CALL TO ORDER AND ROLL CALL

Shah called the meeting to order at 6:01 p.m.

ADOPTION OF AGENDA

Shah requested to amend the agenda to switch the order of Old/New Business items. The PRCR Salesforce Update will be first on the agenda.

RESULT: APPROVED AS AMENDED [UNANIMOUS]
MOVER: Fletcher O'Cain, General Public
SECONDER: Patrick Murray, Internet
AYES: Cillay, O'Cain, Kohn-Johnson, Shah, Yacone, Murray, Cavicchi
ABSENT: Monney, Runy, Rudell

OLD/NEW BUSINESS

3.1 PRCR Salesforce Update
Speaker: Luke Guthrie

Monney arrived at 6:03 p.m.

Guthrie provided an update on the Parks, Recreation and Cultural Resources Department salesforce project. His presentation is attached and incorporated herein as Exhibit A. He introduced fellow staff members - Wilson Farrell, Cheron Gilchrist, and Susan Bradley.

Guthrie provided the following information:
- How the project got started
- How the project empowered staff
- How staff communicated the new system
- The challenges involved with implementing the new system

Members provided the following comments (unless otherwise noted):
- Asked if staff was able to get insights on who registered but didn’t add anything to their cart.
  - Guthrie stated staff isn’t collecting those analytics right now but have the capability to get there.
- Bush asked Guthrie to talk about lessons learned. She mentioned she received a lot of feedback from citizens.
  - Guthrie shared that staff has never implemented anything from scratch before. He stated testing was conducted along the way but wished more testing had taken place prior to launch. Guthrie stated contingency planning could have been better. In addition, he shared he wished they had more developers on site.
  - Bush asked if any of the issues were due to the number of people who signed on all at once.
Guthrie responded that they didn’t have issues with the number of active users logging in, it was the number of programs they were trying to register for.

- Asked how the user info transfers.
- Guthrie explained that they didn’t bring any data from Class into Salesforce. However, if you pay a utility bill, you exist in Salesforce.
- Mentioned utilizing Salesforce for Cary150 ticketed events.
- Shared the search feature is good and complimented the waitlist feature.
- A member stated they didn’t receive a confirmation email when they registered their child for a summer class.

### 3.2 Alexa and Google Skills

**Speaker: Nicole Raimundo and Terry Yates**

Yates provided an update on Alexa and Google Home. He provided the following information:

- An intern from NC State has been working on updating the existing skills that were under development and adding to those skills.
- Anticipate Alexa and Google going live by the end of March.
- These skills will provide trash pick-up information.
- Reminders will be a feature.
- Will provide open gym times.
- Were doing RSS feeds, but have switched to tweets.
- Will provide basic information about Town Council meetings.

Bush recommended sharing a list of the conversation prompts with the ISAB for them to provide feedback.

A member pointed out that users must link to their utility account to use Alexa. Bush asked how this would work for people who don’t have a Town of Cary utility account (apartment renters). Staff stated they would have the information prior to rollout.

Bush stated she likes the events feature.

### 3.3 April Fools' Day Continued

**Speaker: Nicole Raimundo**

Raimundo shared staff’s idea for celebrating April Fools’ Day via social media. Members expressed their excitement and agreed on the idea.

### 4. CONSIDERATION OF WATCH LIST ITEMS

a. Website and Apps
   None.

b. Environmental Communications
   Bush stated she has two copies of the book, *Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming*. She offered copies to anyone interested. She mentioned the Environmental Advisory Board used it to create their carbon blueprint.

   Yates shared that Cary hosted a two-day workshop where they invited most of their vendor partners (Salesforce, Esri, Green Stream, Boomi, Microsoft, and SAS). He explained the goal of the workshop was to create an IOT environment. As a result of the workshop, Cary staff installed their first water level sensor on Byrum Street. Yates explained that once water rises in the stream, our operational staff gets notified by the trigger.
Raimundo stated Yates has worked diligently with the other agencies to come up with the correct data schema and terminology so that we can take this sensor information and share it with our neighboring municipalities.

c. Social Media
   None.

d. Downtown
   Bush provided the following updates:
   - MC’s restaurant is open in Downtown Cary.
   - The Council/Staff Annual Retreat will take place this week in Winston Salem. Council will meet with the Winston Salem Mayor and council members. Several items will be discussed at the retreat including affordable housing, code enforcement, review of the Catalog, and an update on the downtown park.
   - The old library has been demolished. The land will be grassed and leveled during the RFQ process.
   - Cary is likely to receive funding from Wake County for a new community center that was proposed at the Cary Towne Center.

e. Innovative Ideas
   Kohn-Johnson shared she participated in the Cary CERT Training program. She stated since she participated in the program, she has received emails with updated reports from the National Weather Service. She mentioned how thorough the information is.

