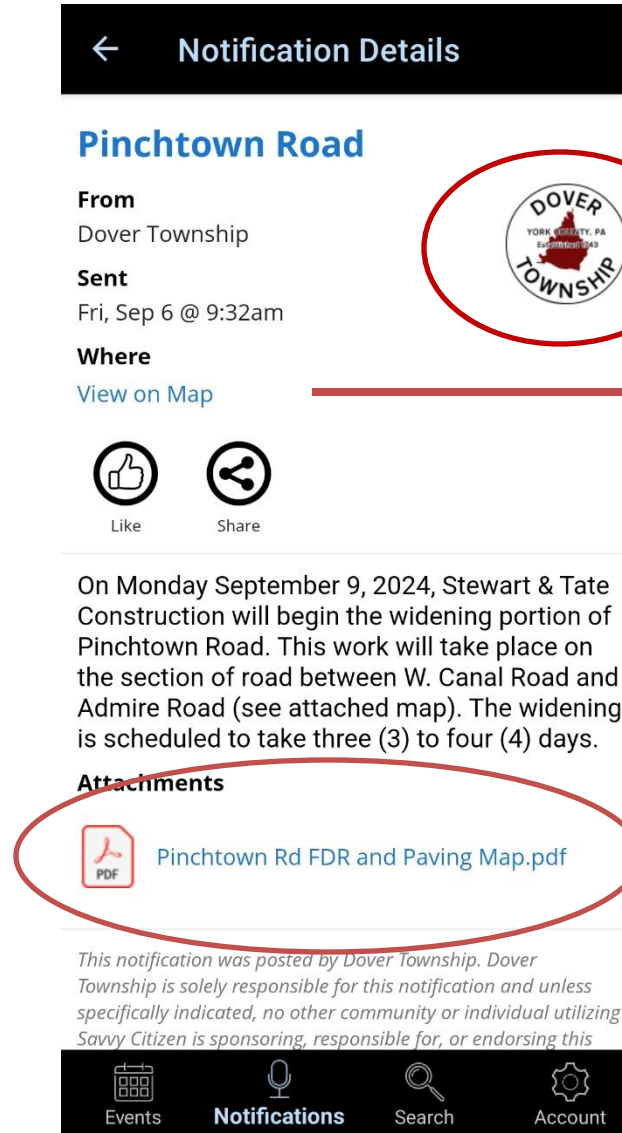
Savvy Citizen helps you better communicate with your residents, not only with the system features, but also via search engines, and other social media channels. We have all of the lines of communication covered for your municipality's needs.

Push Notifications	Text Messages	Website or E-mails	Search	Social Media
<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> 



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, residents are advised to take the following actions:
Go indoors and stay inside.
Close all windows and doors.
Do not leave your home until you are notified.
This is a precautionary measure to ensure the safety of the community.

[Map](#) [Satellite](#)

This notification was posted by Bruceville-Eddy. 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 15201

Description
The Borough has opened the Pool Lodge as a cooling center for residents. The space will be open from 12 noon to 6 pm, Monday through Friday.

[Map](#) [Satellite](#)

This notification was posted by Forest Hills. Individual utilizing Savvy Citizen is sponsoring.

Community Survey

Like

From
Spring Garden

Sent
Fri, Nov 29 @ 9am

Description
Spring Garden and York Townships are entering the development of a multi-municipal compact to ensure the collective vision of both municipalities in decision-making, addressing critical topics and environmental conservation, and community development.

As part of the multi-municipal comprehensive plan, we are providing an opportunity to share their insights on the past decade, manage major issues and opportunities for the future.

Please visit the Survey Link (<https://www.surveymonkey.com/s/sgykcompact>) available at the Township office. Questions and comments are welcome.

Survey responses will be accepted until December 15, 2023.

Attachments
 [Survey QR Codes.pdf](#)

This notification was posted by Spring Garden. Individual utilizing Savvy Citizen is sponsoring.

