

**CITIZENS' ADVISORY COMMITTEE
MINUTES
September 12, 2012**

I. CALL TO ORDER

Chairman Tom Piechota called the meeting to order at 5:34 p.m., in the Council Chambers Conference Room, 240 Water Street, Henderson, Nevada.

II. CONFIRMATION OF POSTING AND ROLL CALL

Jason Rogers, Planner, confirmed the meeting had been posted in accordance with the Open Meeting Law by posting the agenda three working days prior to the meeting at City Hall, Emergency Services Facility, Green Valley Police Substation, and Fire Station No. 96.

Present: Chairman Thomas Piechota
Jeffrey Bassing
Adrienne Cox
Nancy Frago (left at 6:50 p.m.)
David Frommer (arrived at 5:46 p.m.)
Brin Gibson
Dean Ishman
Matt Morris (arrived at 5:44 p.m. and left at 6:50 p.m.)
Maureen Murphy
Robert Neilsen
Paula Petruso
Melodee Wilcox (arrived at 5:44 p.m.)

Absent: Rene Calman
Jim Dunn, excused
Richard King, excused

Staff: Michael Tassi, Planning Manager
Jason Rogers, Planner
Lon Willis, Information Tech Project Manager
Tim D'Souza, Senior Administrative Analyst
Dawn Okerlund, Technical Analyst III
Tedie Jackson, Minutes Clerk

III. ACCEPTANCE OF AGENDA

(Motion) Ms. Wilcox introduced a motion to accept the agenda as presented, seconded by Ms. Murphy. The vote favoring approval was unanimous. Chairman Piechota declared the motion carried.

IV. PUBLIC COMMENT

Nancy Frago noted that the American Red Cross is helping residents who had damages caused by the flooding. The number is 368-2255 for anyone who may need assistance.

V. NEW BUSINESS

1. Approve meeting minutes for July 11, 2012 and August 8, 2012 (For Possible Action)

(Motion) Ms. Murphy introduced a motion to approve the minutes of July 11, 2012, as presented, seconded by Ms. Cox. The vote favoring approval was unanimous. Chairman Piechota declared the motion carried.

(Motion) Mr. Ishman introduced a motion to approve the minutes of August 8, 2012, as presented, seconded by Ms. Murphy. The vote favoring approval was unanimous. Chairman Piechota declared the motion carried.

2. Discuss the Enhance Online Services to Reduce Trips to City Hall project selection(s). (For Possible Action)

Mr. Rogers explained that staff will provide several presentations to educate the committee members on current online services provided by the City. He introduced Lon Willis, Department of Information Technology; and Tim DeSouza, representing the Public Information division.

Lon Willis, Information Tech Project Manager, reported that a strategy of DOIT is to increase citizen satisfaction and strengthen out citizen involvement initiatives. A tactic to support this strategy is to provide improved and innovative online/mobile services for citizens. Mr. Willis noted that the City's current website was developed and deployed in 2006. He reviewed the current online services offered on the website as follows: Public Safety and Judicial Services, Business Services, Residential Services, Downloadable/Online Forms, and Streaming Video of City Council meetings. (See attachment for details)

Mr. Willis also highlighted the current mobile website online services as follows: City Phone Directory, City Facilities Map Locator, Contact Henderson, Inspections, City Clerk Services, News Feed, Events Calendar, and Social Network. (See attachment for details)

Mr. Willis reported that the City will be designing and developing a new website that is compatible with all mobile devices to view content or access services. The new website will also have improved website statistics and trending, as well as GIS and social media integration. He said staff is also looking for new tools to bring “citizen interaction” features such as polling, suggestion boxes, and possibly “live chat.” Mr. Willis said they intend to utilize existing available web services and applications versus building them.

Tim D’Souza, Senior Administrative Analyst, reported that they performed an intercept survey to gather information on how many people are coming to City Hall, the reason, frequency, and what type of transactions they are doing. He shared the results of the intercept survey, which are as follows: Approximately 40 percent of customers utilize the cashier to pay for business licenses and permits; approximately 40 percent of customers paid for their water bill; five percent for other bills and fees. Approximately 17 percent of customers visit the Development Services Center (DSC); seven percent for business licensing services; five percent of customers visit utility services, and three percent of customers utilize the City Clerk’s Office marriage licenses and passports.

Mr. D’Souza said residents are also visiting City Hall to submit employment applications to the Human Resource Department, and to file police reports at the Police Department. He noted that both of these services are available online.

The intercept survey showed that many customers know about online services, but they choose not to use them for the following reasons: needing help filling out paperwork; avoiding fees or shutoff of services; and/or do not trust the Internet to do services. Mr. D’Souza further noted that some customers simply choose to come to City Hall for personal interaction with City staff and others.

A question was asked as to what percentage of the trips were avoidable if customers had the capacity to do the service over the Internet. How many trips were necessary for personal interaction as opposed to discretionary?
Mr. DeSouza will provide this information to the members via email.

