

**CTTAB**  
**August 11, 2009 Minutes**  
 2750 Seattle Municipal Tower  
 700 Fifth Avenue

<p><b>Present</b>          Fran Clifton          Richard Huff          Will Little          Karen Manuel          Marcos Martinez          Stuart Maxwell          John Neuharth          Will Pugh          Ted Schmitt          Ann Suter</p> <p>Daniel Carrillo, Get Engaged Appointee</p> <p><b>Excused</b>          Jac DeHaan          Nancy Gohring          Joann Reiter          Oren Sreenby</p>	<p><b>Absent</b>          Rob Holland          Tom Kee</p> <p><b>City Staff</b>          Amy Hirota          David Keyes          Jill Novik          Tony Perez          Bill Schrier</p> <p><b>Guests</b>          Steve Gunn</p>
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**1. Call to order: Richard Huff chair** – called the meeting to order at 6:05 p.m. The agenda and July minutes were approved as written. Huff thanked outgoing Get Engaged member Will Little for his service and welcomed new appointee Daniel Carrillo, Jr..

**2. Public Comment**  
 No public comment

**3. Chief Technology Officer Report: Bill Schrier**

Public engagement Portal: City Council approved \$50,000 for the public engagement portal, which is seen as another way to engage citizens on issues. The portal will feature a single sign-on module and will be customizable so that constituents can specify those things they're particularly interested in, such as land use or the arts. Google will license the software to the City for a nominal cost. The funding will be used to develop ideas, purchase licenses, and a little consulting, although we will be working with the UW and doctoral students.

The portal will also use IdeaScale, a Seattle company, which allows interactive comments, such as getting varied opinions on how to use a piece of land. City Council is interested in this function, as, for example, Councilmember Harrell, who would like to see people's comments on the Viaduct. IdeaScale is also interested in using the City to work out some applications, as we are its first municipal client.

A couple of issues are that there is no way to reduce the effect of a vocal minority and how to identify which respondents are Seattle voters/residents.

Budget: Revenues are worse than projections, the City is now negotiating with unions over the proposal for furloughs for most City employees, and additional cuts seem likely. Overall, the City will need to trim 125-150 positions and some services and positions will be cut in DoIT. The budget will be published in mid September.

Broadband: Bill appeared on KUOW and attended a public meeting to discuss broadband. He will also be on a panel at the FCC on August 25 to discuss the FCC's charge to develop a broadband plan. Schrier noted that the first round of stimulus funding from the NTIA effectively eliminated most cities from consideration and Seattle and other cities are working to change the criteria from later rounds.

Open Government: City Council is considering a number of options, including adding a second channel to the SeattleChannel devoted exclusively to meetings. Statistics indicate that there are a couple hundred views per month of Council meetings, which, with the ability to watch all meetings on the computer, would make a second channel not cost effective.

#### **4. Seattle Communities Online: Amy Hirotaka, Mayor's Fellow**

See attached.

Some issues raised: it is often difficult to determine the boundary between a personal and community posting; want to know how other communities are supporting this kind of work (they're not); and the challenge of volunteer labor v paid services.

For CTTAB: 1) provide comments on Hirotaka's work; 2) help coordinate policy issues raised; 3) consider a public training workshop for community groups on social media for community use.

It was suggested to have another meeting with Hirotaka before she returns to school in September. Pugh, Maxwell, Schmitt, Little, Carrillo, Clifton, and Martinez agreed to participate in this meeting.

#### **5. Committee Reports:**

My Neighborhood Map: Clifton reported on the update from Terry Wittman that there is new information available at the site. While one member found it harder to look at, another liked the evolution of the site.

Digital Transition: Novik noted that the federal transition occurred without significant problems in Seattle and we are already seeing problems with the Comcast transition. If any board members have questions, please let us know and we'll try to get answers. Sreebny said that he had been upgraded and that service was good, while Suter said that she is still having some trouble with her Internet service.

Puget Sound Off: has been updated to Drupal version 6.

Residential Survey: the final findings will be published shortly.

Richard requested that members look at the committees page on the CTTAB website and please identify any changes to names of committees or membership.

#### **6. Cable Office Report: Tony Perez**

See attached. Also, CTTAB will start recruiting in September for new members to begin in 2010.

#### **7. Community Technology Report: David Keyes**

See attached.

## 8. Board Business

E-polling: The report has been completed and Richard will transmit to Council.

Podcasting: Richard will update with the latest statistics and add a discussion of the time, funds required, and value for the number of downloads.

Huff received a letter to CTTAB from BCC student Michael O'Brien commenting that technology posed dangers.

