

**Making the Most of
Your City's Technology**
League of California Cities Annual Conference
October 6, 2016

What We'll Be Discussing

- ▶ Topic Areas
 - ▶ Cloud Computing
 - ▶ Citizen Engagement
 - ▶ Cyber Security
 - ▶ Infrastructure & Storage
 - ▶ Mobile Applications
 - ▶ Smart Cities

Why You Should Care About IT

- ▶ IT can be an enormous strategic tool
- ▶ Leverages your human capital/effectiveness
- ▶ Enhances Citizen Engagement
- ▶ IT averages 2 - 2.5% of overall budget...
- ▶ IT averages 3.5 - 4.5% of General Fund...
- ▶ ... And that does not include Capital

- ▶ How to ensure IT value?
- ▶ How to use IT strategically?

What We' ll Be Discussing

► Format

- Brief Discussions (5-6 min per topic)
 - What Issues?
 - Best Practices
 - Take Aways
- Multiple Speakers
- Q and A
 - *In Person*
 - *Or Send questions via Twitter to #CityITQuestions*

Our Panel

- Moderator: Jim Lewis, City Manager, City of Pismo Beach and President-elect, City Manager's Department
- Speakers:
 - Brian Moura, Senior Advisor, Finance and Management, Regional Government Services
 - Michael Allen, Information Systems Manager, Visalia
 - Gaurav Garg, Chief Information Officer, Santa Clara

Making the Most Cloud & Hosted Computing

- What Are the Issues?
 - Features Between Server Based and SAAS Software
 - Best mix of cloud and/or in-house services?
 - Desktop OS & Software with Cloud Features & Storage
- Best Practices
 - Look at both Server Based and Software As A Service when issuing RFPs (Cost, Features, Implementation)
 - Require performance standards, SLA regardless of path
 - Return data (former) & data conversion (new vendor)

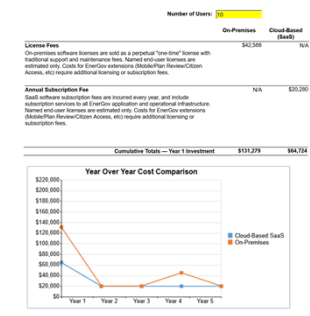
Making the Most Cloud & Hosted Computing

- ▶ Take Aways
 - ▶ Strategy on Cloud & Hosted Software options
 - ▶ Start where it makes sense (cost, features, etc.)
 - ▶ IT Infrastructure still important and needed

What Do You Have Today? Cloud & Hosted Computing

Cloud/Hosted/Software as a Service (6)	Server Based (6)
OpenGov	Springbrook Financial System
Granicus - Paperless Agrad, Video Streaming	DocuWare Document Management
Vision Internet - City Website	ShoreTel VoIP
Active Net Parks & Recreation Registration	ArcGIS
Nexgen - Sewer Asset Management	Exchange - Email
Tiburon - Police RMS	Sendio - Spam Management
Computer Aided Dispatch - PD	
APB Net - PD	
JusticeMobile - Mobile DOJ Database Access - PD	
HP/Autonomy Hosted Backups	
MartinMap - Marin County GIS	
Netfile Paperless Form 700	
PCS Mobile - License Plate Reader	
Copperfire - PD	
Industrial Scientific Gas Detection (SaaS/Pvcm)	
MariNet - Library Catalog, Circulation, etc	

Cost Comparison Tool (Tyler) Cloud & Hosted Computing



Office 365 Advisors Cloud & Hosted Computing

Why Move to the Cloud?

Microsoft Office 365

What is the Cloud?

Simply put, the cloud is the internet.

When you hear about the cloud, you are likely thinking about files, apps, and more being stored in the "cloud" administration and use.

The Cloud is used for:

- Email and Web Services**
Easy access to email through the cloud, whenever you want.
- Secure Storage**
Options for secure storage for files or important content.
- IM and Web Conferencing**
Unify your communications with easy cloud-based collaboration.
- Share and Access Info**
"The cloud" can be used to share and access information.

Making the Most Citizen Engagement

- ▶ What Issues?
 - ▶ Reaching out (Developments, Parks, General Plan)
 - ▶ Technology can help (social media, web, video, mobile)
 - ▶ Getting participation, comments & solutions
- ▶ Best Practices
 - ▶ Being "multichannel" - one approach isn't enough
 - ▶ Communications Mgr + Dept Staff + IT Team approach
 - ▶ Ask for input regularly and on meaningful topics

Making the Most Citizen Engagement

- ▶ Take Aways
 - ▶ Having an engagement plan or strategy
 - ▶ Enable staff to enable and engage citizens
 - ▶ Increased awareness of City proposals and projects

Mind Mixer (Carlsbad) Citizen Engagement



What do you think about converting Lincoln St. between Oak Ave. and Carlsbad Blvd. into a pedestrian plaza?

