



CITY OF HENDERSON CITIZENS' ADVISORY COMMITTEE AGENDA

Meeting Date: February 13, 2013

Meeting Time: 5:30 p.m.

Council Chambers Conference Room

240 Water Street

Henderson, NV 89015

Notice to persons with special needs: Those requiring special assistance or accommodation at the meeting should contact the **Community Development Department by telephoning (702) 267-1500** or Relay Nevada 7-1-1 at least 72 hours in advance of the meeting.

The Chairman reserves the right to hear agenda items out of order, combine two or more agenda items for consideration, remove an item from the agenda, or delay discussion relating to an item on the agenda at any time. All items are action items unless otherwise noted.

Community Development Department Web Site Address: <http://www.cityofhenderson.com>

I. CALL TO ORDER

II. CONFIRMATION OF POSTING AND ROLL CALL

II. ACCEPTANCE OF AGENDA (For Possible Action)

IV. PUBLIC COMMENT

Note: Items discussed under Public Comment cannot be acted upon at this meeting. The Committee will forward public comments to the appropriate body for follow-up. (NRS 241.020). Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

V. NEW BUSINESS

1. Review Energy Efficiency/Renewable Energy Project Mind Mapping Exhibit and the Energy Efficiency Categorization Map for the Energy Efficiency/Renewable Energy in the Community project. (Informational Only)
2. Review Draft Enhance Online Services Executive Summary and Deliverable to receive comments. (Informational Only)

VI. STAFF'S / CHAIRMAN'S COMMENTS

The Chairman and Members may speak on any item under this section of the agenda. Chairman and Members may comment on matters including, without limitation, future agenda items, upcoming meeting dates, and meeting procedures. Comments made cannot be acted upon or discussed at this meeting, but may be placed on a future agenda for consideration by the Body.

VII. PUBLIC COMMENT

Note: Items discussed under Public Comment cannot be acted upon at this meeting. The Committee will forward public comments to the appropriate body for follow-up. (NRS 241.020). Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

VIII. ADJOURNMENT

Posted prior to February 8, 2013, 9:00 a.m., at the following locations:

City Hall, 240 Water Street, 1st Floor Lobbies
Multigenerational Center, 250 S. Green Valley Parkway
Whitney Ranch Recreation Center, 1575 Galleria Drive
Fire Station No. 86, 96 Via Antincendio

ITEM 1

Energy Efficiency Renewable Energy

November 14th Notes

Group 1

Group 2

Energy Efficiency

- Why invest now rather than later due to the current situation
- How do we keep up with Technology
- HOA Influence = homes and situation similar
- Better Appliances = Reduction on home damages
- Is there an opportunity to capture on MLS (National/State) as a selling benefit

- Make Audit a requirement; can we get down to \$0
- Market is new homes = to many existing homes underwater
- Use turf removal program as a concept for this project
- Incentivize the utilities to promote the project
- Marketing: ID common problems; not many know of the program

Renewable Energy

- Net metering; what are implications tying into the grid
- Utility resistance
- Infrastructure questions
- How do we spin negativity into proactive outreach efforts
- How do we lobby for Federal funding
- State Funding
- Funding pieces need to be one; operations should be under one umbrella

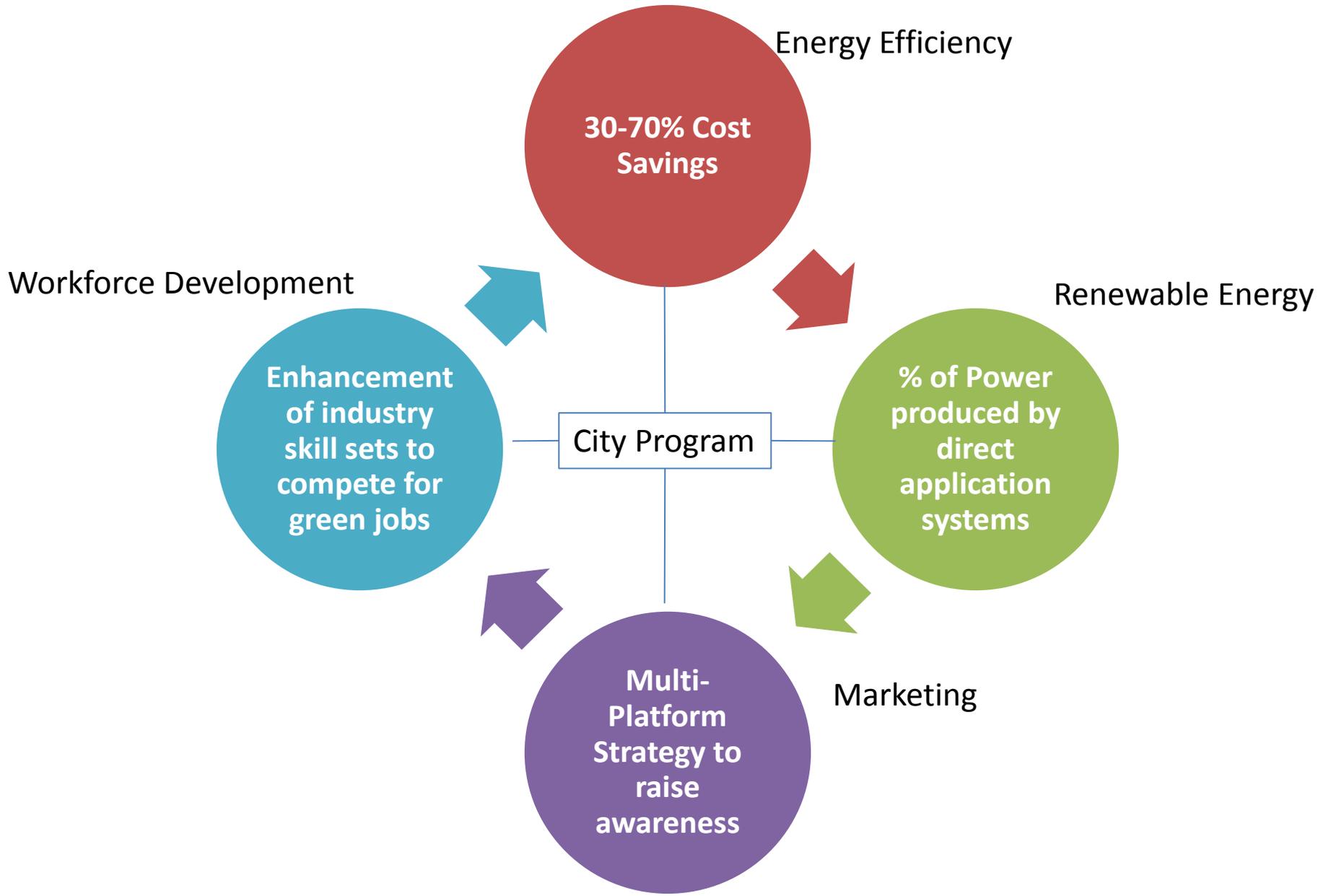
- Concern: Limited audits (200) EFN statewide
- Smart Metering
- Need to talk about net-metering and credits
- Energy Efficiency before Renewable Energy
- Renewable Energy should focus on Solar
- Need reports on costs and benefits
- Need to change the way people think about Solar; no Return on Investment on Granite

