

COMMITTEE ON CITIZEN
ENGAGEMENT MINUTES
August 7, 2018

After determining that a quorum was present, the Committee on Citizen Engagement convened in a meeting on August 7, 2018 at 10:39 a.m. in the City Hall Conference Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Council Member Deb Armintor, Council Member Gerard Hudspeth, and Council Member Keely Briggs.

STAFF PRESENT: Bryan Langley, Sarah Kuechler, Melissa Kraft, Jessica Rogers, Sarah Fullwood, Justin Harmon, Kevin McGinnis, Stuart Birdseye, Charlie Rosendahl, Billy Matthews, Karisa Richards

A. Consider nominations and elect the Chair of the Committee on Citizen Engagement.

Briggs asked if Council Member Hudspeth would like to remain chair, he stated that he would like to allow others an opportunity. Armintor nominated Briggs and Council Member Hudspeth seconded to approve the nomination. The motion carried unanimously.

B. Consider approval of the minutes of June 5, 2018.

Council Member Hudspeth motioned, and Council Member Briggs seconded to approve the minutes. The motion carried unanimously.

C. Receive a report, hold a discussion, and give staff direction regarding recording and televising public meetings on DTV and online.

Matthews made a presentation regarding inquiries if additional public meetings can be recorded and televised.

In 1993, DTV began televising City Council meetings and a couple of years later the Planning and Zoning Commission meetings. In 2009, DTV started live streaming meetings online and making televised meetings available on-demand. In 2017, four more meetings were added. The Public Utilities Board, the Mobility Committee, the Economic Development Partnership Board, and the Traffic Safety Commission. All of which are streamed live and online, then archived for on-demand playback.

The objective today is to discuss televising more.

Matthews wanted to point out that by adding those four meetings, there was a 64% increase in televised public meetings year over year (67 to 110) and a 47% increase in produced hours of public meetings (207 to 305). City Council meetings alone are 37%

longer year over year (146.4 hours to 200.6 hours). Over the last 10 months staff have spent almost 800 hours producing 6 categories of public meetings. In addition to public meetings, DTV produces DTV News Break, Preservation Denton, Denton Developments, Public Service announcements, Promos, Image spots for the City with an average of 12-13 videos a month unrelated to the public meetings.

In addition, the increased length of meetings has led to situations where DTV has to cut into a replay of one meeting to begin airing another meeting.

With a staff of 3.5 FTEs, DTV has continued to meet the demand of producing more meetings, but with the request to add additional meetings into the production schedule, staff could be limited in their ability to produce other video programming. Given the importance of providing video of public meetings, while still balancing video production, staff would like to discuss options for meeting these goals.

Matthews gave 4 options for staff to consider: 1) Stay the course, don't add any more meetings and we are ok, 2) hire more employees depending on how many meetings we add, 3) hire a contract labor, or 4) outsource the production of some of the meetings entirely.

There are currently 22 public meetings that are not recorded.

Briggs asked if there were any interns that help. Matthews stated that yes they use interns for video production but they do not help with recording the meetings. Briggs stated that she would still like to keep the interns.

Briggs asked how many extra FTE's would be needed and Matthews stated that would depend on the number of meetings added.

Armintor stated that her ideal scenario before cost would be to have every meeting televised. She said that having a video archive for records is important for people to go back and view. She stated that maybe checking into partnering with the Denton Record Chronicle or the local universities to have them sit in the meetings and help. She is open to hiring more full time staff depending on the costs. She would be open to any options that help televise more meetings.

Hudspeth stated that he is happy with the coverage now and would be open to adding more full time employees depending on what meetings are added.

Briggs asked if it would be possible to do a public survey to ask citizens what they would watch and maybe add meetings as a progression based on what citizens want.

Matthews stated is absolutely an option.

Hudspeth and Armintor both stated they would like to see closed captions.

Kuechler stated that staff will look into closed caption options, cost estimates for adding more meetings, and possibly adding the recording of the last meetings of the Community Development Advisory Committee (CDAC) and Human Services Advisory Committee (HSCA) where grant recommendations are discussed by the committees.

