

Minutes Technology, Economic & Community Development Council Committee August 19, 2011

Minutes of the meeting of the Technology, Economic & Community Development Council Committee held on Friday, August 19, 2011, at 10:00 a.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Member Present:

Councilmember Onnie Shekerjian, Chair

City Staff Present:

Brigitta Kuiper, City Clerk	Amber Wakeman, Assistant to the City Council
Kris Baxter-Ging, Community Outreach, Mktg Coord.	Micah Miranda, Economic Development Specialist
Ken Jones, Finance & Technology Director	Andy Goh, Deputy Public Works Director – Engineering
Grace Kelly, Energy & Grants Project Manager	Larry Schmalz, Principal Planner
Lisa Collins, Deputy Community Dev. Dir – Planning	Crista Alvey, Community Relations Intern
Dave Heck, Deputy Finance & Technology Director – IT	Craig Hittie, Housing Services Supervisor
Chris Anaradian, Community Development Director	Jeff Tamulevich, Code Enforcement Manager
Bonnie Richardson, Principal Planner	Shelley Hearn, Community Relations Administrator
Adrienne Richwine, Deputy Community Services Dir. – Library/Cultural Svcs	

Guests Present:

Nick Bastian	Dru Smith-Crain
Jamie Shaver	Barbara Hummer
Mike Ferguson	Forrest Ann Ferguson

Councilmember Shekerjian called the meeting to order at 10:10 a.m. and asked meeting attendees to introduce themselves.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Review of Minutes

The June 17, 2011 minutes were accepted.

Agenda Item 3 – Use of Technology throughout the City

Ken Jones, Finance and Technology Director, and Dave Heck, Deputy Finance and Technology Director – Information Technology (IT), provided an update on the City's technology strategic plan. A handout was distributed outlining the strategy and measures of success/expected outcomes. Presentation and discussion highlights include:

- The purpose of this strategy is to work with departments to identify the best uses of technology to improve efficiency and effectiveness in providing services.
- There are 75 measurable standards in this strategic plan.
- Business Analysts are tasked with identifying the needs of each City department based upon their business practices

- Long term and short term departmental wants/needs will be prioritized by Information Technology (IT) staff.
- Budget priorities will be identified
- Compiled data will be presented to the Technology, Economic & Community Development Council Committee for feedback and direction
- This is a proactive approach.
- IT staff is in the process of assessing personnel resources and applications within the City; what departments are being serviced; how much time those tasks take
- A program is available allowing leadership to submit requests for IT system enhancements, which are evaluated by IT staff who then identify technology options, costs, and implementation timeframe
- The process is a fair and accurate way of determining the priorities of the City
- Departments know the best way to improve communication and services with the public; IT will assist in finding technology that provides efficiencies.
- Concern was raised regarding aligning committee work with the work being done by departments; this will be discussed at the Council Summit
- Staff was requested to provide this presentation at an Issue Review Session in the fall, 2011
- IT strategy is critical information for Council prior to entering into the budget discussions; technology is a crucial element to the services that the City provides to the community and City departments
- It is important to understand that if the IT budget is cut, then their ability to use technology is reduced
- Council needs to understand the key role that IT plays within City departments; the IT goal is efficiency and effectiveness
- It would be helpful if departments were to measure the effectiveness of the tools IT provides
- Council is moving towards data-driven decisions.
- This process is a system wide change.