Vision

- Downtown is a good opportunity as a “RIPE” area for improvement (due to the smaller modular homes)

- A net-zero neighborhood = extreme goal (more in context of having utility bill be \$0)

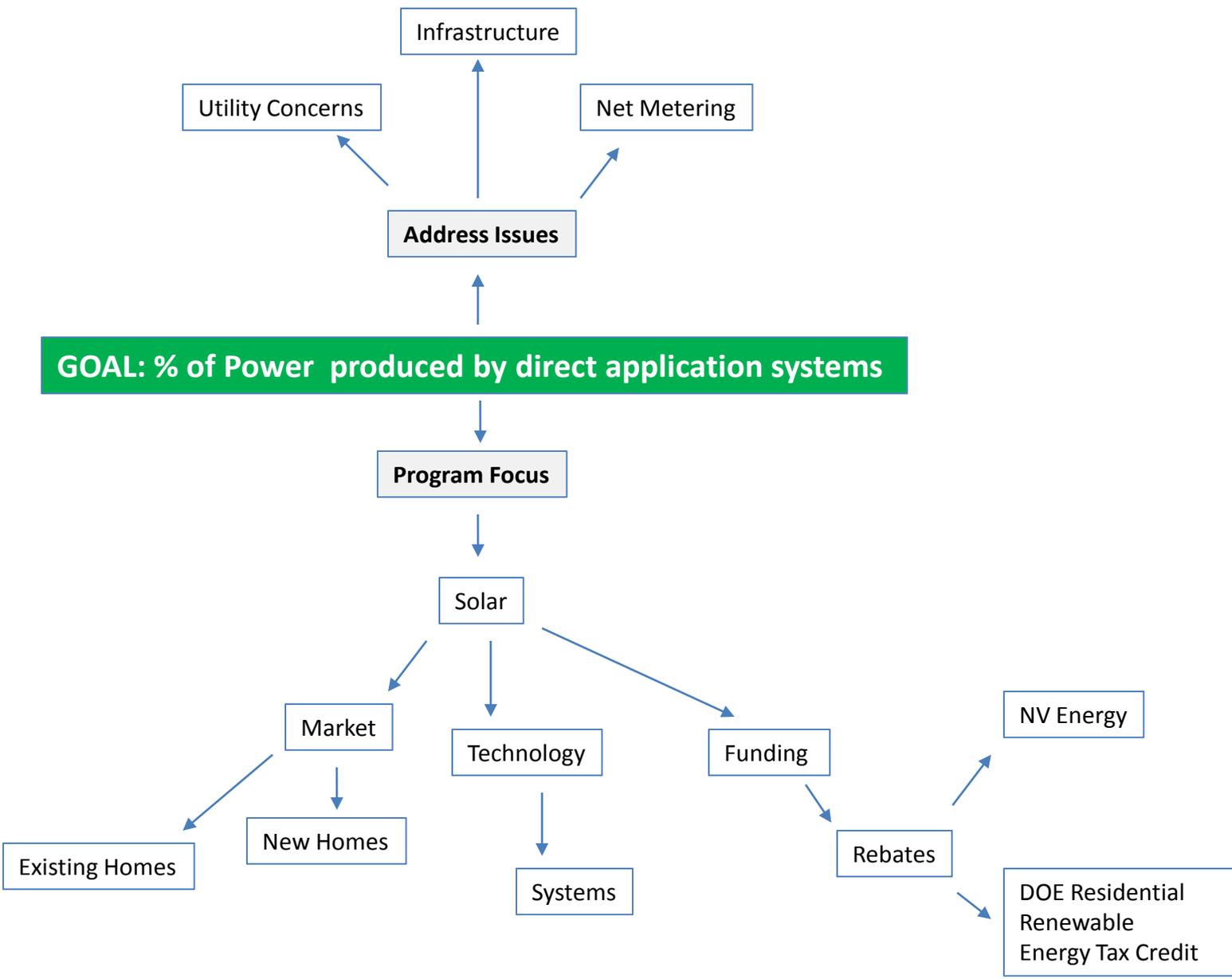
City Program Objectives



Energy Efficiency Program: Phase 1



Renewable Energy Program: Phase 2



Workforce Development

Enhancement of industry skill sets to compete for green jobs

Marketing

Progressive

Multi-Platform strategy to raise awareness

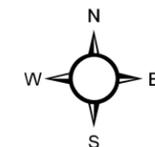
How do we change the negative into a positive

ENERGY EFFICIENCY CATEGORIZATION

Construction Year

-  Category I: Prior - 1984
(9,542 Approx. Households)
-  Category II: 1985 - 1993
(14,766 Approx. Households)
-  Category III: 1994 - 2003
(41,426 Approx. Households)
-  Category IV: 2004 - Present
(20,904 Approx. Households)

Calculations based off of Single Family and Townhome Residential Categories.



