



Information Services Advisory Board

Monday, December 4, 2017

6:00 PM

Conference Room 10035

**316 N. Academy Street, Cary Town Hall, Cary, NC
27513**

- 1. Call to Order and Roll Call**
- 2. Adoption of Agenda**
- 3. Approval of Minutes**
 - 3.1 Information Services Advisory Board - Advisory Board Meeting - Nov 6, 2017 6:00 PM**
- 4. Old/New Business**
 - 4.1 Social Media Update**

Speaker: Social Media Consultant Tonya Hudson
Members will receive a presentation from Consultant Tonya Hudson. No advance work is required of members.
 - 4.2 Proposed Work Program and Schedule**

Members will adopt their annual work program and schedule for 2017 – 2018. Prior to the meeting members are to review staff’s proposed work program and schedule (attached) and be prepared to talk about revisions at the meeting. The final schedule will be presented to Council for review.
- 5. Consideration of Watch List Items**
 - a. Website
 - b. Environmental Communications
 - c. Social Media
 - d. Downtown
 - e. Mobile
 - f. Innovative Ideas
- 6. Comments**
 - a. Council Liaison
 - b. Staff
 - c. Citizens
 - d. Members
- 7. Coming Up**

- a. Next Meeting January 8, 2018 6:00 p.m.
- b. Upcoming Topics: SAS Presentation, Drones, Town Branding Project Update

8. Adjournment

Please contact Public Information Director Susan Moran at susan.moran@townofcary.org or (919) 460-4951 with any questions about this agenda.

The Town of Cary is committed to providing all citizens with the opportunity to participate fully in the public meeting process. Any person with a disability who needs an auxiliary aid or service in order to participate in any meeting may contact the Town Clerk at least 48 hours prior to the meeting. The email address is virginia.johnson@townofcary.org; the phone number is (919) 469-4011; the TDD number is (919) 469-4012.

Information Services Advisory Board
Monday, November 6, 2017
6:00 PM
Conference Room 10035
316 N. Academy Street, Cary Town Hall, Cary, NC 27513

Internet / Chair Robert Campbell: Present, Internet Ian Cillay: Present, Marketing Parag Dighe: Present, Marketing Carlos Monney: Present, General Public Fletcher O'Cain: Present, Internet Jeffrey Smith: Present, General Public John Tramontin: Absent, Board Member Carissa Kohn-Johnson: Late, Board Member Mehul Shah: Present.

Others Present: Council Liaison Lori Bush, Town Manager Sean Stegall, Assistant Town Manager Dan Ault, Staff Liaison Susan Moran, Teen Liaison Parth Patel, Web Content Manager Glen Baity, Town Clerk Virginia Johnson, and Deputy Town Clerk Brittany Strickland.

1. CALL TO ORDER AND ROLL CALL

Campbell called the meeting to order at 6:02 pm.

2. ADOPTION OF AGENDA

Campbell suggested a re-ordering of the agenda so that the next item on the agenda is the annual work program setting followed by social media.

Patel arrived at 6:03 p.m.

RESULT:

APPROVED AS AMENDED [UNANIMOUS]

AYES:

Campbell, Cillay, Dighe, Monney, O'Cain, Smith, Shah

ABSENT:

Tramontin, Kohn-Johnson

3. APPROVAL OF MINUTES

Information Services Advisory Board - Advisory Board Meeting - Oct 2, 2017 6:00 PM

RESULT:

ACCEPTED [UNANIMOUS]

MOVER:

Fletcher O'Cain, General Public

SECONDER:

Carlos Monney, Marketing

AYES:

Campbell, Cillay, Dighe, Monney, O'Cain, Smith, Shah

ABSENT:

Tramontin, Kohn-Johnson

4. OLD/NEW BUSINESS

Johnson arrived at 6:04 p.m.

Campbell shared that new board member, Terri Udoh passed away. Campbell shared a few words about Terri with the group.

4.1 Annual Work Program Setting

Moran explained the purpose of the annual work program setting agenda item and encouraged members and staff to share their ideas and interests for the upcoming year's work plan. She stated that staff will work together to provide a proposed schedule that includes the priorities discussed tonight. The schedule will be provided at the December meeting for members to review and adopt.

Members brainstormed goals ideas and then determined priority of each goal. The goals in priority order are listed below.

High

Survey

Branding

311 Pilots

Messaging communication review

Cyber security

Social media

Third party company presentations

Drones
 Analytics and decision-making
 Annual review of Town of Cary website
 Citizen engagement (public input)
 Engagement with other entities (third party organizations) RIOT, CleanTech (ComTech groups)
 Open data policy
 Tactics/tools
 Video: Methodology for agenda, minutes and calendar- where are things?
 App (mobile strategy, publicity)

Medium

Emergency communication review
 Marketing
 Website external links
 Data sharing
 Infographics
 Alexa and others
 Artificial intelligence system (Chatbots)
 Teens, seniors and other target publics
 IOT

Low

Small cell
 Virtual city
 Media relations
 Tweets about data sets

Members bundled and cross-referenced the following topics.

