

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
TECHNOLOGY ADVISORY GROUP

September 17, 2009
MAG Office
302 North First Avenue
Phoenix, Arizona

MEMBERS ATTENDING

Randy Jackson, Surprise, Chair

**Dee Hathaway, Buckeye

**Jim Keen, Carefree

**Patrick Hait, Chandler

Pat Timlin, El Mirage

Mike Ciccarone, Fountain Hills

**Shawn Woolley, Gilbert

**Kenneth Arnold, Glendale

**Kathy Fernandez for Cindy Sheldon, Goodyear

Stacey Haggart, Maricopa County

Dale Shaw, Mesa

**Duncan Miller, Paradise Valley

**Kris Lambertis for John Imig, Peoria

Tom Remes for Greg Binder, Phoenix

**Lester Godsey, Queen Creek

*Kevin Sonoda, Scottsdale

Dave Heck, Tempe

Arkady Bernshteyn, Valley Metro Light Rail

*Members neither present nor represented by proxy.

OTHERS PRESENT

Liz Graeber, Maricopa Region 911

Craig Chenery, MAG

Audrey Skidmore, MAG

David Worley, MAG

**Participated via telephone conference call.

+Participated via video conference call.

1. Call to Order

The meeting was called to order at 10:05 a.m. by Chairman Randy Jackson of Surprise. All members introduced themselves.

2. Call to the Audience

No comments were made by the audience.

3. Approval of the August 20, 2009 Meeting Minutes

A motion to approve the August 20, 2009 meeting minutes was moved by Pat Timlin, seconded by Arkady Bernshteyn and unanimously approved by the committee.

4. 311 Citizen Response Management Open Dialogue Session

Randy Jackson thanked the members for attending the meeting. Mr. Jackson introduced the topic of 311 Citizen Response Management (CRM) and opened the floor to Stacey Haggart of Maricopa County, to start the discussion. Ms. Haggart thanked Mr. Jackson and stated that Maricopa County currently owns the rights to 311 and secured them several years ago. Maricopa County is looking to engage the committee to discuss the needs that member agencies have with 311. Mr. Jackson asked if Maricopa County currently has a plan for 311. Ms. Haggart said there is not a specific plan in place at this time, only a vision in regards to its future. This vision is a regional or a county owned system that with which agencies can partner.

Dave Heck of Tempe stated that he is interested in a call center and would like to utilize 311 to help inform the community but understands the logistical problems with only one city using it. Mr. Heck offered the possibility of a regional 311 system located at a Qwest facility. Customers who call in would be greeted with an automated message which prompts the user to press a number related to the agency of which they enquiring about. This would allow each agency to approach the project at their own pace. Mr. Heck added that there would be little work on the front end or need for a regional call center. This path would be easy to do and with minimal cost.

Mr. Jackson asked the group to state where their agency currently stands on 311. Tom Remes of Phoenix stated that 311 is on Phoenix's wish list but the city does not currently have funding or a vision for the project at the moment. Interest in the project has not moved to a management or council level. Shawn Woolley added that Gilbert is in the same position and have looked into it, but have not moved forward past the research stage.

Mr. Jackson asked if there was any possibility to link 311 with 911 to remove or lessen non-emergency calls. Liz Graeber with Maricopa Region 911 provided a brief history on 911 and an overview of the routing structure. She stated that this would not alleviate call volume because users calling 911 for non emergency questions would still need to be routed to 311.

Mr. Jackson asked about the possibility of stimulus money to fund a regional 311 project. Mr. Remes said that there is stimulus funding for broadband but it is for other infrastructure requirements and Kathy Fernandez of Goodyear concurred.

Mr. Jackson asked how the committee would like to move forward. Mr. Heck asked for more discussion and the possibility of a working group with the County further down the road to see how the project could move forward.

Ms. Haggart asked Ken Arnold of Glendale about the costs that were encountered during the research that Glendale previously performed. Mr. Arnold stated that the costs ranged from \$30,000 to over one million dollars. Mr. Arnold stated that data was gathered from numerous cities who have implemented 311 technology and numerous vendors were contacted. He added that the project did

not extend past the information gathering based on the costs. He added that a CRM is recommended if using a 311 system. Mr. Jackson thanked everyone for their contributions.

5. RCN Update

Mr. Jackson provided a brief overview of the Regional Community Network and stated that the IP addressing scheme has been distributed to all members. He added that the latest draft of the RCN Roles and Responsibilities document has been distributed for review. Ms. Fernandez asked if Goodyear needs to review the documents given that Goodyear is not part of Phase IA of the RCN project. Mr. Jackson responded that all agencies should provide their input as the eventual goal is to have all agencies integrated into the RCN.

6. Agency reports

Mr. Jackson opened the floor to any further agency reports of interest that had not already been discussed. Mr. Jackson announced that Surprise is in the process of implementing a Cisco digital signage system. Mr. Heck announced that Tempe has implemented a new agenda process using an application called Agenda Plus. All departments are using a uniform format and all agendas are completed online and archived for public review. Mr. Jackson added that Surprise is currently using Novus Agenda and updates will be integrated with the new digital signage system. Ms. Skidmore enquired if they are hosted applications or whether they are housed onsite with the agency. Mr. Heck stated that Tempe is using an in-house application. Ms. Haggart added that Maricopa County is currently using Solar and is also an in-house application. Ken Arnold of Glendale stated that the City of Glendale is currently reviewing software contracts to reduce annual bills.

8. Date of Future Meetings

The next meeting of the MAGTAG is scheduled for 10:00 a.m. on December 17th, 2009 in the MAG Cholla Room. The meeting was adjourned at 11:00 a.m.