D. Receive a report, hold a discussion, and give staff direction regarding the Citizen Relationship Management (CRM) software.

Rosendahl gave an update on CRM software.

Staff provided preliminary information on CRM software on February 6, 2018 and provided a demonstration of the beta Engage Denton application on June 5, 2018 to the Committee on Citizen Engagement. The Engage Denton application's official launch was on June 18, 2018 and, as of this morning, staff has received a total of 570 requests and 345 have been completed. There has been a total of 445 mobile application downloads in that same time period.

Staff has been working closely with the department users to ensure that they are following up with citizens in a timely manner and responding appropriately. There are a number of enhancements that are being completed to provide a better customer experience, including 1) the addition of information panels in the "submit request" screen to provide important information before a citizen submits a request type (e.g. if a Utilities emergency, call designated number) and 2) adding more request types with departments that are currently using the system. Some of the features that we are working on for internal management are automatic routing of requests based on map boundaries, creating escalation workflows, and adding template responses for consistent communication with citizens. One challenge that we encountered since launching the application was determining the appropriate time to close a request in the CRM system for some request types that become work orders or cases in separate systems as they may take time to resolve. For those requests, staff in all departments have been instructed to close out in the CRM system, provide an update and explanation to the requestor, and contact information for the individual in charge of that work order or case.

Briggs stated that she would like it stated that if there is an emergency to call 911. Rosendahl stated that it is sent via the first response back.

Hudspeth stated that he would like to see an "other" section for signs in the initial drop down. Rosendahl stated that there is currently an "other" section that helps with catch all items and determining what items are asked for to improve the drop initial down menu.

Armintor asked if there was a way to check the status of the request. Rosendahl stated that if you create an account you can go back in any time and check and if the status changes, a push notification is sent out via phone or email.

Rosendahl stated that staff is planning to continue working with the departments that are currently on the system, identify the additional request types that would be expanded in the next

phase of the project, and begin training the staff that would administer those additional request types over the next two months. Expanded marketing efforts will be in the October/November Resident Update, a promotion and demonstration video on the DTV YouTube channel, adding to the website homepage, and a larger presence on the City's social media channels.

Briggs stated that citizens have stated there has been more CIS presence in neighborhoods and wondered if this was due to the requests through the app and if that could be tracked.

Kuechler stated that we could take a look at that data and report back.

E. Receive a report, hold a discussion, and give staff direction regarding City website updates.

Rogers gave an update on the City of Denton website.

In December 2016, the City of Denton launched a new website to better provide information about programs, services, and operations online. With more than 1.5 million hits per year, the website remains one of the most important and widely-used ways in which we communicate with citizens.

Following the launch of the new website, staff began to hear about users having difficulty navigating the site and finding information. While this is somewhat to be expected due to a complete overhaul of the navigation system, concerns and questions about the navigation have persisted. To address these concerns, staff have been reviewing and updating webpages and elements of the navigation as customers report issues. This includes changing the titles of pages to more user-friendly and commonly used phrases, launching a new "Quick Links" element on the homepage, and improving the search function.

In order to determine and pinpoint where users are having issues, the City's website vendor, Imaginuity, launched two widgets at the request of City staff: a survey widget and a heat map widget. The survey widget allowed users to provide specific information to Imaginuity and City staff if they were not able to find what they were looking for. Staff could then examine the issues, see if it was a persistent problem, then devise a plan to address it. The heat map widget provided information specifically about the homepage and what elements of the homepage navigation were being used the most. These tools provided useful analytics on user behavior and helped staff identify areas for improvement.

The heat map tool was particularly useful as staff looked to improve the layout of the homepage. Based on the results of the heat map, staff determined that there were elements and features on the homepage that users simply did not click on. While the root causes of such user behavior could be a number of things, staff recognized that the layout of the homepage could be improved to focus users to attention on the high traffic areas. Following discussions between City staff and Imaginuity, staff developed ideas for improving the homepage navigation to meet users where they are, which include updating the layout of the homepage to make it more user-friendly.