5. COMMENTS

a. Council Liaison
   Council liaison updates were included in the Downtown item.

b. Staff
   Strickland shared that a reception will be held for this year’s Cary 101 (formally known as School of Government) participants. She explained that the reception will be held to provide the participants the opportunity to meet current advisory volunteers and learn more about Cary’s boards and commissions.

   Bush shared that Kate Runy resigned from the board. She stated there are currently two vacancies.

c. Citizens
   None.

d. Members
   O’Cain complimented the parks in Cary.

   A member suggested covering the new dynamic left turns in a future Cary Matters segment.

6. COMING UP

a. Next Meeting: April 13, 2020, 6 PM

b. Review Upcoming Agenda Items
   A member suggested adding an item to the April agenda to debrief on the April Fools’ Day initiative.

   Bush recommended scheduling a future meeting off-site and include a tour of the facility.
The meeting adjourned at 7:43 p.m.

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<th>RESULT:</th>
<th>ADJOURNED [UNANIMOUS]</th>
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<tbody>
<tr>
<td>MOVER:</td>
<td>Carissa Kohn-Johnson, Board Member</td>
</tr>
<tr>
<td>SECONDER:</td>
<td>Nathan Cavicchi, General Public</td>
</tr>
<tr>
<td>AYES:</td>
<td>Cillay, Monney, O'Cain, Kohn-Johnson, Shah, Yacone, Murray, Cavicchi</td>
</tr>
<tr>
<td>ABSENT:</td>
<td>Runy, Rudell</td>
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</tbody>
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7. ADJOURNMENT
PRCR Salesforce Project Update
HISTORY – PRCR Software Transition

- 2016 began process of replacing an aging, soon to be unsupported registration system
- Needing to integrate with existing/future software
- Engaged consultants and began the RFP process
- Implementation needed to follow PRCR Guide Cycle

Attachment: Exhibit A: PRCR Salesforce Presentation (PRCR Salesforce Update)
DISCOVERY - CONVERSATIONS

Building a new system allowed for:

- Innovation
- Pioneering recreation management on Salesforce
- Empowerment of staff
- Consistency, transparency, trust
- Constant, Crucial Conversations:
  - Data, Process, Expectations, Adaptability
FALL OF 2019 – PREPARING TO LAUNCH

PLAN

- Create go-live plans
- Staff training
- Decommissioning the old system
- Communication

REALITY

- 12/3/2019 is Go-Live Day
- Spring 2020, old software will be decommissioned
- Continued development
- Grassroots training efforts
Registration Day December 3, 2019

- Support room
- Collaboration
- Surprises
- Incredible teamwork
- Round the clock support by staff
- New group of superstars revealed
- Exhilarating/Exhausting
The J-Curve

Legend
- What stakeholders (mistakenly) expect
- What stakeholders can expect with good Organizational Change Management activities like: targeted communications, focused education and training, and reliable assessments
- What actually happens in most cases

Adapted from David Viney, the J Curve effect observed in change

Productivity and Performance vs. Time

Desired State
Tangible Benefits
Period of disruption
Adverse Impact on Performance

Current State
## How Does Registration Day Compare?

<table>
<thead>
<tr>
<th>School's Out</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td><strong>Number of Registrations</strong></td>
<td>3,956</td>
<td>4,535</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td>$496,000</td>
<td>$560,000</td>
</tr>
<tr>
<td><strong>Number of Online Transactions</strong></td>
<td>961</td>
<td>1,027</td>
</tr>
</tbody>
</table>
Where We Are Today

- Program Registration, 3rd guide cycle
- Live with passes, facility reservations, point of sale
- Support
- Time
- Change in way staff work
- Adaptive and technical challenges
- Training
Where the Future Is Taking Us

- 311
- Utility Billing
- Permits
- Additional PRCR Functions
- And Beyond!
Thank you!