



**Minutes  
City Council's Technology, Economic &  
Community Development Committee**

**Technology Community Forum**

**April 15, 2009**

Minutes of the meeting of the City Council's Technology, Economic & Community Development Committee held on Wednesday, April 15, 2009, at 5:30 p.m. in the Don Cassano Community Room, Tempe Transportation Center, 2<sup>nd</sup> Floor Conference Room, 200 East Fifth Street,, Tempe, Arizona.

**Committee Members Present:**

Councilmember Onnie Shekerjian, Chair

**Council Members Present:**

Mayor Hugh Hallman

**City Staff Present:**

Alan Jensen, Special Operations  
Charles Smith, ITD  
Charles Meyer, City Manager  
Dave Kelly, ITD  
Fred Guelick, Fire  
Frieda Roben, Escalante  
Gene Obis, ITD  
Glenn Kephart, Public Works  
Gretchen Maynard, TLC  
Jan Hort, City Clerk  
Martha Garner, Community Relations/Media  
Rick Rager, Municipal Court  
Shelley Hearn, Community Relations  
Sheri Wakefield Saenz, Economic Development  
Wendy Springborn Pitman, Engineering  
Wydale Holmes, TLC

**Guests Present:**

Bret Giles, Sitewire  
Bret Gassaway, CTL Wireless  
Carl Cole, Market Search  
Chris Conrey, Interim Technologies

Darlene Tussing, East Rio Neighborhood  
Dean Heckler, Heckler Design  
Ed Kelty, Rio Salado Community College  
Evo Terra, ASW Consulting  
Gregg Davis, Insight  
Hoosamuddin Bandukwaia, HB Compliance Solutions  
Jason Crandall, Insight  
Jeff Moriarty, Intel/Ignite  
Jennifer Bucich, Insight Public Sector  
Linda Kelley  
Sandy Reinhardt, Tempe Elementary School District  
Sheila Dee, ASW Consulting  
Thomas Carillo, Ignite Phoenix  
Toni Smith, Tempe CVB

**Councilmember Shekerjian called the meeting to order at 5:40 p.m.**

### Welcome

Mayor Hallman welcomed the attendees and explained the vision of the meeting. He explained that the City is facilitating this forum to look for ideas in obtaining technology that meets environmental, economic and cultural needs of the City and Community based on a cost/benefit analysis. The vision is to improve government while making the community sustainable.

### Format and Purpose

Councilmember Shekerjian explained that the purposes of this forum were to increase transparency, save tax dollars, and tap into the expertise of the participants.

Participants were asked to add one idea per card (available to participants) and place that card on the boards in accordance to the category to which the idea addresses. There would then be a follow up with the attendees to clarify the ideas. Attendees were also asked to mark the high priority ideas with green dots to identify areas of efficiency and effectiveness.

### Generate Ideas, Post and Prioritize

Attendees wrote ideas on cards, prioritized and attached the cards to the appropriate board.

### Consolidate Ideas

Ideas/Priorities

**\* signifies the number of people who prioritized an idea as being the most important**

### **Standardization of all public meeting information on the internet**

- Use of existing tools or custom built software to publish meeting times/details (via RSS, etc)
- Need one site that will allow a person to choose a direction for information \*\*
  - a. button to calendar a meeting
  - b. button to neighborhood activities
  - c. button to committee meetings
  - d. button to police
  - e. button to bus service
  - f. button for general information
  - g. button for phone book/directory

- h. misc. button for informal meetings – to be updated daily by each dept. This could be an autolink when a meeting notice is written
- i. dept change information update button when decisions will effect neighbors
- Give access to information in a variety of forms print, RSS, etc