Agenda Item 4 – Convert website to new Content Management System

Shelley Hearn, Community Relations Administrator, distributed a handout depicting the look of the City's new website homepage. Presentation and discussion highlights include:

- There will be a new calendar webpage; more interactive; easier to navigate
- An Important Notification button will be included in the webpage
- Tempe 311 webpage will allow residents to submit a service request; capability to track service requests; includes contact data
- Transparency project webpage will be included
- Sustainable Tempe webpage will include green program information and initiatives
- Site map consists of multiple webpages
- Websters within each department are assisting in the site map analysis
- The project is in the development stage; in October 2011, websters will be trained
- The new website will be launched in early 2012
- Focus groups will assist in providing feedback regarding the new site
- Staff was asked to provide this presentation at an upcoming Issue Review Session

Agenda Item 5 – Right of Way Permitting and Telecom use

Andy Goh, Deputy Public Works Director – Engineering, updated the Committee on right-of-way permitting and telecom use. Presentation and discussion highlights include:

- May, 2011, staff met with major right-of-way users to seek input on ways to expedite the permit approval process to work in the City's right of way
- Protection of water and sewer lines were key areas of focus
- Currently, there is a process in place and an expedited plan review fee
- There has been a 50% increase in the use of the expedited review process
- Staff was commended for their professionalism throughout this change in process

Agenda Item 6 – Social Media Update

Kris Baxter-Ging, Community Outreach, Marketing Coordinator, provided a PowerPoint presentation regarding use of social media. Presentation and discussion highlights include:

- Tempe’s social media program may be the strongest in the state for a community of its size
- Tempe is considered the government social media “go to” people for Arizona – presented at three statewide conferences
- Tempe is the city of choice for social media events and will remain such until events outgrow facilities
- **FACEBOOK**
 - 96% of Americans ages 12-50 are on Facebook
 - According to the data from Facebook, there a combined 28 million people over the age of 45
 - 40% check Facebook multiple times each day
 - 36% check Facebook multiple times a day from their mobile device
 - 48% have intentionally clicked on an ad on Facebook
 - City of Tempe has about 2,500 fans
- **TWITTER**
 - Fifth most popular website in the world
 - Users are slightly more educated, make a little more money than Facebook users
 - Tempe’s Twitter reach: It takes about four Tweets to reach 12,500 people - the same number of people as read the Tempe Republic
 - @tempegov has nearly 4,000 followers, including all media outlets in the greater Phoenix metropolitan area
- Tempe Social Media Demographics:
 - 25% - ages 18-24; 26% - ages 25-34; 22% - ages 35-44; 22% - ages 45+; 5% - kids
 - Average income is about \$60,000 annually
 - Average person has some college or better, but youth numbers skew results
 - Most fans and followers are from cities around Tempe – heavy following in Dallas, Las Vegas and Canada, but we also have followers from faraway places such as India and Saudi Arabia
- Tempe’s Program by the numbers (a 5% increase from June 2010 was the goal of the 2010/2011 social media effort):
 - New Facebook Fans Goal: 49; achieved: 1,100; total fans: 2,453 (on Aug. 11)
 - More than 2 million impressions for our page during the year
 - New Twitter Followers Goal: 90; achieved: 2,722; total followers: 3,846 (on Aug. 11)
 - About 5,700 people see each Tweet sent
 - YouTube Views Goal: 1,911; achieved: 120,373; total views: 168,122 (on Aug. 11)
 - New study shows that 35% of all people say they never read a newspaper. Three years ago, only 8% of Americans had Facebook pages. Today, Facebook beats Google as the top website in the world.
- Significant happenings:
 - Town Lake crisis increased social media numbers last July – those fans and followers stayed for information about everything else
 - Social Media Day contest with free prizes from area businesses added 300 new fans in less than a week
 - A Facebook ad that cost \$340 brought about the same number of fans. In July, slowest month of the year, there were a record-breaking 619 new Facebook friends.
 - Last week, a shout out for help for Tempe Escalante Center’s food pantry on Facebook brought instant online donations and media attention
- Twitter for Economic Development:
 - @shannontempe
 - Used mostly at conferences
 - Reached governors, conference officials, the country of Norway, and several biotech groups at a recent conference
 - This is in addition to messages sent through @tempegov