Description Topic Details

The proposed Village and Barrio Master Plan encourages new public spaces, often through imaginative reuse of existing streets. For example, the plan recommends transforming the short stretch of Lincoln Street between Oak Avenue and Carlsbad Boulevard (and by Café Elysa) into a pedestrian plaza. This portion of Lincoln has a good view of the new Carlsbad archway sign and might be a good place for benches, landscaping, and public art.

Activity

Sort by: Newest



John D. added an idea in Lincoln Street Public Plaza!

July 2

Another A+ idea. What rating do we give the City of execution?

16

Once again, the city sponsored contract to pay a consulting firm to provide ideas on how to improve the Village and Barrio gets a standing ovation. It's sad that the City of Carlsbad has proven itself to be paralyzed to take these excellent... [Read More](#)

Survey Monkey Follow-Up Citizen Engagement



City of San Carlos & San Carlos Chamber of Commerce invite San Carlos Restaurants to take a survey on

Potential Polystyrene Feedware Ordinance

The City of San Carlos is exploring the possibility of adopting the San Mateo County Model Ordinance that prohibits the use of polystyrene or "Styrofoam" food containers in restaurants. Before the goes to the City Council for consideration, the Chamber of Commerce and the City would like to hear from the San Carlos restaurant community.

Please complete the following brief survey and mail it back to the City at the address below or via Survey Monkey at <http://www.surveymonkey.com/795C2J6M>

1. Does your restaurant currently use polystyrene ("Styrofoam") food containers?
Yes _____ No _____
2. If yes, how long would it take your restaurant to use up the supply of polystyrene containers?
_____ 30 days _____ 60 days _____ 90 days _____ Over 90 days _____
3. Does your restaurant support the City adopting the County Model Ordinance that bans the use of polystyrene ("Styrofoam") food containers in restaurants located in San Carlos?
Yes _____ No _____
4. Provide any comments about this proposed Ordinance that you would like to share:

5. Restaurant Name: _____
6. Restaurant Address: _____

Textizen & Construction Qs Citizen Engagement



QUESTIONS
#CityITQuestions

Making the Most Cyber Security

- ▶ What Issues?
 - ▶ Privacy
 - ▶ Policies
 - ▶ PRA
 - ▶ External threats - 40%
 - ▶ Internal threats - 60%

Making the Most Cyber Security

- ▶ Best Practices
 - ▶ Security is a BUSINESS responsibility, not IT's
 - ▶ Security is not optional (systems and staff)
 - ▶ Designate an IT Security Officer
 - ▶ Contract for penetration testing
 - ▶ Adhere to NIST/CJIS security standards & guidelines
 - ▶ Staff testing on vulnerabilities, phishing attempts
- ▶ Take Aways
 - ▶ With technology comes security issues
 - ▶ Cyber security is a program, not an event

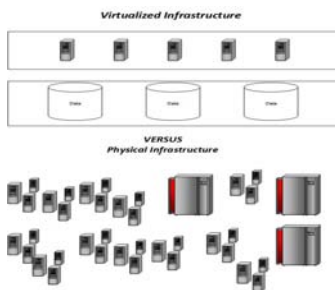
Making the Most Infrastructure & Storage

- ▶ What Issues?
 - ▶ Technology requires infrastructure
 - ▶ Why are we always buying storage?
 - ▶ Cloud storage versus in-house storage
 - ▶ Backup and recovery of stored data
 - ▶ Retention policies (voice, email, video, social media, electronic plans)

Making the Most Infrastructure & Storage

- ▶ Best Practices
 - ▶ Robust infrastructure platform for ALL types of technology
 - ▶ Virtualization of servers and storage
 - ▶ Data deduplication - eliminate redundant data
 - ▶ Fast, redundant storage pools for database
 - ▶ Cheaper, flexible storage for images and video
 - ▶ Cloud storage is very viable in some applications
- ▶ Take Aways
 - ▶ Mix of storage mediums depends on usage and retention policies
 - ▶ Put policies in place

Making the Most Infrastructure & Storage



Making the Most Infrastructure & Storage

Hybrid Cloud - Internet cloud-based AND City cloud-based



QUESTIONS

#CityITQuestions

Making the Most Mobile Applications

► What Issues?