**9. Adjourn:** The meeting was adjourned at 7:55 p.m.

# Seattle Communities Online

Ranking system for web tool use, from lowest to highest capacity

Level 1:

- traditional website
- minimal updating of content, or out-of-date content
- volunteer-run
- no user-generated content
- no use of outside consultant for web design
- ex: Highland Park Action Committee (<http://www.scn.org/neighbors/hpac/>)
- ex: View Ridge Community Council (<http://www.scn.org/neighbors/viewridge/>)
- ex: Pigeon Point Neighborhood Council (<http://pigeonpoint.org>)

Level 2:

- traditional website or blog/wiki
- able to manage and add current content
- active volunteer or very small paid staff
- own domain name
- ability for users to sign up online for email newsletters, listservs
- point of contact
- ex: Roosevelt Neighborhood Association (<http://rooseveltseattle.org/default.aspx>)

Level 3:

- 2 or more levels of web-presence (traditional website, blog, facebook page)
- frequently updated content
- paid or designated staff or volunteers for web content updating
- user-generated content
- dynamic content
- large website size (20 or more pages)
- ex: Phinney Ridge Neighborhood Association (<http://www.phinneycenter.org/>)
- ex: Columbia Citizens (<http://columbiacitizens.net>)

Level 4:

- Linked to database or a customer relationship management tool (ex. salesforce)

- For more complex site, uses Content Management System
- have resources to implement and maintain
- large website size (50 or more pages)
- capability to receive online payments
- output for cell access (texting capability) – creating equity
- mobile-enabled site

## Seattle Communities Online

August 11, 2009

CTTAB Presentation

DRAFT Findings, Recommendations, and Next Steps

### Findings

1. The range of knowledge about and comfort with technology is vastly disparate. There are a number of community leaders who are uncomfortable with online communication technology, or who don't perceive it as a priority.
2. Email lists are prevalent, both among city staff and community leaders. People see high value and are willing to use them – so email lists will most likely remain important well into the future.
3. Of the 225 organizations around the city using web tools, 12 are using more than one. Commercial blogs are creating larger online communities. However, there are good examples of community interactive sites, like the Columbia Citizens wiki and the Phinney Neighborhood Association's website, blog, and facebook pages.

*Breakdown of web tools:*

- a. 62 blogs
- b. 17 google and yahoo email groups
- c. 10 facebook pages
- d. 142 websites
- e. 9 wikis

*Of the 62 blogs, 16 were inactive.*

4. Groups face significant challenges in getting online or improving their online presence: money, staff/volunteer time, expertise, familiarity, and resistance from leadership and from the community members themselves.

5. Recommending tools based upon a capacity ranking system is a practical, useful approach. There are a number of free or low-cost tools that could be used more effectively by community groups.

## Possible Recommendations

### City strategy to help community groups get online:

1. Help to market current sites to go to for neighborhood information
2. Assist neighborhood leaders with online strategy. This includes what tools to use to meet organizational goals, help in marketing and training community members and organizations to update/post, advice on sustaining use of tool and fresh content. Groups need a consistent method of creating content that can be subscribed to by others. Help foster community journalists as resources for content.
3. Help train people in the community to use these tools (commenting, subscribing via RSS, content uploading on a wiki).

### Action steps:

1. *Option 1 – No budget requirement.* Create a document (training manual) with recommendations and make available online to community groups, as well as hard copies for Neighborhood Service Centers. The document should be reviewed once a year by volunteers (possibly a subcommittee of CTTAB) and updated.
2. *Option 2 – Minimal budget requirement.* In addition to the training manual, coordinate training sessions in partnership with the Department of Neighborhoods and others. Reach out to student journalists as resources for content and technical assistance. Also, Community Technology could partner with SeattleChannel to create short how-to videos to supplement the trainings.
3. *Option 3 – Moderate budget requirement.* In addition to options 1 and 2, provide staff in Community Technology or the Department of Neighborhoods to support community and neighborhood groups seeking advice or troubleshooting information regarding their use of recommended tools.

## Next Steps

1. Recommend tools.
2. Perform further analysis on what and how city tools can be extended to community sites (eg Trumba calendar).
3. Assist in creating sustainability measures for web presence of small organizations.

4. Create training manual.

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**Office of Cable Communications, Director's Report**

Broadband: Starting last week and concluding September 9, the FCC will be conducting a series of 18 Broadband workshops. NATOA and other local government organization believe that it is critical that local government representatives be physically present at all or most of the workshops to ensure that the needs of local communities are addressed. These workshops will inform the development of the FCC's National Broadband Plan that must be delivered to Congress by February 17, 2010. If we fail to influence these proceedings, local government broadband efforts may never be supported with federal funding and we will leave unchallenged industry assertions that our right of way management practices, taxes and franchise fees are barriers to broadband deployment. I am working with the NATOA Community Broadband Committee to brainstorm questions and key points that could be delivered by local government representatives at the workshops.

Council: We participated in a briefing before the Energy and Technology meeting with David Jones and Rich Richmire of City Auditor's Office, as well as Janet Turpen of Comcast. The briefing covered the recently completed CCBOR audit of Comcast and the upcoming Comcast digital transition that will require many Seattle households to obtain set top boxes or digital converters in order to continue viewing channels 30-71.