1 in = 1 miles

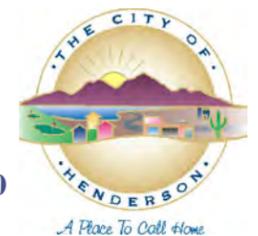
Revised: January 8, 2013

Source(s): City of Henderson Community Development & Services Department, Clark County Assessor's Office, and Clark County Geographic Information Systems Management Office.

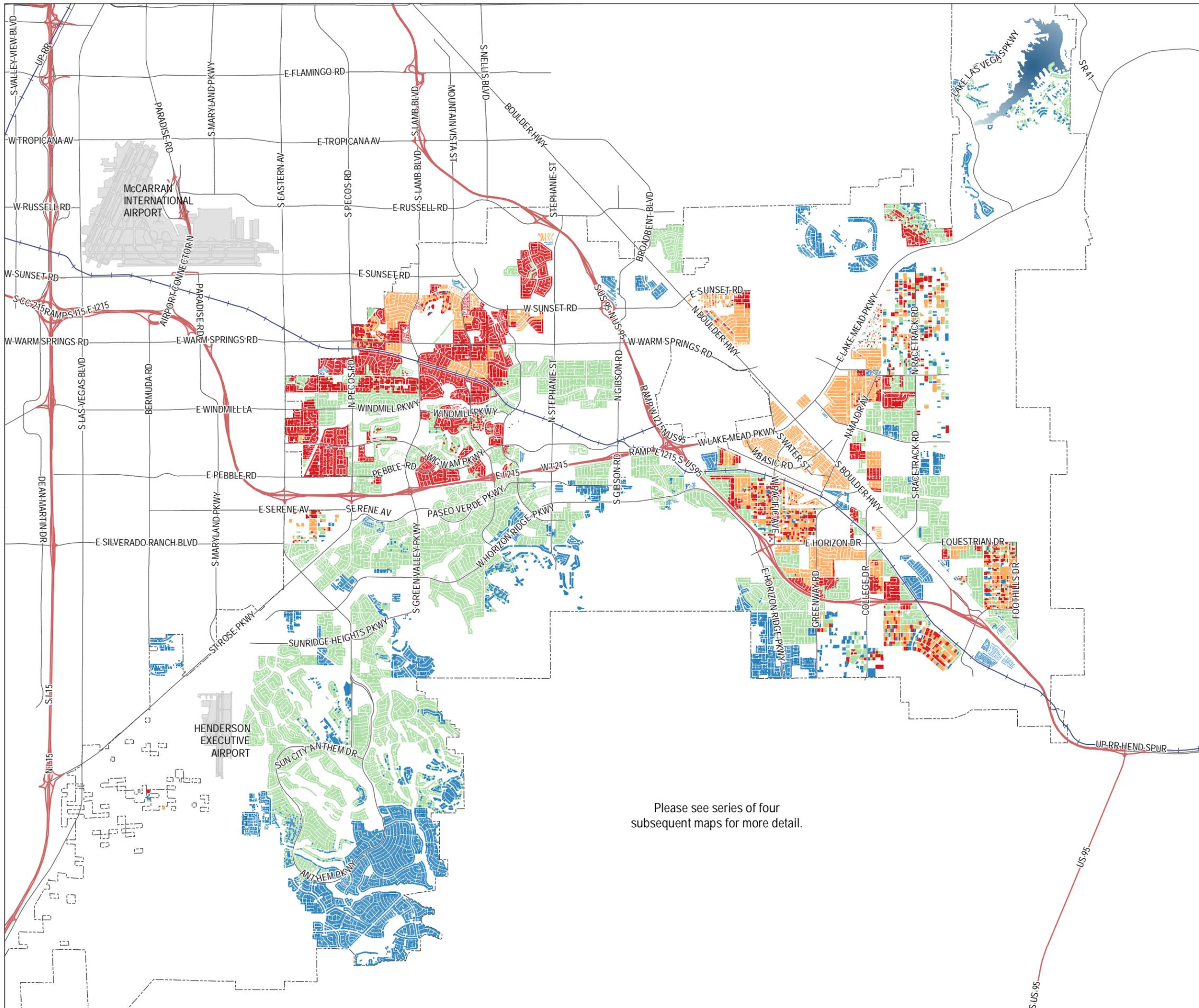
Based on Projected Coordinate System: NAD83, StatePlane NV East FIPS 2701 Feet

Note: This map is offered as a general reference guide only. Neither warranty of accuracy is intended nor should any be assumed.

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Please see series of four subsequent maps for more detail.



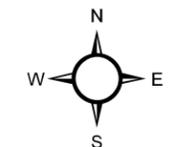
ENERGY EFFICIENCY CATEGORIZATION

Detail Map 1 of 4

Construction Year

-  Category I: Prior - 1984
(2,284 Approx. Households)
-  Category II: 1985 - 1993
(11,363 Approx. Households)
-  Category III: 1994 - 2003
(8,498 Approx. Households)
-  Category IV: 2004 - Present
(368 Approx. Households)

Calculations based off of Single Family and Townhome Residential Categories.



