

**TECHNOLOGY TASK FORCE  
MINUTES  
City Council Chambers – 3300 Newport Blvd.  
Tuesday, June 1, 2010  
4:00 p.m.**

**I. ROLL CALL**

Present: Task Force Members Bruce Brandenburg, Timothy Britt, Chairman Ted Cooper, Philip Drachman, David Scheeff.

Absent: David Lown

**II. APPROVAL OF MAY 4, 2010 MEETING MINUTES**

1. Waive reading of subject minutes, approve as amended, and order filed.

**III. APPLICATIONS OF TECHNOLOGY THAT CAN IMPROVE COMMUNICATION WITH RESIDENTS, BUSINESSES, AND VISITORS.**

1. Graphical Overview Current Communication Delivery System.

Acting Deputy Administrative Director Matusiewicz introduced staff, discussed the meeting schedule, and noted that the goal is to have the final report to Council at the July 27, 2010 meeting.

Chairperson Cooper asked Task Force Members to review the information presented to them during the meetings, prepare recommendations, and email them to Acting Deputy Administrative Director Matusiewicz by Wednesday, June 9, 2010. He stated that the recommendations provided by the Task Force Members will be grouped, redundancy information will be eliminated, and the information will be presented to the Task Force Members at the June 15, 2010 meeting. He also stated that the process for developing a strategic plan will also be created from this information, discussed the strategic plans from other Cities, and directed Acting Deputy Administrative Services Director Matusiewicz to email the plans to Task Force Members for their review.

In response to Task Force Member Brandenburg's question, Chairperson Cooper suggested that each Task Force Member provide recommendations instead of observations and asked that the recommendations be based on the presentations, tours, and information received. He noted that he added information to the IT Service Models, created an evaluation matrix, and added a column to the IT deficiencies that included a cost benefit analysis.

Public Information Manager Finnigan stated that at first, the City focused on television to communicate with residents and in 2007 a Customer Satisfaction Survey was distributed to residents. She discussed the current communication efforts, including the City Manager Community Newsletter, website, City demographics, Quest customer request information system, social media, how the different generations communicate, and the recent changes to the City's website pages and URL. She stated that the City did not purchase the component that will allow residents to access information through their cell phone. Applications Coordinator Luengas discussed the composition of individual city websites, noted the popularity of using the web to communicate with staff, showed the City's main website features, highlighted the ten most used web pages on the City's website, and demonstrated the communication methods and interactive web applications.

2. Committee Discussion, Observation and Recommendations.

In response to Chairman Cooper's question, Applications Coordinator Luengas stated that NBID system was developed by City staff as a solution and explained how it works for different departments and for residents.

In response to Task Force Member Britt's question, Applications Coordinator Luengas stated that residents could access news, make payments, sign-up for recreation classes, subscribe to different department information, sign up to be added to the OC Alert system, purchase business licenses and charter permits, schedule permit inspections, and monitor plan check status. She stated that the NBID application was developed by City staff in which there are seven different databases queried into one screen and noted that the City received an award for the development of the application.

In response to Chairperson Cooper's question, Public Information Manager Finnigan stated that each department is responsible for updating the web information on their page.

Timothy Britt was excused at 4:03 p.m.

Applications Coordinator Luengas explained how the Teleworks interactive voice response system works, talked about the lockbox and how Teleworks is used to initiate customer payments via phone or web entry. Acting Deputy Administrative Director Matusiewicz described that an electronic consumer collection service is used to receipt funds initiated by bill pay services and receipt and record remittance information electronically.

In response to Chairperson Cooper's question, Applications Coordinator Luengas stated that the City needs an interface system that would allow the residents' information to be queried as the phone is picked up, provided that they call from their home phone.

Chairperson Cooper stated that the Task Force can recommend that the City purchase a mobile component which will allow residents to access the City's website by cell phone.

In response to Chairperson Cooper's question, Public Information Manager Finnigan stated that although the websites for Police, Lifeguard, and Library are separate, they all can be accessed through the City's main website.

**IV. COMMITTEE REVIEW OF PREVIOUS AREAS OF FOCUS AND DEVELOPMENT AND BROAD RECOMMENDATIONS.**

1. Different models for managing, maintaining and staffing technology in complex organizations.

Task Force Member Drachman expressed concern that it is possible that more software licenses are being purchased than the City needs, requested that staff provide a list of the applications that show staff utilization, maintenance, and license fees. He suggested that the City find a tool to monitor the use of the applications.

Chairperson Cooper expressed support for the software application matrix provided by the Administrative Services Department and asked that a matrix be provided for each department. Task Force Member Drachman suggested that a column be added to include the amount of

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usage and emphasized the importance of the data to aid in cutting cost by consolidating programs.

In response to Task Force Member Brandenburg's question, Administrative Services Director McCraner stated that staff can provide the information requested and noted that the licenses for applications are managed and purchased by the IT Division.

2. Applications of technology that are proven to increase efficiency and effectiveness of business processes.

Task Force Members believed that the City need to continue working with Quest, go mobile, create an iPhone application, promote the City's website, and look at the next generation of products. They also believe that staff is satisfied with the current infrastructure and should consolidate the software applications.

Acting Administrative Services Director Matusiewicz stated that the Citizens Technology Task Force report will be presented to Council on July 27, 2010.

Chairperson Cooper stated that the IT Customer Satisfaction Survey includes valuable data and encouraged members to read the responses and find information that could assist in the recommendation to City Council.

In response to Mayor Pro Tem Henn's question, Chairperson Cooper stated that the Task Force Members that are absent will be notified that their recommendations will need to be emailed to Acting Administrative Service Director Matusiewicz by noon on June 9, 2010. He noted that the next meeting will be on June 15, 2010, at 4:00 p.m. and stated that the June 29, 2010, meeting is rescheduled to Wednesday, July 7, 2010.

Mayor Pro Tem Henn clarified that the report will be presented as a Study Session item and asked that a link to the other Cities IT Strategic Plans be emailed to the Task Force Members for easier access.

**VI. ADJOURNMENT – 6:25 p.m.**

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**The agenda was posted on May 27, 2010, at 5:00 p.m. on the City Hall Bulletin Board located outside of the City of Newport Beach Administration Building.**

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**Recording Secretary**

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**Chairperson**

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**City Clerk**