- Not meant to have huge numbers of followers, meant as a way to draw people at conferences by using the conference #
- Facebook marketing:
 - As staff travels to conferences and on Greater Phoenix Economic Council (GPEC) sales missions, staff will lead with a Facebook ad in those communities
 - Ads will target executive interests and will go to tempe.gov/business, not the facebook page
 - Each market ad is budgeted for \$500
- Events
 - Ignite Phoenix, Maker Faire, TEDxTempe and Phoenix, Social Media Arizona, Social Media Day
 - Social media is not just from a phone or computer – it's the person behind the avatar; there are places where people gather in person and meet some of the people they communicate with online, or maybe a common interest draws everyone together. Will use social media events to spread the word about how to communicate with Tempe and to show that Tempe is tech friendly and innovative
- The future - goals for social media.
 - Continue to build audiences by being relevant
 - Activate people to do something – start a new business, go to an event, shop local, sign up for a class, donate, move here
 - Be the resource for fast answers to quick questions
 - Build relationships with our fans and followers so we can be the friendly version of government and not the big, scary “big brother”
 - Show Tempe as responsive and effective, innovative and experienced
 - Continue use of: embedded YouTube videos, social media events, QR codes, Slideshare, Tweets, etc
- Tempe lacks convention center space
- The new website will be mobile friendly
- Tempe is in a transition phase in communicating with the public; increasing transparency
- Increasing number of social media technology users between the ages of 13-17 and 50-65
- School districts are incorporating technology in their libraries

Dave Heck, Deputy Finance & Technology Director – IT, stated that Gig U will launch their Request for Information (RFI) event on September 26, 2011 for a gigabyte speed residential network. Approximately 50 research universities across the United States will be involved. Councilmember Shekerjian requested future updates on this activity. Tempe and Arizona State University have a synergistic relationship. Perhaps a press release should be issued to promote this event.

Agenda Item 7 – Update on Tempe 311's Communication Plan

Shelley Hearn, Community Relations Administrator, briefed the Committee on the Tempe 311 Rollout Communication Plan as provided in the agenda packet materials. Presentation and discussion highlights are as follows:

- There has been a delay in rolling out the Tempe 311 Communication Plan because Tempe officials are working with Maricopa County to acquire the '311' phone number
- Tempe is working with the Maricopa Association of Governments (MAG) to work on a regional approach
- August 19, 2011 is the deadline for communities to submit the names of their representatives to serve on a MAG governance committee and/or a MAG technology committee
- Customers that call '311' will automatically be routed to Tempe
- Cities have an option regarding how they wish to participate – calls can be routed to a recording or to an operator
- The goal is to not transfer callers to a different phone number when they contact 311
- City departments are being phased into the call center operations program
- Software integration will be necessary
- Staff is working on the mobile and web system components
- The rollout timeframe will be similar to the website rollout

- Key messages will make engaging the public easier; social media; press releases
- The '311' phone number will be included on promotional materials
- The intent is to provide the highest level of customer service
- Phone call data will be collected so that trends can be identified
- This program is a proactive way to resolve issues

Agenda Items 8 – Citywide Economic Development Strategy

This agenda item will be presented at a later date.

Agenda Item 9 – Establish an “Action Team” with local partners/local banking institutions to identify and remedy technology commercialization problems

Micah Miranda, Economic Development Specialist, provided background information regarding an “Action Team” established with local partners/local banking institutions to identify and remedy technology commercialization problems. Presentation and discussion highlights include:

- Purpose is to provide education on funding opportunities
- There has not be an active “angel” environment
- Meetings will be held to find ways to access capital and to review the draft working plan
- First dry run of the curriculum is scheduled for October 2011
- Staff was asked to provide this presentation to the City Council at an upcoming Issue Review Session
- This information is important to entrepreneurs
- Banks are not lending money in this economic environment
- The marketing plan is a tool used to locate investors; it catalogs resources
- Various Mayors and City Councils will be asked to convey messages to the public
- Leveraging existing resources: Arizona Technology Enterprises, Arizona Angel Investors; mentoring opportunities
- Thursday, August 25, 2011 at 3:00 pm – Angel Investors Boot Camp. Specific individuals have been involved to participate in the meeting; the meeting is not open to the public.