1 in = 2,308 feet

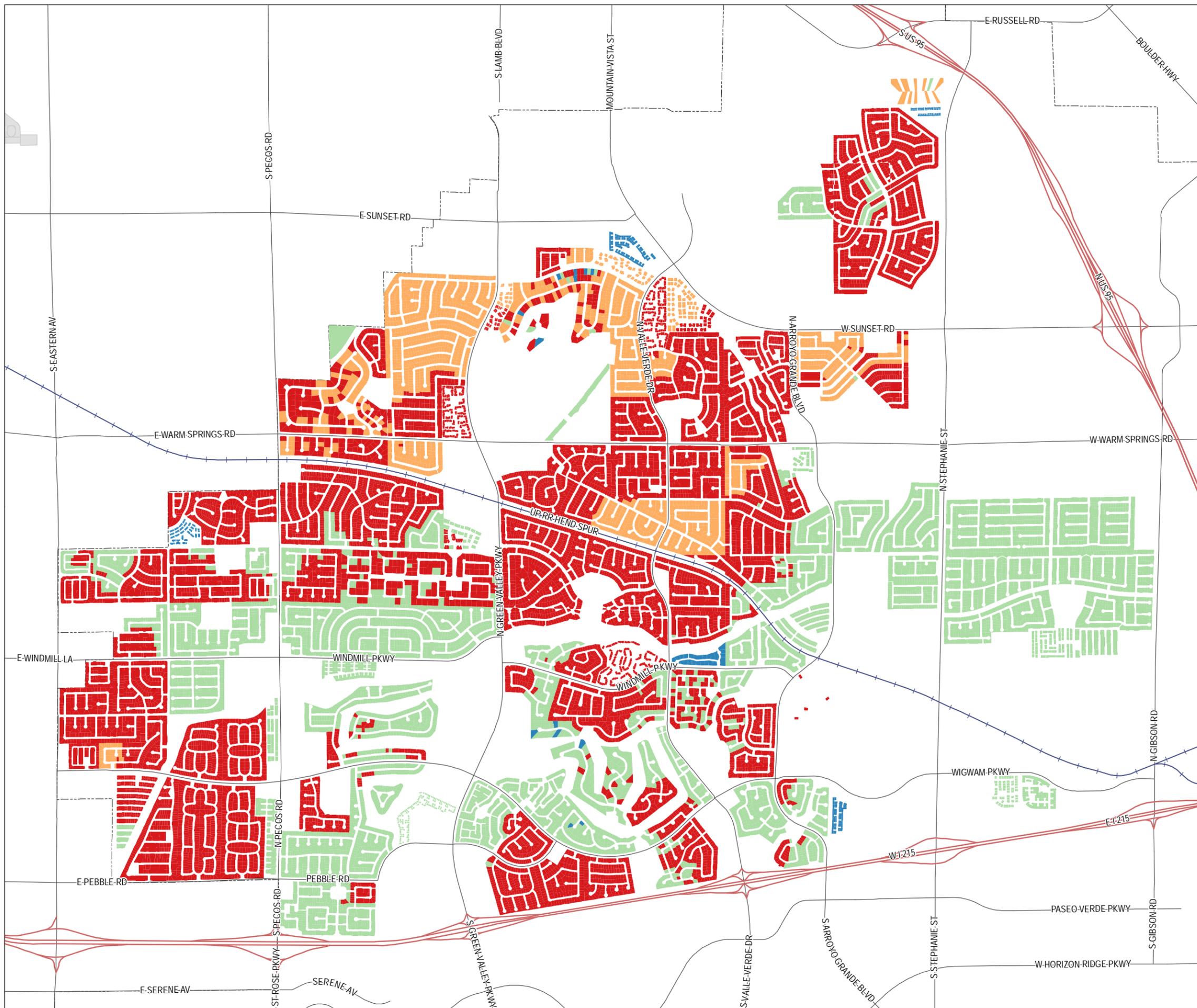
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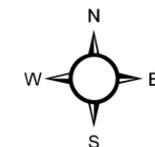
ENERGY EFFICIENCY CATEGORIZATION

Detail Map 2 of 4

Construction Year

-  Category I: Prior - 1984
(1,392 Approx. Households)
-  Category II: 1985 - 1993
(566 Approx. Households)
-  Category III: 1994 - 2003
(1,605 Approx. Households)
-  Category IV: 2004 - Present
(2,818 Approx. Households)

Calculations based off of Single Family and Townhome Residential Categories.