Bundles

| |
|---|
| <ul style="list-style-type: none"> ▪ Alexa and others ▪ Chatbots |
| <ul style="list-style-type: none"> ▪ Citizen engagement (public input) ▪ Engagement with other entities (third party organizations) RIOT, CleanTech (ComTech groups) ▪ Teens, seniors and other target publics |
| <ul style="list-style-type: none"> ▪ IOT ▪ Open data initiative policy review (data sharing) ▪ Tweets about data sets |
| <ul style="list-style-type: none"> ▪ Tactics and tools ▪ Video; methodology for agenda, minutes and calendar – where are things? ▪ App (mobile strategy, publicity) |

Cross-Reference

- Marketing
- App (mobile strategy, publicity)

Moran reminded members that goals can be added throughout the year. The board will approve these goals at next month's meeting.

4.2

Social Media

Comments made by Town Manager Sean Stegall unless otherwise noted.

- Stegall will be attending future meetings in order to have firsthand interaction with members.
- The voice of ISAB is both meaningful and important to the Town.

- The Town is actively working on items that members have proposed.
- For years, members have proposed forward thinking ideas, but the organization wasn't ready or willing to take action on those ideas. It was never the Public Information office that wasn't ready or willing.
- We are using social tools internally through our Salesforce chatter pilot. Bush has encouraged the use of snapchat at our annual Lazy Daze, but Stegall explained that snapchat has been delayed because the culture needs to be set first.
- There is no reason we can't do small things to show ISAB that we are listening.
- The Town has hired a consultant specifically for the purpose of helping to get our social media program off the ground. This hire demonstrates to staff and members that we are dedicated to this initiative.
- The consultant that was hired already knows the culture that is trying to be created for the Town.

Moran shared the following update regarding the Town's social media consultant.

- Tonya Hudson has been working with Moran and Deputy Public Information Officer Deanna Hawkes on developing a strategy to develop the strategic plan for our social media program moving forward.
- Tonya Hudson will be here virtually at the December meeting to present to the group her ideas and plan.
- Moran encouraged members to provide feedback at the next meeting.
- A meet and greet with Tonya will take place in January so that members have the opportunity to interact with Tonya and share ideas.

Stegall responded to a member's question regarding staff's willingness and ability to use social media. He explained that social media is a tool no different than other tools given to staff to be effective in their job. Stegall gave an example of an employee who was interested in using social media to promote activities within his department. Stegall stated that his expectation for those using social media is to not just promote their department, but to promote the organization as a whole.

Moran added that the communications that we have are a product of the organization, and we currently have a very different type of leader and leadership team that looks at social media differently than it has been looked at in the past. The challenge for everyone in the organization is to learn what the new visions are and figure out how each of us can be happy, productive and committed to that vision.

Stegall gave the following update on the Town's branding effort.

- Staff has narrowed the candidates to four potential firms being considered to lead the branding effort.
- The Economic Development Committee will discuss the final four firms at their meeting and be involved in narrowing down the candidates.
- ISAB will be part of the selection process before the recommendation goes to council.
- Council's consideration along with ISAB will be incredibly intensive and will take some time because we are talking about the Town's identity.
- Important to consider who we are vs. who we are evolving into - Imagine Cary is a statement about who we need to become without losing all of the things that made us great.

5. CONSIDERATION OF WATCH LIST ITEMS

a. Website

Moran introduced Web Content Manager Glen Baity who will present staff's existing plans to address digital deployment analysis of the website, where staff is with ISAB's specific requests, and how staff is moving forward.

Campbell asked a question on behalf of Vice Chair John Tramontin regarding the status of the new website data reporting and if the data indicates if our citizens are happy or unhappy with the new website wheel design.

I. Digital Deployment Report

Baity gave a web update.

His attachments were:

Exhibit A- presentation

Exhibit B- handouts (3 pages)

Baity shared the following regarding the website:

- The Town Council tab on the roundabout was less clicked on than other tabs.
- Today, on the website, the number six slide displays what we know from past analytics data to be things that people are looking for. Example: In November, information on leaf collection is displayed.
- Baity shared that there are 75 people at different levels in all departments within the organization working on website content.
- With the new website, we are starting to share web writing best practices with our web writers more frequently and emphasizing how important it is to preview web content on both desktop and mobile.
- Approximately half of the website traffic are from mobile users.

Bush asked if anyone keeps track of the analytics that got users to the page not found.

Baity confirmed they show in a broken links report. Moran reminded members that they have access to the website analytics and encouraged members to send anything they find to Baity.