Job Opening: Part Time DPW Maintenance Worker

Like

From
Avalon

Sent
Thu, Jan 23 @ 3:40pm

Description
Public Works Part Time Employees, Borough Council for part time public works maintenance, repair, and construction of public works. Workers operate a variety of equipment including push lawn mower, trimmers, and pickup trucks. Application and download an application at www.boroughofavalon.org or application to info@boroughofavalon.org call the Borough Administration Office at 412-261-1111.

Avalon Borough is an equal opportunity employer.

This notification was posted by Avalon. Individual utilizing Savvy Citizen is sponsoring.

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 power.

Please be advised:

- Crafton Public Works is NOT permitted to remove
- County Public Works crews, despite offering assistance
- Duquesne Light crews are actively working to restore power
- Duquesne Light is still reporting that power restoration is ongoing

For residents dealing with food spoilage and storm damage:

- Crafton Pool Parking Lot
- Behind the Stage on Afton Avenue
- Borough Building Parking Lot

We appreciate your patience as crews work to safely restore power and address medical needs during this time.

For emergencies, call 911. For non-emergency assistance, call 412-261-1234.

We will provide additional updates as they become available. Thank you for your patience.
Crafton Borough Administration

Attachments



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.



Dumpster Available for Spoiled Food Only

Like

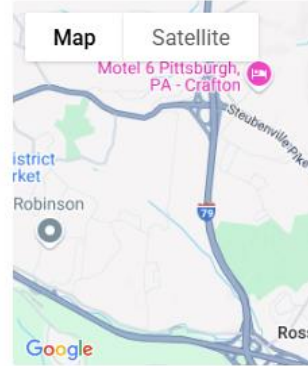
From
Ingram



Sent
Sat, May 3 @ 1:02pm

Where
View on Map

Description
The dumpster located near the candy stand is available for spoiled food waste only. Please DO NOT bring anything else.



This notification was posted by Ingram. Ingram 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.



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 designated the offices as a quiet space to charge technology and as needed until the situation continues.

The municipal offices are located at 10000 Steubenville Pike, Ross Township, PA 15136.

This notification was posted by Penn Hills. Penn 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.