1 in = 3,263 feet

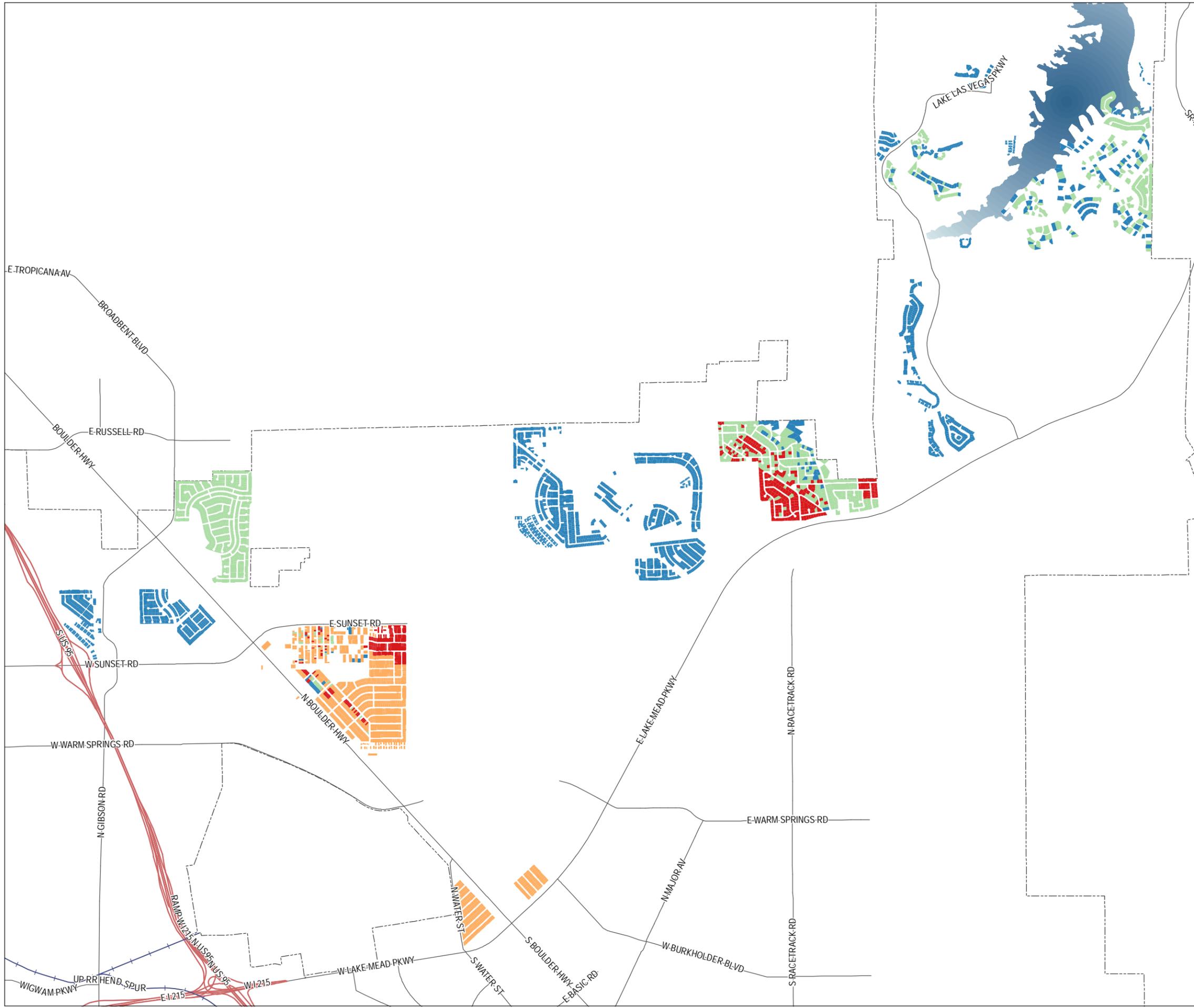
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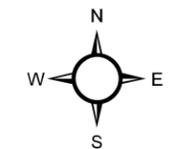
ENERGY EFFICIENCY CATEGORIZATION

Detail Map 3 of 4

Construction Year

- Category I: 1925 - 1984
(5,833 Approx. Households)
- Category II: 1985 - 1993
(2,880 Approx. Households)
- Category III: 1994 - 2003
(8,792 Approx. Households)
- Category IV: 2004 - Present
(3,554 Approx. Households)

Calculations based off of Single Family and Townhome Residential Categories.



1 in = 1 miles

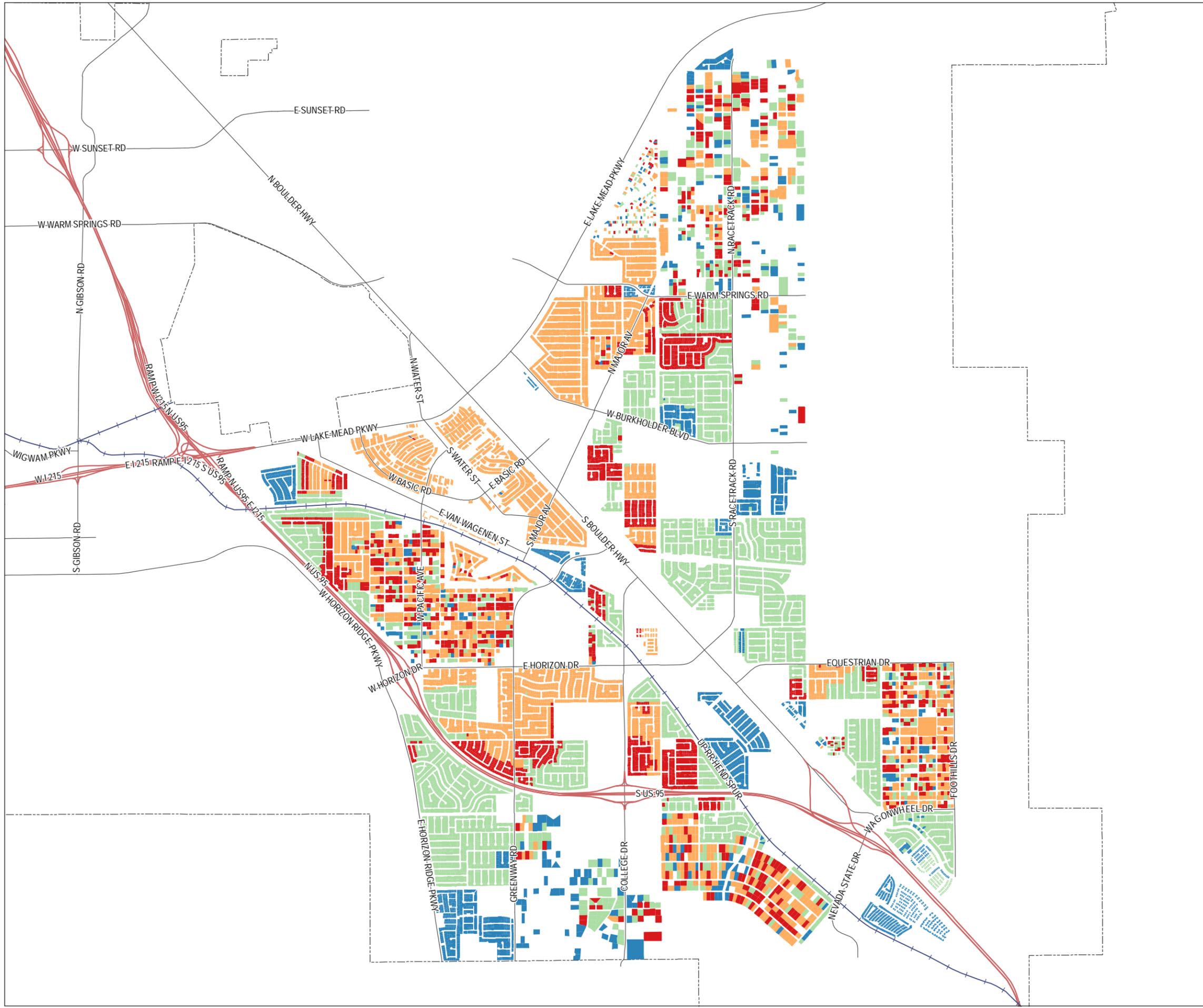
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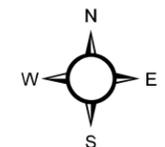
ENERGY EFFICIENCY CATEGORIZATION