Mr. Rogers distributed and reviewed a handout on the Citywide Population Capture rate and Level of Priority Chart. He noted the chart was presented as an exhibit on how members could view rankings, and understand which potential best practices would be best suited for inclusion on the revamped website. He reviewed a website www.improvesf.com and noted that staff is looking to see if this is a viable option for the City of Henderson. He also displayed www.seattle.gov and www.loudoun.gov websites to show how these cities provide opportunities for the community to give input. The City of Cleveland website is another option to consider as they utilize a city-owned station.

It was suggested that the City of Henderson website provide links for customers to utility companies such as Cox, Southwest Gas, and NV Energy.

Mr. Rogers noted that the City of Winston-Salem, North Carolina website offers a live web chat that is used daily and has received positive feedback. The City of Wichita website provides residents several links for employment opportunities.

Mr. Rogers questioned what kind of efforts the CAC can take to be sustainable and meet the goal of this project. How can the CAC help create a community to be better connected and viable to achieve a sustainable city? It is important that the end result will be long lasting and successful, and can be modeled after by other communities. The goal of this project is to create a sustainable community, improve the quality of life for the business and residential community.

Chairman Piechota commented that the overall goal may not be to reduce trips to City Hall; as the City Council wants people coming to City Hall and Downtown Henderson. The overall goal may be to improve civic engagement to serve as a progressive approach to creating a sustainable city.

It was noted that the younger generation uses electronic devices more, and the older generation does not want to travel so they want to take advantage of online services. A goal would be to engage all generations to take advantage of online services.

Responding to a question as to the ages of people who are coming in to pay water bills, Mr. D'Souza will provide this information via email.

A suggestion was made to make Ourhenderson.com website more attractive and user friendly.

In response to a question, Mr. Willis reviewed the applications that are built in-house as opposed to purchased. Regarding developing a live chat service for customers, he said staff would define the requirements and conduct market research to determine whether this service would be purchased or built in-house. He noted that it is becoming more popular to connect people through ipads and iphones and other smartphone and tablet products.

Regarding a comment by Chairman Piechota regarding the library website, staff offered to contact Tom Fay to get information on providing online services through the public library system. Staff will report the trends of the City of Henderson website at the next meeting.

To address funding concerns, Mr. Willis explained that the City is running a deficit in the budget this year. Purchasing band width is not a cheap solution, and he provided the committee with information on what the City pays for ISP and band width on a monthly basis. Mr. Rogers noted that the Finance Department will do a cost benefit analysis and determine what is fiscally feasible.

Staff is hoping to get ideas of topics to apply on a Citywide level and come back at the next meeting with more defined information. The general idea is how to gets citizens engaged in the community.

The following suggestions/comments were provided:

- Tap into a market that is not participating in City activities
- Identify services that are not yet provided on the website and moving to a crowd sourcing initiative would be the next step
- Make more routine services available online
- Be cautious on things that require personal citizen engagement
- Chat online may work in some cases
- Look for ways to further activate the Downtown (the Water Street District)and promote local businesses;
- Can be counterproductive to make some things easy to do online, but it may lose the nuance; or make it so that you lose an audience of people who might be
- Look at a way to connect the unemployment opportunities through links for job sources
- Expand ways to pay bills and tickets on the website
- Provide links to utility companies for customers
- Inform and educate residents
- Live webcasts
- Attractive, fun, and serviceable website
- Involve the business community to make decisions
- Aggressive advertisement
- Residents should be able to interact with Council
- Land Development Activity/Application Systems
- Research other successful best practices to model after

Mr. Rogers reported that there is a process in place to engage the business sector and residents to bring people Downtown (waterstreetdistrict.com). We have a consumer and business campaign that outlines steps to increase the level of activity in the downtown area.

Mr. Rogers clarified that staff would move forward with research and development of the following:

- Make more routine and essential services available online
- Live online web chats for various city departments or agencies
- Land Development Activity/Application Systems
- Crowd Sourcing opportunities
- Online Live Media (patterned after Cleveland) opportunities

Members of the CAC noted support for staff to move forward as clarified.

3. Accept project updates. (For Possible Action)

Mr. Rogers distributed and reviewed a map identifying neighborhoods included in Phase II of the single-stream recycling program. This rollout will begin in October and include 25,000 homes. He also noted that a Saturday service pickup will be added to the schedule.

City staff will conduct a series of neighborhood meetings: first meeting is 10-1 at Valley View Rec Center. 10-30 at Wolf; 10-11 at Convention; 1 check. Remaining areas of the city will be added in two additional phases and will take the entire year to complete. The franchise agreement is still moving through the process.

Mr. Tassi said our PIO office is working with Republic Services to provide education to residents.

Chairman Piechota suggested that the map be enlarged to be easier to read.

VII. STAFF/CHAIRMAN COMMENTS

There were no staff/chairman comments.

VIII. PUBLIC COMMENT

There were no comments presented by the public.

IX. ADJOURNMENT

There being no further business to be discussed, Chairman Piechota adjourned the meeting at 7:09 p.m.

Respectfully submitted,

Tedie Jackson,
Minutes Clerk