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 anywhere



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

Caution -Water on Upper Lime Creek Road



From
Volente



Sent
Sat, Jul 5 @ 4:31pm

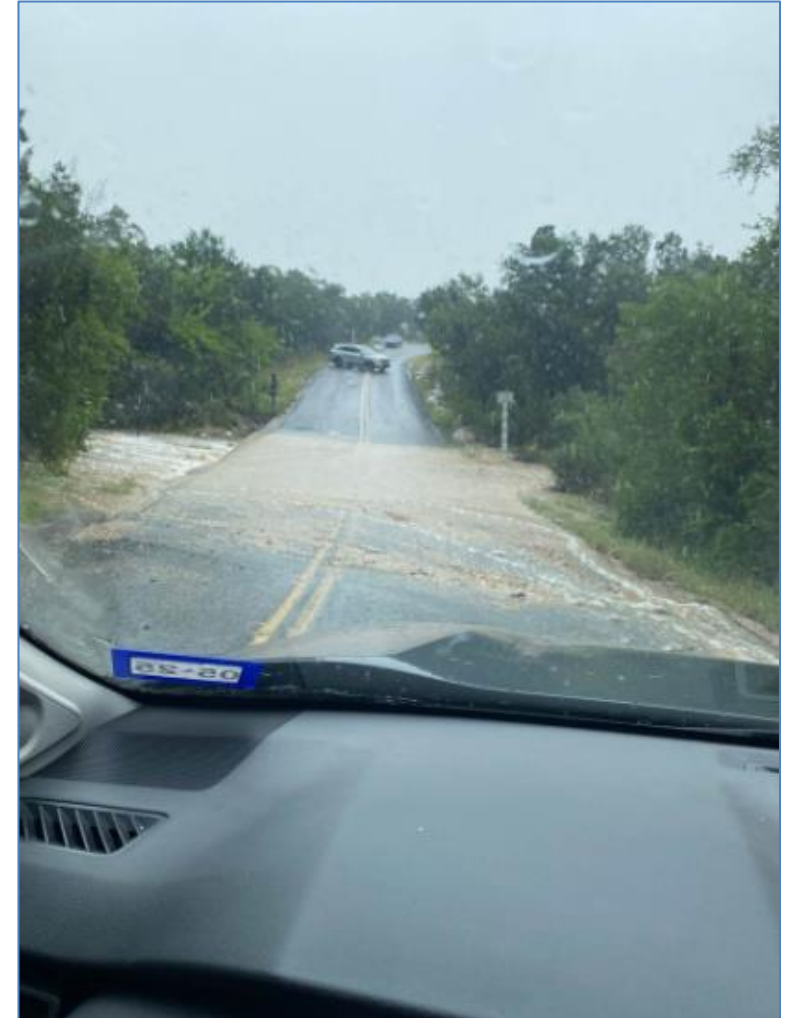
Description

If travel outside the Village of Volente necessary you should avoid Lime Creek Road heading past West Drive and Sandy Creek Marina. While technically not a monitored low water crossing there is moving water over the roadway on Upper Lime Creek.

Attachments



This notification was posted by Volente. Volente 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.





Automated Traffic and Weather Alerts

E 5th Ave is closed from Albright Ave to N George St.

From
NYCR Police

Sent
Fri, Nov 8 @ 8:50am

Where
[View on Map](#)

Description
E 5th Ave is closed from Albright Ave to N George St.

Type: Construction
Severity: Serious
Road Closed: Yes
Reported: Fri, Nov 8 @ 7:27am
Source: Bing Maps

MapSatellite

Keyboard shortcutsMap data ©2024 GoogleTerms

This notification was posted by NYCR Police. NYCR Police 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.

Tornado Watch Issued

From
Spring Garden

Sent
Fri, Aug 9 @ 6:30am

Description
Tornado Watch issued August 9 at 6:23AM EDT until August 9 at 2:00PM EDT by NWS State College PA

THE NATIONAL WEATHER SERVICE HAS ISSUED TORNADO WATCH 616 IN EFFECT UNTIL 2 PM EDT THIS AFTERNOON FOR THE FOLLOWING AREAS

IN PENNSYLVANIA THIS WATCH INCLUDES 16 COUNTIES

IN CENTRAL PENNSYLVANIA

ADAMS COLUMBIA CUMBERLAND
DAUPHIN JUNIATA LANCASTER
LEBANON LYCOMING MONTOUR
NORTHUMBERLAND PERRY SCHUYLKILL
SNYDER SULLIVAN UNION
YORK

THIS INCLUDES THE CITIES OF BERWICK, BLOOMSBURG, CARLISLE, DANVILLE, GETTYSBURG, HARRISBURG, HERSHEY, LANCASTER, LAPORTE, LEBANON, LEWISBURG, MIFFLINTOWN, NEWPORT, POTTSVILLE, SELINGSGROVE, SHAMOKIN, SUNBURY, WILLIAMSPORT, AND YORK.

This notification was posted by Spring Garden. Spring Garden 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.



Event Calendar

Events Agenda Month Week

June 19, 2024 - Wednesday
7pm Council Meeting
Forest Hills

June 20, 2024 - Thursday
All Day 2nd Quarter Sewage Due
Forest Hills
7pm Environmental Advisory Council Meeting
Forest Hills

June 21, 2024 - Friday
4pm Farmers Market
Forest Hills

June 27, 2024 - Thursday
7pm Planning Commission Meeting
Forest Hills

June 28, 2024 - Friday
4pm Farmers Market
Forest Hills
7pm Free Outdoor Concert Aris Band
Forest Hills