Detail Map 4 of 4

Construction Year

-  Category I: 1925 - 1984
(49 Approx. Households)
-  Category II: 1985 - 1993
(32 Approx. Households)
-  Category III: 1994 - 2003
(22,883 Approx. Households)
-  Category IV: 2004 - Present
(14,164 Approx. Households)

Calculations based off of Single Family and Townhome Residential Categories.



1 in = 1 miles

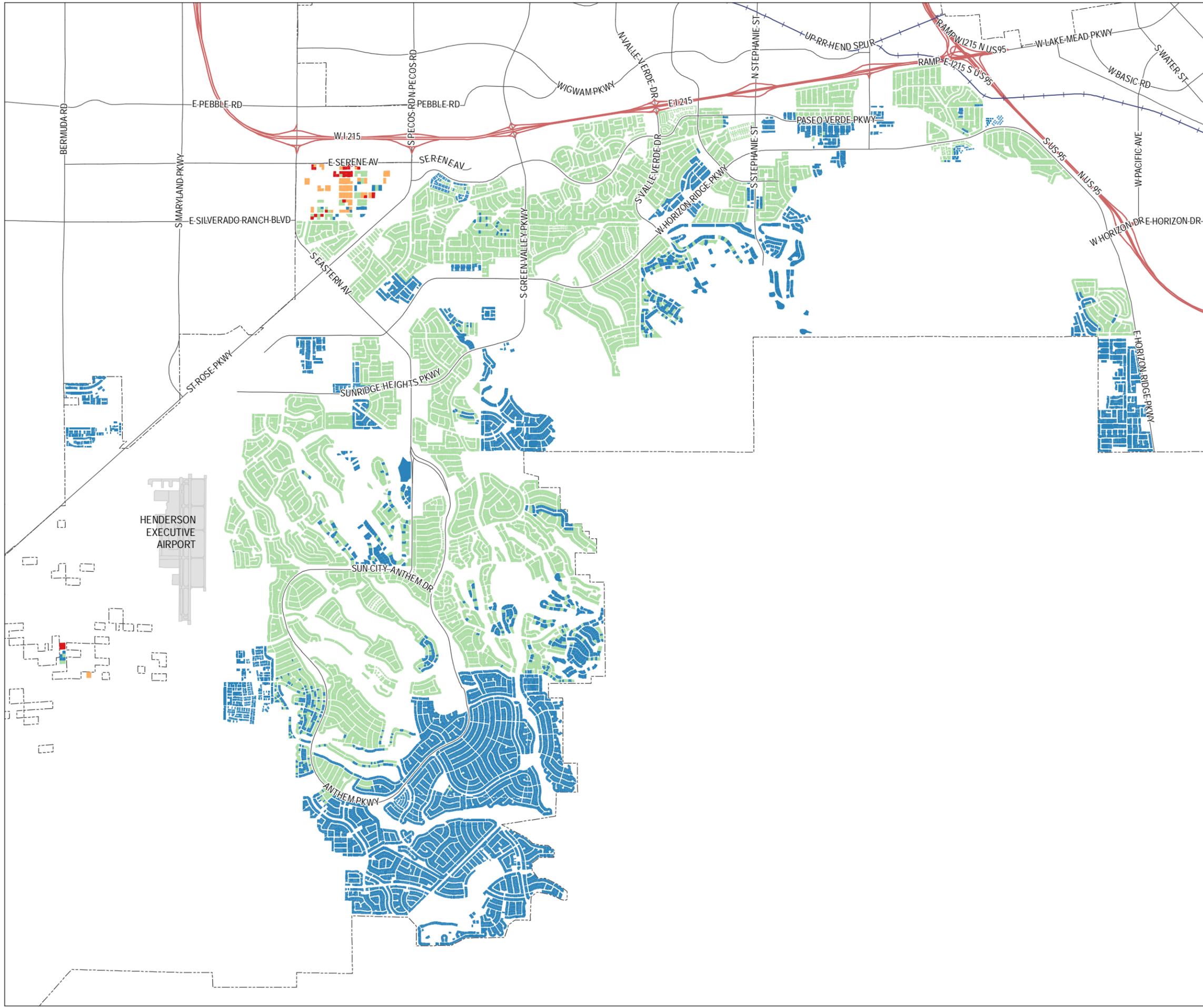
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ITEM 2

Enhanced Online Services



Memorandum

CITY OF HENDERSON
240 Water Street
P.O. Box 95050
Henderson, NV 89009-5050

COMMUNITY DEVELOPMENT
Stephanie Garcia-Vause, Director
Tel 702-267-1500
Fax 702-267-1501

TO: Mayor and City Council

FROM: TBD

DATE: March x, 2013

SUBJECT: Enhanced Online Services Research Summary

This memorandum outlines opportunities to improve or enhance online and mobile services provided by the City to our community. These opportunities align with on-going efforts by the Department of Information Technology to implement the City's Strategic Plan. This memorandum provides: (i) background on the project, (ii) synopsis of research and due diligence, and (iii) recommendations for action.