#### Availability of wireless tools

- Reinvent the Tempe “WAZ” so that free or low cost broadband is available city wide- high speed and secure (partner with ASU?)\*\*\*\*
- City could provide a mobile alert system for cell phone for traffic/weather, amber alerts for missing children to subscribers (Brett Gassaway 480-250-5957)\*\*
- E-Monitor H<sub>2</sub>O usage monthly (point in time) e-notice of bulk refuse pick-up (subscriber based)
- Add free public internet access in the libraries, community centers, all out-reach organizations for citizens unable to afford home access. Publish a directory of where these are
- Open unfiltered wireless in major areas (Mill, Downtown Tempe)
- Designate places with free WiFi access. All of Mill Avenue District, ASU Campus, Tempe Town Lake, Tempe Marketplace
- Open WiFi in main areas
- RFID system install in libraries, court house, school security, light rail pass for better emergency & tracking (Hoosam 301-455-5014) [hoosam@icee.org](mailto:hoosam@icee.org)
- Public safety – enable police, fire, etc to use high speed services when in-range
- Wireless – Provide tax incentives promotions, etc to encourage business to offer connectivity.
- Find and eliminate broadband and mobile dead zones within Tempe. Don't be known for dead zones relative to other metro cities.

#### Electronic filing and issuance of building permits

- It would be nice to check for plan review status online instead of calling \*
- On -line service would also help clients be informed about the home they are purchasing.
- Submit development plans in an electronic format
- Adopt open document standards for document development/distribution
- The City should adopt a plan for using and advocating free open software (FOSS)
- Permits – Webinars/video to streamline processes for citizens/residents \*
- Electronic building permits

#### Website usability/assessibility of information

- Why doesn't the City website list charter schools and private schools in its boundaries?
- Try the program: GOV.Delivery it is the world's leading provider of government – to-citizen communication solution
- Provide statistics from departments and locate on maps.
  - Crimes
  - Fire dept. responses
  - Road closures
  - Special events
- City facility locations maps via dropdown menu
- Schools – map locations
- Area hospital/map locations
- Find nearest Fires Station by entering home address – many request for insurance coverage\*
- Ability to subscribe to all info at tempe.gov via RSS-full contact, ICAI – calendars, Podcasts (categorized), GIB all info passively

- Mobile friendly websites – CSS standards based \*
- More audio/video contents, less documents on websites
- Less menu-driven websites, more content, less menu on the homepage
- Site is painful to view on mobile devices (iphone)
- Add tag cloud to tempe.gov so popular search terms would make it easier to find info
- Stream and record council meetings using existing technology like ustream.tv etc.
- Site is organized by city dept and using government lingo, not by how a person seeking info might look \*\*\*
- Make Tempe's website interactive on TV via cable or satellite – Providers – eliminate need for computer
- Plan to continuously improve the website – no bit re-writes every 5 years \*
  - update information without constant changing of site layouts
  - website should be more intuitive. For instance, I couldn't find a list of parks and recreation classes on tempe.gov. I had to call parks and recreation for info.
- Understand compliance obligations
- Undergo secure code review and consider appropriate technology to maintain secure presence and alert on treats or breach attempts
- FAQ – in Spanish on classes/registration/events payments

#### Use of Social Media Opportunities

- Tempe should have several accounts on twitter.com. One for traffic alerts, another one publicizes activities in Tempe.
- Blogs could be implanted where city staff and Tempe residents/workers could post current info. Blog posts can be approved by city staff before they appear live.
- Twitter all upcoming events
- Blog capabilities for community events, activities, services and public offering (splash park/town lake)
- City News via blog or twitter
- Post events and classes on Face book, upcoming etc.
- Teen website or blog for program ideas\*\*
- Social media - maximum benefit is the under 35 crowd
- CR Software
  - utilize an "idea forum" technology like user voice to enable ideas to bubble\*
  - real time surveys/feedback on proposals
  - involve community in discussing ideas, changes, etc.\*\*
  - Any social media should have open commenting for community feedback
  - use wide format to produce city policy documents with community input
- Tempe in-touch i-phone opp\*-within Tempe location specific features
- "Face" of Tempe on twitter/facebook, personal interaction, not just info \*\*\*\*
- Social –listen to what people are saying online to better understand key issues facing Tempe
  - discussion/trend monitoring@tempe topics (ASU, Mill, Tempe)
  - implement "listening" campaign/strategy \*\*
  - people ask questions/complain on many more places than your website (fits in service)

#### Use of On-line payment systems and registration city wide

- Consolidate payments into one online place: \*\*\*\*\*
  - water
  - P & R class fees
  - tickets
  - library
  - irrigation, etc.