Events Notifications Search Account

Events Agenda Month Week

< June 2024 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27 1	28	29	30 1	31 1	1 1
2	3 1	4 1	5 1	6	7 1	8 1
9	10 1	11 1	12 1	13	14 1	15
16	17	18	19 1	20 2	21 1	22
23	24	25	26	27 1	28 2	29 1
30	1	2 1	3	4	5 1	6

Events Notifications Search Account

Events Agenda Month Week

June 2024

< 17 Mon 18 Tue 19 Wed 20 Thu 21 Fri 22 Sat 23 Sun >

1 2 1

Wednesday, 6/19/2024
7pm Council Meeting
Forest Hills

Thursday, 6/20/2024
12am 2nd Quarter Sewage Due
Forest Hills
7pm Environmental Advisory Council Meeting
Forest Hills

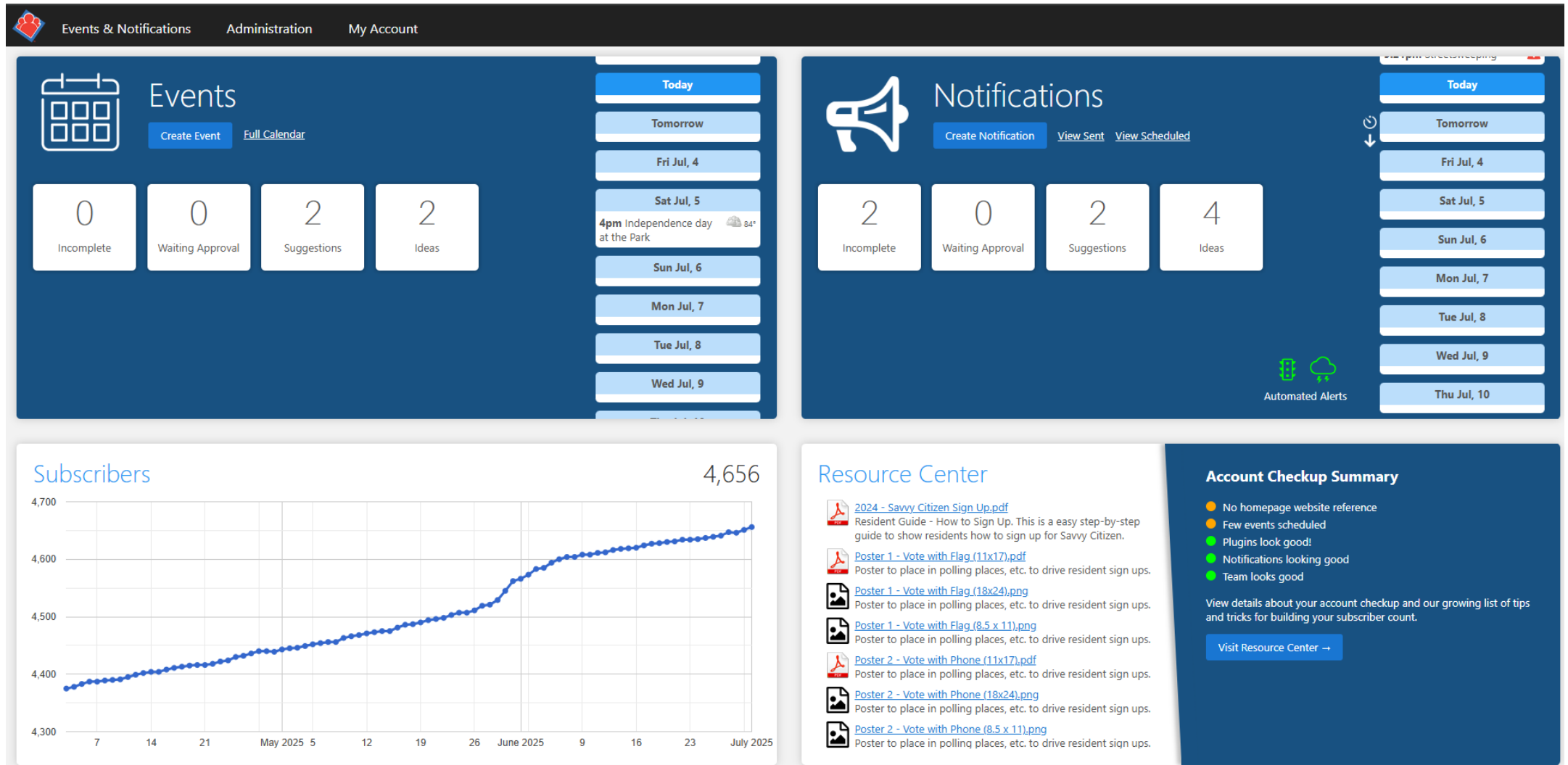
Friday, 6/21/2024
4pm Farmers Market
Forest Hills