Overview/Background:

In August 2012, the Citizens Advisory Committee (CAC) began working on the project "Enhancing Online Services". The intent was to review existing online services provided by the City and to identify opportunities to enhance or improve those services for the benefit of residents and businesses. More specifically, the objective was to identify services that: (i) increase citizen engagement and involvement; (ii) improve customer service and access to public meetings and other City functions; (iii) provide innovative tools to ensure effective and efficient services; and, (iv) help customers leverage City resources to strengthen or stabilize business development within the community.

Unilaterally, the Department of Information Technology (DoIT) and Department of Public Affairs and Economic and Cultural Development began the process of undertaking efforts to revamp the City's website, online functions, and the existing content management system (e.g. KIVA) to accomplish similar objectives. It was determined that a partnership with DoIT, Finance, and the Public Information Office to conduct research and due diligence could serve both efforts.

Research and Due Diligence:

Research was driven on the premise of identifying concepts that would help staff shape the design (look and feel) of the City's website and other online functions to improve accessibility for residents and businesses. The CAC also played a critical role in providing direct insight into

what our community could want and need for online/mobile services. Therefore, over an eight month period, staff merged direction from the CAC and City processes, to conduct the following:

- Review and discussion of best practices from around the country
- Online service interviews with City Departments to identify essential services the City can provide to the community
- Market research of best practices to understand functional and operational pros and cons of services
- Quantitative and qualitative cost analysis of best practices and essential services
- Survey City Hall customers and the general resident population regarding use improved and innovative online services, if provided

Based on our review of best practices by peer cities, market research, and survey results, as well as input from the CAC, staff recommends the following online services or concepts for further consideration:

- Essential Services provided by the City
- Crowd-Sourcing
- Live Web-Chat
- Electronic Plan Submittal
- Online Land Development Map

An analysis, *Enhanced Online Service Deliverable*, which provides a detailed description of staff's research on each key concept, is attached.

Recommendation:

Staff recommends the concepts identified by the CAC be incorporated as features with the website redesign and update to the existing content management system. Staff will perform a more detailed analysis of infrastructure capacity (e.g. software and hardware upgrades), performance measures, staff resources/time, and future ongoing costs for those concepts approved for inclusion by the Council.

Conclusion:

The City is committed to providing services and resources that enhance the quality of life for those who live, learn, work and play in our community. Enhancing Online Services project strategically aligns with these efforts. The project promotes a strong and diverse economy, strong social cohesion to improve civic engagement, and strong environmental stewardship through the use of best and sustainable practices.

Electronic Plan Submittal (“EPS”)

Description:

The submission of building permits and entitlement applications online. Systems have been identified as workflow solutions for the public and private sector (products have claimed up to 80% reduction in processing time). Benefits would be improved customer service, project collaboration, and minimizing the need for paper submittals.

Features (not limited to the following):

- Applications, materials, and payments processed online
- Integration with existing (Sire, KIVA) and future permitting and reporting systems for the City
- Systems provide real time status updates or comments via web communications to applicants to improve management of revisions
- Processing, parallel and sequential, to allow for multiple department review and mark up
- Applicants can submit revised plans via web portal to improve response time

Scale of Scope and Complexity (Low to High)*

HIGH

Cost	Minimum	Maximum
Implementation	\$103,000	\$333,000
Maintenance (annual recurring)	\$6,000	\$32,000
Total	\$109,000	\$365,000

Productivity/Operational/Functional PROS

- Widely used technology with other government agencies of various scales throughout the country (Chicago, Washington D.C., Salt Lake City)
- If coordinated with other local agencies, usability and familiarity with business sector would improve processes (systems in use at Clark County and Las Vegas)
- Ability to reduce redundancies with work flow resulting in faster/quicker service targets
- Ability to pull reports and identify trends to improve work flow processes for certain applications

Productivity/Operational/Functional CONS

- A new system introduced to the DoIT software catalog would require a new FTE for support
- Functionality of electronic plan submittal is a small feature of the overall plan review process
- Limited target audience outside of the business and community development sector that would utilize the system

Cost Qualitative Analysis

- **Pro:** Potential positive financial impact from process improvement (i.e. reduction to scan and store paper, and mark up plans)
- **Pro:** Cost savings and time for high volume users
- **Con:** Upon implementation, hardware and server upgrades and initial training and transition of staff may be required to maximize the software

* - Risk to the City is based on schedule, budget, and resources

Live Web Chat

Description:

A live chat support solution to provide real-time access to customers on the City's website. Live web chat is a tool that is being used more frequently to enhance engagement with a community.

