Attachment A

www.cambridgema.gov/Innovation

Technology Planning

June 5, 2012

Information Technology
2013 Projects

- Inspectional Services Permitting and Payment On-Line
- Mobile Websites, City, Public Works, Library, Community Dev
- Easier use of GIS Maps
- Public Works Payment On-Line
- New Websites, Community Dev, Human Services, Water, Arts Council

ITWC Breakout Session Summary

Question 1

How would you like to see the City use information technology in the future?

Ranked #1

Implement a privacy policy, protect people's information, citizen's privacy

Create a forum on city website for citizens/residents to publish their views and elicit input from residents on how city should develop put directories of local Cambridge-based resources, businesses, etc. on-line (white pages etc)

Explore deploying our own municipal internet system. Improve internet access

Ranked #2

More transparency on iReport app, can see all tickets

Citywide wi-fi access, main streets, parks and housing developments

Easier access to City Board information, contact info, upcoming meetings, Minutes, aerial and/or street view maps for commercially addressed agenda items

Webpage with map & sidebar, click on "Arts" and display all "Arts" events.

Interface to various calendars for residents, mobile devices, Google calendars

Easier to find staff phone numbers and email addresses.

Simplify, improve the City website

Ranked #3

Better search ability on the City's website - top level searching is currently not effective, and sublevels may not have any search options at all

Information Technology Planning
Next Steps

- Contract with an independent consultant to prepare a Strategic Plan for Technology Innovation in preparation for 2014 Budget
- E-Gov Committees will review all input from the IT Survey and World Café and compare to existing plans and priorities for FY 2013
- Determine more ways to get input from the public about IT needs in the community on a continuous basis
- Post all plans and progress with current initiatives on the City Website

ITWC Breakout Session Summary

Question 2

Are there specific examples of how information technology has been used in other communities or organizations that might provide guidance for Cambridge?

Ranked #1

Chicago - has a volunteer snow shovel app, so that if people need help, they can find volunteers in their neighborhoods or other volunteering opportunities

Use data analytics to improve City services and make that available to citizens. For instance, can we see how quickly potholes are being filled (i.e. CityStat) - blogs.wsj.com/cio/2012/05/03/big-data-doesn%E2%80%99t-work-without-big-management/

Ranked #2

Edmonton, in Alberta Canada - the City should check out their technology program, and implement a citizen budgeting program/participatory budgeting, allowing the community to help with the allocation of city funds

Ranked #3

None

ITWC Breakout Session Summary

Question 3

Is there anything else that you want to tell the City that you think would be helpful as it develops an Information Technology Strategic Vision?

Ranked #1

Gender representation is lacking in the IT Department and Community Team should have better gender diversity

Find ways to get input from citizens regarding IT needs from those who do not have internet access

Ranked #2

Have Wi-Fi access throughout the City

Ranked #3

None

Highlights from IT Survey

361 respondents, of whom:

- 77% are residents
- 97% have access to Internet from home (67% broadband)
- 83% are employed (largest group, 39%, work in training, education, library)
- 55% are aged 50 or older
- 97% own a computer
- 40% own a smart phone

Highlights from IT Survey (continued)

What areas of business or City services are most important to you?
In order of importance

1. Library
2. Education
3. Public Safety
4. Parking and Transportation

What types of data are important to you?
In order of importance

1. Transportation
2. Other (Public Safety, Property, GIS)
3. Education

Other Technology Ideas?
50% referred to these 3 topics

1. More Free Wifi Service
2. Updated Technology in all Schools
3. Technology Access for Low Income residents

Highlights from IT Survey (continued)

How important is it to you to be able to:

Access Information via City Website ?	67% most important
Conduct City Business Transactions On-Line?	50% most important
Interact with City via mobile device?	20% most important

Highlights from IT Survey (continued)

City Mobile Apps

Cambridge iReport Usage	19% downloaded app 7% submitted ticket via mobile 17% submitted ticket via web
iReport satisfaction	3.22 average rating on a scale 1-5
MyPD	14% downloaded app 11% used for info and alerts 2% submitted tip
MyPD satisfaction	3.47 average rating on scale 1-5

IT Café and Survey
Summary of Top Feedback

- Having better access to broadband and wifi very important
- Focus for technology should be in Education, Public Safety, Transportation, Library
- Greater access and transparency to data across the City
- Increase use of maps on the web and by all Departments