Events Notifications Search Account

- ◆ 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

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, Eighmy, 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.

11:43
Search
Back Create Notification Next

1 Settings & Content 2 Locations 3 Review & Send 4 Done

Settings

From: Hana ↕

Category: ↕

Who would you like to notify?
↕

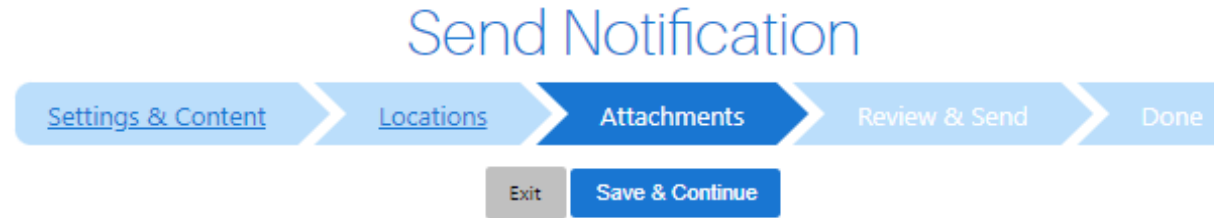
Is this urgent?
↕
Urgent notifications are sent without delay 24 hours per day and should only be used for important, time-sensitive matters.
Standard notifications are sent between 9am and 9pm and are throttled so recipients only receive one per half hour.

Events Notifications Search Communities Account

- ◆ 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



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.



Child accounts

- ◆ Agency accounts or “child accounts” can be branded free of charge with their logo/seal:
 - ◆ Police department
 - ◆ Parks and Recreation department
 - ◆ Health 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

Town of Inglis, Florida

Home About Inglis Government Departments Local Links Contact Us Town Calendar

Town Calendar

Today February 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28 7am Waste Pro Bulk Pic	29	30	31	Feb 1
2	3					
9	10					
16	17 7am Closed for Preside 6:30pm Inglis Recreation					
23	24					

Sign up to get events and notifications at Savvy Citizen.

HARBOR CREEK Township

Government Community Departments FAQ's

Twp Staff Agenda & Minutes Waste Services Roads Zoning Parks & Recreation Directory Calendar

Stay Informed

Business View Magazine: Special thanks to Business View Magazine for featuring Harbor Creek Township in the latest.

Salvation Army: Drop-off your gently used shoes and clothing here at the Municipal Building. Look for the large white.

Savvy Citizen: Savvy Citizen is a FREE notification system for Apple and Android users that will township to send information about township news and directly to residents' mobile devices making it easy to download.