Features (not limited to the following):

- Live Visitor Tracking
- Systems capable of integrating with existing CRM accounts ("Contact Henderson")
- Department based chat routing
- Ability to push files to web visitors (PDFs, Word Documents, Videos, etc.)
- Mobile device, tablet, and smart phone compatible
- Social media plug-ins available to crowd source customers
- Analytics provided to identify trends of customers to enhance access to information on web pages

Scale of Scope and Complexity (Low to High)*

LOW

Cost	Minimum	Maximum
Implementation	\$700	\$21,000
Maintenance (annual recurring)	\$700	\$700
Total	\$1,400	\$21,700

Productivity/Operational/Functional PROS

- Systems allow various options of hosted or installable versions to meet customer needs
- Systems provide customizable features that allow for integration with existing systems ("Contact Henderson")
- Convenience factor; customers receive immediate response and assistance
- System appeals to customer base that prefer anonymity (no log-in) to receive responses, or those that prefer transparency with official records or transcripts of conversations

Productivity/Operational/Functional CONS

- Limited types of product/systems on the market to select from
- System operations are limited to business hours as it would require staff monitoring
- Storage capacity could be a concern with regards to records/transcripts retention

Cost Qualitative Analysis

- **Pro:** Potential cost savings and time for high volume users
- **Con:** Potential increased payroll related cost associated with requiring staff to monitor "web" calls on a continual basis
- **Con:** Depending on solution, hosted or in-house, costs could range widely

* - Risk to the City is based on schedule, budget, and resources

Crowd-Sourcing

Description:

A web-based portal that promotes the sharing of ideas between community members, with the local government evolving those ideas into actionable items. The establishment of crowd-sourcing with governments of all scales has become a resource to enhance or approach citizen engagement in an innovative way, and to problem solve and receive feedback on community issues.

Features (not limited to the following):

- Offers dashboard with analytics for analysis and reporting back to the community and City Council
- Unlimited number of topics (campaigns) for discussion with the community
- Ability to push messages and campaigns to interested stakeholders via email
- Mobile device, tablet, and smart phone compatible
- Social Media compatible (facebook, twitter, etc.)
- Ability to share and upload documents and studies for review and comment

Scale of Scope and Complexity (Low to High)*

LOW

Cost	Minimum
Implementation	\$2,500
Maintenance (annual recurring)	\$1,000
Total	\$3,500

Productivity/Operational/Functional PROS

- Provides users with an immediate validation experience; it gives the community a voice at the table
- Increased engagement with citizens that have not participated in City processes or events
- Allows information to be transparent and accessible to a great number of residents
- Assists the City with making decisions on polarizing issues and provides explanations to support those decisions to the community based on the analytics

Productivity/Operational/Functional CONS

- Products on the market limit the promotion of campaigns/topics due to design of software or inability to manage effectively
- Products require a user to provide personal information (i.e. name, address, zip code), which may create potential privacy concerns
- Participation is voluntary; thus, requiring push marketing to ensure effective use of the product

Cost Qualitative Analysis

- **Pro:** Given a hosted solution is available, a long term financial obligation (month-to-month service terms) would not be required
- **Con:** Potential increase cost associated with requiring staff to monitor website and features on a continual basis
- **Con:** Costs associated with potential software upgrades to meet hosted solution minimum requirements

* - Risk to the City is based on schedule, budget, and resources

Online Land Development Map

Description:

The development of an internal platform for displaying information pertaining to entitlement applications that are moving forward to upcoming Planning Commission and City Council meetings. The map serves as an opportunity to provide transparency on projects that impacts or improves the quality of life for the community.

Features (not limited to the following):

- Integration with City's SIRE system
- Project overview
- Project status updates
- Applicant Information
- Site map identification
- Planning Commission and City Council dates identified

Scale of Scope and Complexity (Low to High)*

LOW

Productivity/Operational/Functional PROS

- Gives residents the ability to learn about potential projects that may impact (positively or negatively) their neighborhoods
- Captures feedback prior to the Planning Commission (PC) meeting assisting staff, Commissioner to understand concerns or thoughts
- Customer-friendly; easy to use with a simplistic look and feel similar to other interactive maps offered by the City
- Developed and maintained in-house by CD&S, DoIT, and GIS staff

Productivity/Operational/Functional CONS

- Limited ability to integrate with other City feedback applications ("Contact Henderson")
- Limited customization of application design and software capabilities
- Projects are not inclusive of the broad entitlement applications received by CD&S staff (applications are hand-selected for the upcoming PC meeting)

Cost Qualitative Analysis

- **Pro:** No costs for implementation and maintenance have been provided since the product was developed and maintained internally within existing current processes and systems
- **Pro:** Minimal costs (staff time) by using current staff with the necessary skill set and existing software resources to effectively operate the interactive map
- **Con:** Even though costs are minimal, requires additional staff time and collaborative efforts from multiple employees and departments (approx. 8 employees)

* - Risk to the City is based on schedule, budget, and resources

Essential Services

Description:

The promotion of improved and innovative online services of City programs or services to meet citizen needs. These potential projects may help shape the look and feel of the new website, and how services are presented.

Potential Services Identified:

- Crowd sourcing for citizen input
- Applying for over-the-counter permits (e.g. water-heaters)
- Newsfeed that can be updated daily with upcoming events, locations, weather conditions, etc.
- Applying for housing grants and loans online
- Adding live chat to provide real time access to information
- Business License application process that allows customers to apply and pay for a license online.

Scale of Scope and Complexity (Low to High)*

MEDIUM

Productivity/Operational/Functional PROS

- Ability to meet the demands of customers identified by the City's departments
- Provides new and improved services to department customers
- Increased citizen engagement with the City and services provided
- Greater convenience and resource savings for customers to conduct business online, 24 hours, seven days a week

Productivity/Operational/Functional CONS

- Certain online services may not be useful or feasible for a majority of customers
- New products introduced into the DoIT portfolio may require additional DoIT staff for support
- Certain department specific requests may not transition or coordinate with current multi-department efforts or processes

Cost Qualitative Analysis

- **Pro:** Potential cost savings and time for high volume users
- **Con:** Research of hard and soft costs of the multiple essential services options is further required; concerns to be cognizant of are not limited to the following:
 - New online service options will require staff training, which could increase indirectly
 - New online service options will require existing business and work flow processes to be modified, which could increase costs
 - New software or hosted service systems, hardware, data storage systems will need to be purchased, which would increase costs
 - Systems would require continual monitoring, which could increase costs

* - Risk to the City is based on schedule, budget, and resources