In addition to the homepage updates, staff are also working with a number of key departments

which have the biggest online presence to review and update their sites. This includes: Police, Parks and Recreation, Customer Service, DME, and Solid Waste and Recycling. Staff have already implemented a number of the recommended changes based on the results of the poll and heat map analysis, and continue to work with various departments to improve the usefulness of information provided.

Additional changes, such as the home page redesign, requires the use of Imaginuity's web developers and creative design team. To perform these functions, the City has a contract with Imaginuity with a block of hours for development. Staff has received a proposal from Imaginuity, within the contracted block of available hours, to make the changes to the homepage redesign. The work is proposed to be completed by early September 2018.

Armintor asked if staff were taking in account the mobile view also and Rogers replied yes.

Briggs recommended shrinking down the initial view and keeping the important links toward the top and consistency throughout our pages.

Rogers stated we are working towards having that consistency on every page so that you have the same look and feel.

Briggs asked about having a staff directory with all employees. Rogers stated that would be difficult to keep up to date with changes like new employees, retirement, etc., but that department heads would be listed and searchable in the future.

Briggs asked if there was a tab that said meeting in progress that people could click on to view the meetings instead of having to go to the government / open government pages. Armintor mentioned having a widget or scrolling banner at the top. Rogers stated that there is an option to add an extra layer at the top for things like emergency items, road closures, etc., live and happening now.

Kuechler stated that by the end of August we should have the main page adjustments made.

F. Receive a report, hold a discussion, and give staff direction regarding citizen engagement, communication, and transparency initiatives.

Kuechler gave an update on the following:

Citizens Academy – Twenty-five residents participated in the second annual Denton Citizens Academy this summer. The program consisted of 5 interactive sessions from May to July with a combination of presentations, tours, and facilitated activities. The program ended with a proclamation at the City Council meeting on July 17. Staff received positive feedback in the survey results with participants stating they enjoyed the enthusiasm of the employees, the length and number of sessions, and opportunity to learn more about their City. Constructive criticism included the possibility of having the sessions in fall and adding information outside of the City organization including general Denton history and the collaborations with UNT, TWU, DCTA, Chamber of Commerce, and so forth. The newsletter was a useful promotional tool this year with

multiple participants stating that is where they learned about the program and all twenty-five available spots were filled with an additional nine people included on a waitlist. Staff will continue to look for ways to improve the program in the coming year.

Armintor asked if there was a cost for the Citizens Academy, Kuchler stated that it is a free program.

Citizen Survey Update – Based on the direction that was received at the prior COCE meeting, a purchase order to National Research Center (NRC) has been issued for the completion of a citizen survey this year. Staff is working with NRC on the development and deployment of the survey and the results of the survey are expected in November.

CIP Project Map Update – Staff from Public Affairs, Tech Services, Capital Projects, and Utilities are working together with the City's GIS vendor to develop an interactive map that would show information on capital projects and be integrated with existing software. Staff has reviewed initial versions, requested modifications for certain fields, and is working on automatic integration and process development. Staff will provide an update in the next few weeks as development progresses.

Set Future Meeting Dates and Topics.

Topics:

Briggs asked about promoting the Teen Council and items like Recycling.

Kuechler stated that we would definitely promote the Teen Council and asked Stuart Birdseye to give a quick update on recycling.

Birdseye said that they are working on a campaign to help promote more recycling and what can and can't be recycled. They are going to send out letters, get DTV involved and reconfigure the Solid Waste & Recycling webpage.

Armintor stated that there is data being collected about what areas have the most contaminated recycling and asked if those areas could be targeted with the campaign. Birdseye said yes.

Hudspeth asked that going forward that the City target more events with promotion tables of things going on in the City and information.

With no further business, the meeting was adjourned at 11:53 a.m.

The next committee meeting will be held on Tuesday, October 9, 2018 at 10:30 am.

KEELY G. BRIGGS
COMMITTEE CHAIR
CITY OF DENTON, TEXAS

KARISA RICHARDS
RECORDING SECRETARY
CITY OF DENTON, TEXAS