Upcoming Events

Full Calendar of Events

February 2025

Thu, 13	12pm	Career and Internship Fair
Sun, 16	1pm	Pool Party
Mon, 17	5pm	Commission Meeting
		Hearing Board Meeting
		Supervisors Meeting
		Supervisors Meeting

NOTIFICATIONS

February 2025

Wed, 12	11:28am	2025 Dover Recreation Sponsorship Guide
Sun, 9 <th>9am</th> <th>PennDot Road Closure</th>	9am	PennDot Road Closure
Fri, 7 <th>4:36pm</th> <th>Job Opening - Emergency Services Coordinator</th>	4:36pm	Job Opening - Emergency Services Coordinator

January 2025

Thu, 30	2:02pm	Job Openings Available
	9am	Groundhog Day with Dover Doug
Wed, 29	3:36pm	Carlisle Rd (Rt 74) Watermain Replacement
Tue, 28	5:53pm	Items for Sale on Muncibid
Sat, 25	9am	January E-exclusive - Recreation
Fri, 24	1:59pm	Hines / Warehouse Update
Tue, 21	2:39pm	Christmas Tree Collection Update

Borough Events & News

Borough Meetings Borough Plans Borough Resolutions Borough Ordinances

Borough Events

Today February 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	Feb 1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	Mar 1

Sign up to get events and notifications at Savvy Citizen.

Borough News

E-Cycling Collection Event
View Calendar

Abbottstown Paradise Joint Sewer Authority Notice
View Revision

Reuse and Recycling Schedule
View Calendar

See All News

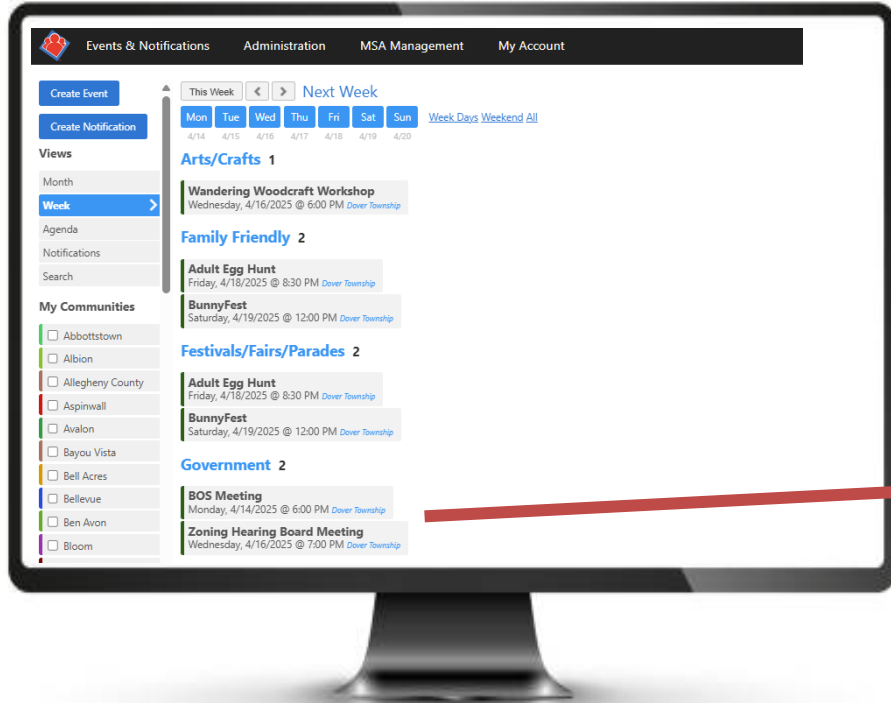
Borough Meeting Livestream Playlist

Video unavailable
Playback on other websites has been disabled by the video owner
Watch on YouTube