NSC Cable Office Contract: a two-year extension, brokered by our office, has been signed by both cable companies and the City of Seattle. The contract, which will run through 2011, will provide 1 FTE in the Department of Neighborhoods NSC at 23<sup>rd</sup> and Jackson to extend hours until 7 p.m. on weekdays and all day Saturday.

WATOA: Cable Office staff will be attending the annual NATOA conference in Tacoma on August 21.

Broadstripe Technical Audit: We have hired Kramer.Firm out of Los Angeles, CA to conduct a technical audit of the Broadstripe network. One of the aims of the audit is to determine what steps Broadstripe must take to arrive at technical and service parity with Comcast.

Comcast Digital Transition: We received new information from Comcast regarding their digital transition, which will begin in Seattle on October 29. (See attached)

## **Community Technology Update: August 2009**

### **Technology Matching Fund Grants Approved, Press release issued**

The 2009 project legislation was presented at the Council's Energy and Technology Committee on July 15<sup>th</sup> and then passed by the full Council. More than thirty representatives from all nineteen projects attended the committee meeting and spoke eloquently about the needs and impact their projects will have. Thanks to Jac DeHaan for representing CTTAB and to Will Little and committee member Leah Altaras for attending. Video of the presentation is at <http://www.seattlechannel.org/videos/video.asp?ID=2080914> (starts at about 77 minutes with recipients coming up as the bill is introduced.). See the photo in this month's Brainstorm.

We also issued a press release on the grants and provided copies to recipients with encouragement for them to post info on local media and blogs and send their own releases out. The press release is posted at <http://www.seattle.gov/news/detail.asp?ID=9942&dept=29>

### **Technology Matching Fund Accomplishments: Lao Community Services and Reel Grrls finish projects**

Lao Community Services and Reel Grrls have finished their Technology Matching Fund projects

Eighteen young women completed the Reel Grrls program and produced three episodes of RG-TV, which was aired on SCAN. We have a DVD copy of the programs. Fourteen of those served by the project were low-income.

Lao Community Services installed five computers at their center and provided staff assistance and training during the week and on Sundays. They had 167 uses of the computers, serving 44 Lao community members and over 150 refugees and immigrants overall. Twenty-eight participants had never used a computer before.

### **Brainstorm Launched**

<http://www.seattle.gov/tech/brainstorm>

The August edition was launched with articles on the Tech Matching Fund awards (with a photo of recipients with Councilmembers Harrell and Conlin), the 2009 Video Voter's Guide, Seattle Libraries Closure, promo for the King County Youth Development Network web, Seattle Neighborhoods online stats from the Mayor's Fellow, Security Tip: Scareware on Twitter, Bing vs. Google, and grants available. See [Seattle.gov/tech/brainstorm](http://Seattle.gov/tech/brainstorm)

### **Puget SoundOff (web upgrades, redesign, and City Club)**

Chris Tugwell and Vicky Yuki are also working with Diane Douglas from City Club on a plan to use the site as part of their Community Matters Campaign youth initiative.

Puget SoundOff website was taken offline for the upgrade to Drupal 6.0. The Development team met has been completing a schedule for which new features will be implemented after the upgrade and which ones will wait until the full site redesign scheduled for completion January 2010. We are also currently recruiting artists and web designers who would be interested in volunteering their artwork and skills for the redesign.

### **Communities Online Project – Mayor's Fellow**

Amy Hirota will be presenting some of the results and recommendations from her research on options for communities getting online. She met with CTTAB e-democracy and PSA groups, as well as other staff and community representatives over the last few weeks.

### **Stimulus Funds**

We worked with Seattle Housing Authority and identified approximately 3000 units of public housing to be included in a national application by One Economy. This proposal would also include support for youth Digital Connectors sites (such as the current YMCA and Rainier Vista Neighborhood House Puget Sound Off Digital Connector sites.) We worked with Stan Wu and Kris Henry-Simmons at DoIT to begin overlaying these sites with city fiber infrastructure for future potential aggregation of Internet service.

The Communities Connect Network has gathered a state partnership of libraries and community technology sites for an application for BTOP Public Access Computing. Seattle Housing Authority, Digital Promise, Neighborhood House and Associate Recreation Council (at the public community centers) met and have submitted material for the CCN proposal. CCN decided late last week to wait for the second application round to apply in order to further articulate and strengthen the proposal. A couple of the CCN members have been selected as reviewers for the first round of grants.

Reel Grrls and a few other Washington organizations are also going to part of a national Zero Divide application.

### **Youth Tech Career Tours**

The web team and Seattle Channel hosted career tours summer youth technology program participants at the community centers. Former CTTAB member Michael Davidson is helping us set up a Google tour.