- There's an app for that (transit, graffiti reporting)
- Lots of "free" apps (tip of the iceberg)

► Best Practices

- Free isn't cheap. Be selective in mobile applications, standardize on a few
- Back-end integration & work flow ensures staff responsiveness (what is under the water)

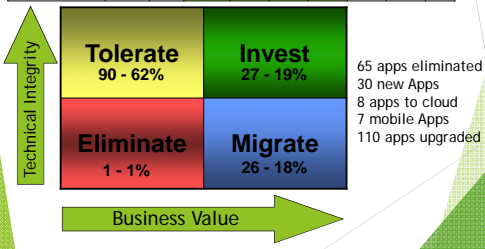


Making the Most Mobile Applications

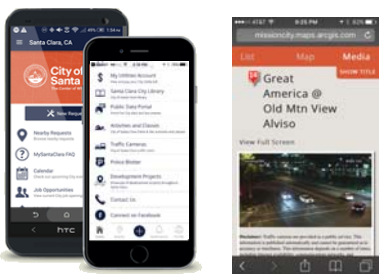
- ▶ Take Aways
 - ▶ Enable staff to enable citizens
 - ▶ Know your application portfolio.
Your business applications are the heart of your digital/mobile strategy
 - ▶ SMAC - Social Mobile Analytics Cloud

Business Applications

Application Name	Primary Dept.	Biz Imp	Summary Status	TIME	BCDR Status	Security Status	In Progress	Current Year	Type
SAD - CalCop	Police	1	Green	Tolerate	Green	Green	Yes	Yes	Cloud
SAD - Premier CAD	Police	1	Red	Migrate	Red	Red	Yes	Yes	COFS
EMSystems - EMResource	Police	1	Green	Tolerate	Green	Yellow			Cloud
Bienwath - PTT	Police	1	Yellow	Migrate	Green	Yellow		Yes	COFS
MSI Systems	Police	1	Red	Migrate	Red	Yellow	Yes		COFS
Viper - 911	Police	1	Green	Invest	Green	Green			COFS
Genetech	Police	1	Green	Invest	Green	Green			COFS



Making the Most Mobile Applications



Making the Most Smart Cities

- ▶ What Issues?
 - ▶ Response to quality of life, sustainability, traffic congestion, climate change, safety and security, energy, aging infrastructure, healthcare, pollution
 - ▶ Technology moving faster than the urban planning process. Where to Start?
- ▶ Best Practices
 - ▶ Holistic formula with interoperability between uses and collaboration across city operations for citizen centric outcomes
 - ▶ Engage in public-private partnerships

Making the Most Smart Cities

- ▶ Take Aways
 - ▶ Change is hard. Top down priority and stakeholder engagement
 - ▶ Balance broader smart city view in phased manner with opportunistic/pragmatic view with small executable projects
 - ▶ Cybersecurity!

Making the Most Smart Cities



Applications: Intelligent lighting, car-sharing, water management, real time parking
Enabling technologies: IoT, sensors, drones, self driving vehicles, GIS, analytics, open data

Smart City



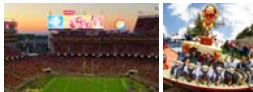
Common Operational Picture (COP) at Levi's Stadium

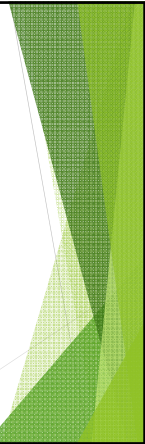


Smart Santa Clara: City Place

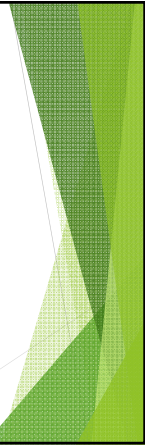


- 239 acres
- 9.2 M sq ft
- 5.7 M sf office
- 1.1 M sf retail
- 700 hotel rooms
- 1,360 residential units
- 96 acres parks & open space



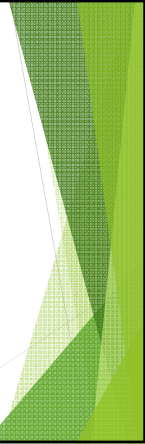


QUESTIONS
#CityITQuestions



Wrap-Up

- ▶ There is a Value Proposition to IT
- ▶ As Council Members, funding, policy and therefore innovation starts with and must be supported by you
- ▶ Provided You Opportunity to Reflect and Questions to Ask



Municipal Information Systems Association of California

- ▶ Purpose:
 - ▶ Further the understanding of beneficial impact of management information systems in municipal and special District organizations.
 - ▶ Serve as an advisory body to the League of California Cities and the Government Technology Conference.
 - ▶ Strive for increased utilization of management information systems.

Municipal Information Systems Association of California

- ▶ Seek the personal development and enrichment of its members by promoting and conducting conferences and seminars.
- ▶ Promote more effective and efficient municipal government through increased cooperation with other MIS professionals.
- ▶ Goals:
 - ▶ MISAC strives to promote leadership, education, and access to resources for local agency technology professionals in order to enhance local government services and effectiveness via its Four Pillars: education, member resources, relationships, and advocacy.

MISAC Conference

2016 MISAC Annual Conference
Securing IT's Future: Today

October 9-12, 2016

MANCHESTER GRAND HYATT,
SAN DIEGO

Register at misac.org

THANK YOU!