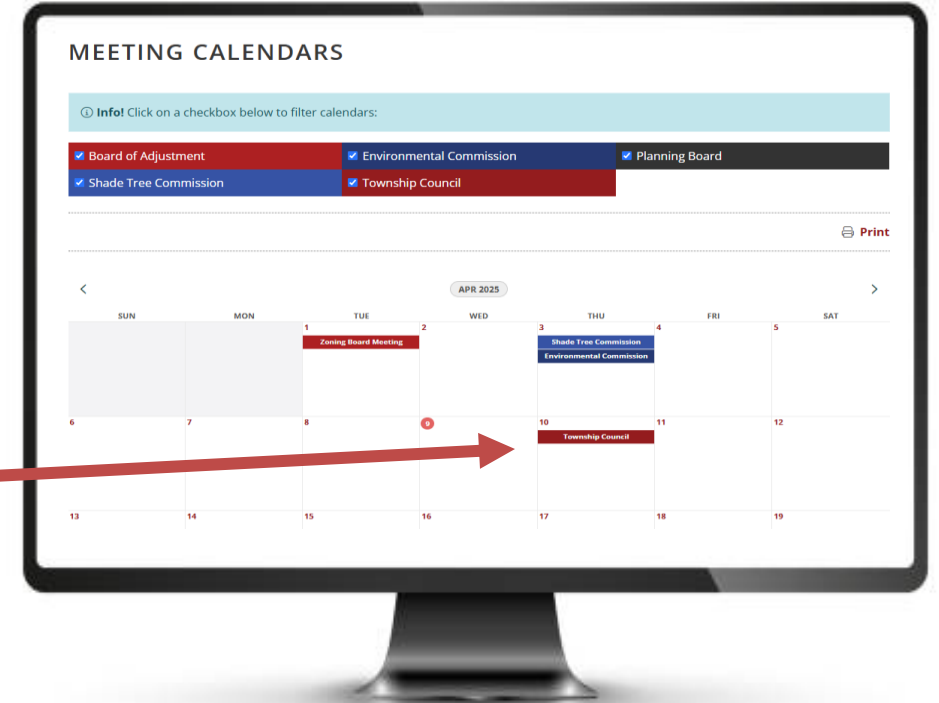


Optional Feature: Existing Calendar Integration

Savvy Citizen Calendar



Existing Municipal Calendar

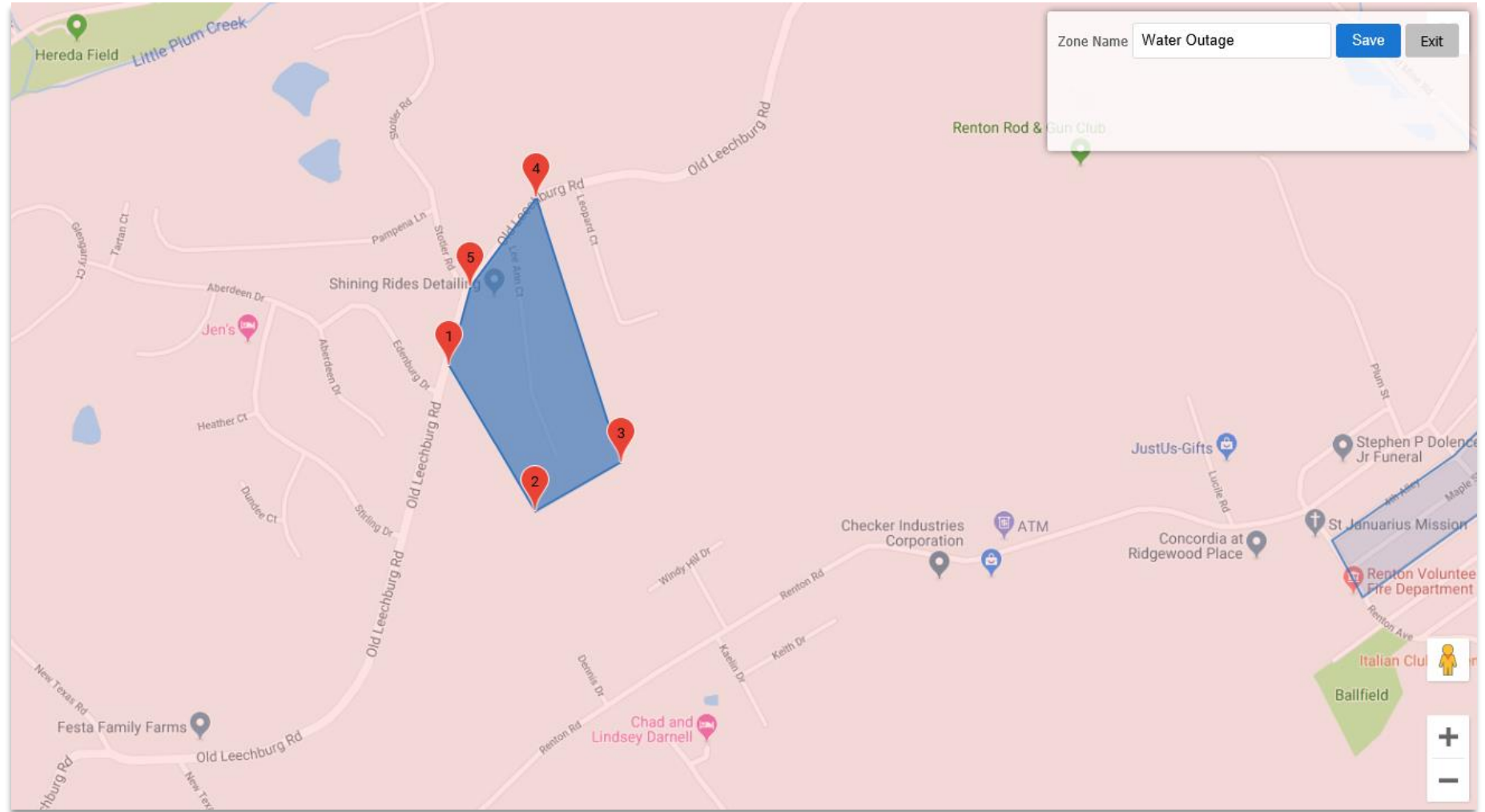


- ◆ Savvy Citizen events can be presented on any *iCalendar* compatible calendar. Users simply subscribe to the Savvy Citizen calendar feed via their existing calendar and the Savvy Citizen events will be presented on their existing calendar.



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.





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	