Agenda Item 10 – Business operating advantage for business located in Tempe via a coherent economic development marketing strategy and Agenda Item 11 – Proactively market the quantitative benefits of operating a business in Tempe

Micah Miranda, Economic Development Specialist, and Kris Baxter-Ging, Community Outreach, Marketing Coordinator, provided a presentation for both agenda items listed above. A handout was distributed outlining the Economic Development Marketing Plan. Presentation and discussion highlights include:

All marketing supports the following outcomes:

- Keeping Tempe attractive to investors
- Growing Tempe’s tax base
- Creating new and diverse job opportunities
- Protecting and enhancing property values
- Lowering vacancy rates
- Generating high returns on investments
- Ensuring that Tempe’s brand continues to have high integrity and high visibility

Audiences:

- External business community (drawing outside business to Tempe)
- Current Tempe business community (existing)
- Future business community (developing entrepreneurs, small start-ups looking for a business location)
- Developers and brokers
- City Council and their peers
- Residents, Tempe workforce, visitors and students – the future of new business

Communication tools include:

- Tradeshows and trade missions
- Local economic development events
- Tempe 11/YouTube
- Banners
- Promotional items; pens; flashdrives
- Social media
- Collateral
- Web presence (Tempe's and others)
- Media relations

Councilmember Shekerjian requested a meeting with Shannon Selby, Business Development Officer, to discuss the Greater Phoenix Economic Council's (GPEC) role.

- A business directory will be available on the City's new webpage allowing businesses the opportunity to include their information on the City's webpage.
- A media log will be available to track all webpage hits that are significant in nature
- Statistical reports will be prepared in July 2012
- The value of trips and events will be recapped

Agenda Item 12 – Storefront Improvement Program update

Lisa Collins, Deputy Community Development Director – Planning, stated that the Storefront Improvement Program is a combined effort of code enforcement, economic development and a neighborhood revitalization staff team.

Presentation and discussion highlights include:

- Two prong approach – 1) businesses that are located within a Community Development Block Grant (CDBG) area; 2) businesses that are not located within a CDBG area
- Funding is impacted differently, depending upon CDBG eligibility status
- A work plan has been prepared outlining eligibility, City resources, how the program is structured
- Indian gaming funding is a possible funding source; perhaps the Mayor could contact the Salt River Pima Maricopa Indian Community (SRPMIC) to discuss this funding opportunity

Bonnie Richardson, Principal Planner, added that staff is looking at the redevelopment district on Apache Boulevard and the light rail stations, where funding could be focused. Additional discussion highlights include:

- This program will bring stabilization to residential neighborhoods where there is an abundance of foreclosures
- May reduce the amount of code violations
- Improving the general appearance of neighborhoods
- This is a citywide project.
- Consideration is also being given to areas where CDBG funding is not an option; seeking grant funding opportunities; perhaps energy efficiency grants; grants.gov
- Staff will provide a Committee update at the September 2011 meeting

Larry Schmalz, Principal Planner, discussed the CDBG program component. Additional discussion highlights include:

- Staff is researching how other cities are working with CDBG funds
- Exploring a funding match program; forgivable loan for four years
- Apache Boulevard redevelopment area and CDBG eligible tracks are being studied
- Staff will meet with the United States Department of Housing and Urban Development (HUD) representatives to seek their input on this program
- National League of Cities and Towns and the Alliance for Innovation were noted as being additional resources

Agenda Item 13 – Future Agenda Items

- Work Plan Action items
- Tempe Convention and Visitors Bureau annual report
- Storefront Improvement Program update

Agenda Item 14 – Future Meeting Date

The next meeting is scheduled for September 16, 2011 at 10:00 a.m.

Agenda Item 15 – Announcements

None.

The meeting adjourned at 11:35 a.m.

Reviewed by: Amber Wakeman

Brigitta M. Kuiper, City Clerk

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