- Nearly all city services should be available online (i.e., parking tickets, utilities, registration)
- Utilize “service Arizona” concept to pay and/or register for a variety of services within one payment site. (could have links to other systems in an effort to make process as seamless as possible to the user)
  - via paypal/water bill \*\*-allow tickets to be paid online-on an incentive scale. Pay same day online, fee is lower, etc. It gives people a reason to come to site
- Registration for parks and recreation classes is difficult because the online system generates a # for user ID and password. Users should be able to create their own ID and password so it’s easier to remember
  - ditch the parks and recreation PDF – should be an interactive catalog. That is, easy to use and register for classes etc.
  - online PDF brochure to be organized so all anyone has to do is click-for example. I have a toddler all I want to know/see these programs not try to find it in a pdf

#### Utilization of a call center and tracking system to improve customer service

- In contact, inc. -hosted call center support system that provides:
  - 1) very high reliability
  - 2) low start-up costs
  - 3) proven performance of over 600 users
  - 4) flexible and easy to customize
  - 5) fast start-up (4 – 6 weeks) website [www.incontact.com](http://www.incontact.com) (call Cole 480-626- 4697)
- Utilize informational/education vignettes to have caller listen to or email for specific questions.
- IP based call/contact center
  - eg.cisco IPCC solution
  - Leverage existing IP network infrastructural and build on
- Increased function.vs, legacy IVR solutions (Jason 480-899-9835)
- Track your complaint on line

#### Other ideas or uses of technology that can be utilized to make city more effective

- Online comments forms are very helpful
- Form should allow multiple qualifications (resident/Tempe business owner/manager and work in Tempe)
- Recommends the book: After the Software Wars by Keith Curtis (free download on website)
- High Capacity Solar system
  - Concentrated PV collectors
  - Trackers to improve efficiently
  - 50+ acres along riverbed
  - North side of channel – west of lake
  - Barriers to divert water in 100 years - Flood back into channel
  - Solar site raised up to avoid flooding -- Earl Cole (480-626-1697)
  - [www.brilliantgreenenergy.com](http://www.brilliantgreenenergy.com)
- Create a center where residents can donate old computers – get some kind of city credit- and allow students or poverty families to receive a donated computer
- Create and fund a volunteer group to refurbish simple E machines with open source OS & basic office software
- Online city directory/tied to real time chat/phone support
- Online collaboration tools
  - webex
  - meeting place
  - video on demand
- CIP Project Management

Tools that would interface with outside contractors/consultants & businesses – has components to show real-time status of projects \*

- Incentivize homeowners to go green as much as possible – maybe earn utility credits to be used for city services for different types of “greening” done. \*\*\*
- Notification system – self subscription of alerts related to city services, updates, proposal, etc.
- Allow attorneys to access court rulings (on motions) via subscription service
- Current law firm staff must call the court sometimes repeatedly in order to access this information prior to the notice being mailed \*
- Classes through Parks and Recreation on how to use technology and social media for family groups and community
- Telecom Expense management services
  - Audit bills for accuracy
  - Negotiate w/carriers on cities behalf
  - Provisionary services for circuits and blackberries (Jason Insight) 480-889-9835
- Interactive with Skype
- Green your printing needs, ie, consolidating printers duplexing print on demand \*
- Use of web meetings – sharing of “meeting materials” camera, microphone, etc follows the face instead of face to face meetings
- Hosted network services or remote network operations center
- Telepresence (cisco)
- Microsoft communicator saves costs on inner office communications
- Resources for entrepreneurial groups (meetings, ignite, etc) \*\*\*
- Open co-working space
- Increase learning/educational opportunities to the community (cable or internet media) – interactive opportunities among participants could be accomplished through subscription service. Education community school administrators – residents \*\*

### Wrap Up and Next Steps

Ideas will go through the City Council’s Technology, Economic and Community Development Committee. Some attendees may be contacted for further information. It is anticipated that the forum will reconvene in six (6) months to a year to provide updates.

**Meeting adjourned at 6:45 p.m.**

Prepared by: Jan Hort  
Reviewed by: Shelley Hearn

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Jan Hort  
City Clerk