<p>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.</p>	

*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

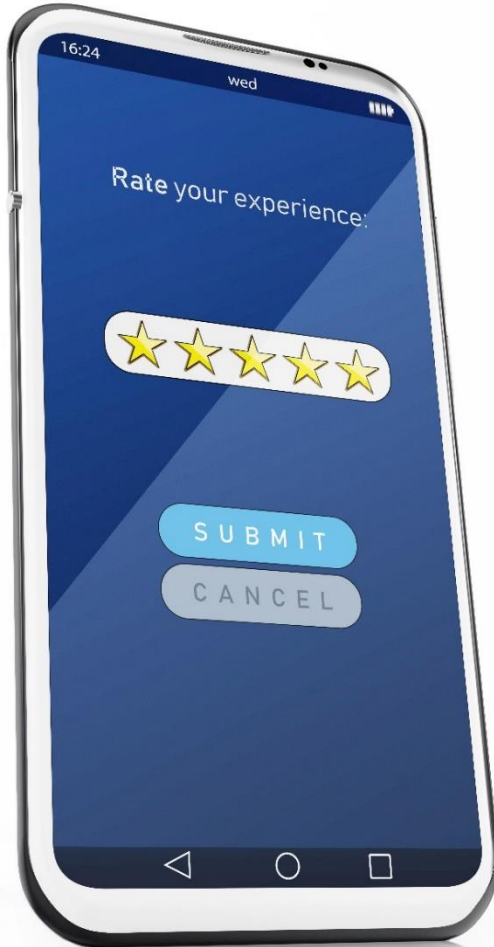
- Enabling residents, in a limited way, to provide information back to their location government
 - Report a pothole, road debris, ordinance violation, etc.

◆ 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[®]

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sales@savvycitizenapp.com



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