II. New Design Concepts

Moran explained how the site design sandbox works. She encouraged members to think about and provide feedback on whether we should do a beta or if we should just change it and let it sit out there for a few months.

Baity discussed several new design options and asked for feedback on the following:

- The social icons being moved to the top banner on the home page. It will be in our development site for the next month, which members have access to.
- Changing the search box color to white
- Altering the roundabout design by bolding/highlighting colors on other tabs
- Inserting an arrow on each tab

Bush asked if staff had thought about having a beta site available to some customers that doesn't have the roundabout in order to see which people prefer.

Moran explained that staff is working on getting a cost for developing a beta site. The goal is to get those figures together and provide it to the board by the first of the year. Moran encouraged members to review all of the things that are presented in the roundabout and brainstorm other ways that content might be effectively and aesthetically presented.

Moran suggested it may be helpful for the board to consider appointing a subcommittee to focus on the website.

Members discussed the following:

- Have the website pick a random corner every time you visit the page.
- Make the other tabs look more clickable.
- Not drawn to the circle, colors highlight the thing that we know how to get to.

- How often people use the search feature
- Services Health Check – check to see if all applications are working

III. Feedback

Baity explained how feedback is collected on the website. Users have the ability to click on a face icon based on their experience and give a comment. Once the user clicks submit, the feedback goes to the Public Information Office staff. Web writers from each department review the content that the user has suggested.

Members and staff discussed the following:

- Cillay volunteered to provide a code to fix the link in the comment box
- Bush suggested managing the feedback through cases
- Moran stated this would be a great opportunity for the board to review case management in a future analytics discussion
- Recommended ticket system in place to log history of changes on the site
- A member suggested bragging to users on the changes made from feedback
- Moran asked for members to provide sites that currently use the “bragging” feature
- Moran recommended finding another word to use in place of ticket
- Bush suggested a drop down menu from the comment pop-up window to help describe what the faces mean. The submitter needs a place to put their email address.
- Moran asked members to research companies that would help capture feedback and send those names to staff.
- Moran reminded members to refer to their packets for the list of changes and how staff plans to address them. She suggested members to look at that and provide feedback.
- Bush recommended creating a standing subcommittee to focus on the website.

b. Environmental Communications

None

c. Social Media

None

d. Downtown

Moran shared that Kyle Greer is leaving his position as Vice President of Economic Development at the Chamber of Commerce.

e. Mobile

Bush provided a brief explanation of small cell technology units on poles and recommended members to understand and be aware of the bill. Ault discussed the benefits and setbacks created by small cell units.

f. Innovative Ideas

None

6. COMMENTS

a. Council Liaison

Bush shared a few words about Terri Udoh. She mentioned that she would like to reappoint someone at the beginning of the year.

b. Staff

Moran recommended the board read Leadership on the Line, the Cary Community Plan, Orpheus, and GovLoop in order to better understand the direction the Town is going.

c. Citizens

Justin Oliver recommended that What Works City should be part of the data discussion.

Bush mentioned that there is an upcoming What Works City event in Charlotte.

d. Members

Cillay brought up the prospect of HQ2.

Smith shared that he witnessed an opportunity to improve communications with citizens. He mentioned the number of messages he received regarding the trash bin route rebalancing.

Moran recommended talking in a future meeting about that communications plan process.

7. **COMING UP**

a. Next Meeting: December 4, 2017 at 6 p.m.

b. Upcoming topics: To Be Determined Per Annual Work Program Discussion

8. **ADJOURNMENT**

The meeting was adjourned at 8:37 p.m.

| | |
|------------------|--|
| RESULT: | APPROVED [UNANIMOUS] |
| MOVER: | Jeffrey Smith, Internet |
| SECONDER: | Fletcher O'Cain, General Public |
| AYES: | Campbell, Cillay, Dighe, Monney, O'Cain, Smith, Kohn-Johnson, Shah |
| ABSENT: | Tramontin |

No additional information to review.

No additional information to review.

ISAB Goals/Work Plan 2017-2018
Draft

December

- Adopt proposed work program and schedule
- Social media update: Consultant, Tonya Hudson presents virtually

January

- SAS (presentation from “outside” group)
- Drones
- Town branding project update
- Discussion of new/revised homepage design for www.townofcary.org

February

- Open data policy
- Internet of things/data tweets
- Virtual city
- Chatbots and Alexa

March

- Emergency communications
- Overview of 2018 Biennial Survey Results

April

- Analytics and how they drive decision-making
- Citizen engagement (public input)
- Teen and kid outreach

May

- Video

June

- “Outside Group” – decide whom to invite next
- Infographics
- Communication Tactics/Tools overview
- Media relations

July

- Apps/mobile strategy
- Marketing
- Messaging Communication Review

August

- 311 update
- Cyber security
- Website external links
- Small cell
- Annual Report plan of attack

September

- Annual Report discussion, adoption