The Jetsons Meet Mayberry

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ICMA Conference Presenter

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SEPTEMBER • 14-17 • 2014

CITY OF Gardiner
Moving Forward

City of Gardiner, Maine

- Population 5,800
- One of 71 “service center” communities in Maine
- 60 full-time staff, 5 permanent part-time staff
- $11.8 million budget (includes schools & enterprise accounts)

City of Gardiner Technology Budget

	FY12	FY13	FY14	FY15
Operating	$119,726	$115,979	$51,017	$62,033
Capital	$28,705	$32,855	$26,760	$8,762
TOTAL	**$148,431**	**$148,834**	**$77,777**	**$70,795**

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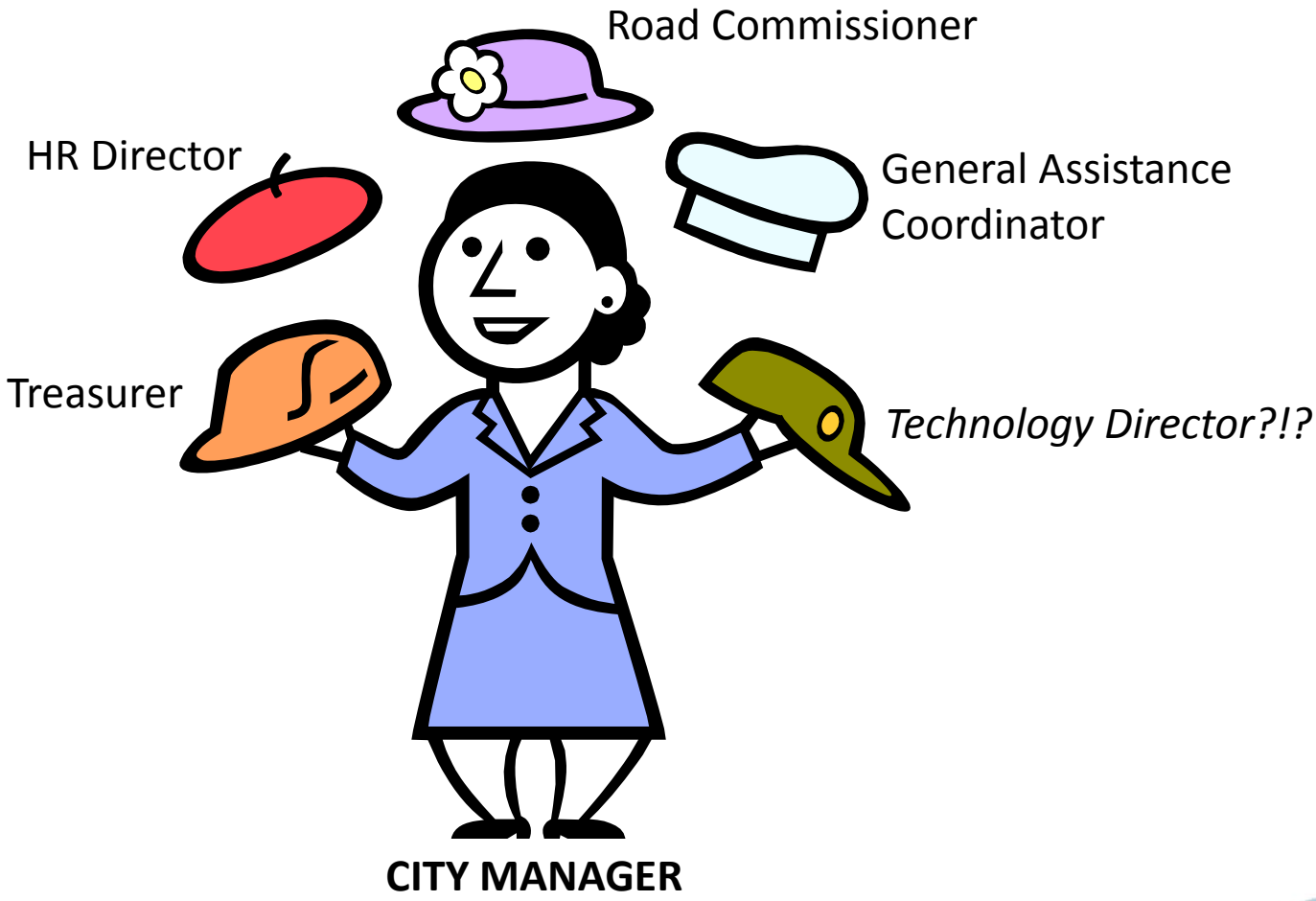
One More Hat?


Road Commissioner
HR Director
General Assistance Coordinator
Treasurer
Technology Director?!?
CITY MANAGER

Gardiner Prior to 2006

- Ad hoc technology coordination
- Finance director would take the data back-up tapes home
  - She was later found guilty of embezzlement from the City
- Tech-savvy police officer triaged tech issues for our informal tech vendor
  - Use of pirated software?
- Separate server for Library & City Hall
  - Buildings less than 100 yards apart
  - Library server managed in part by previous Library Director's son
  - Still had dial-up!!!!

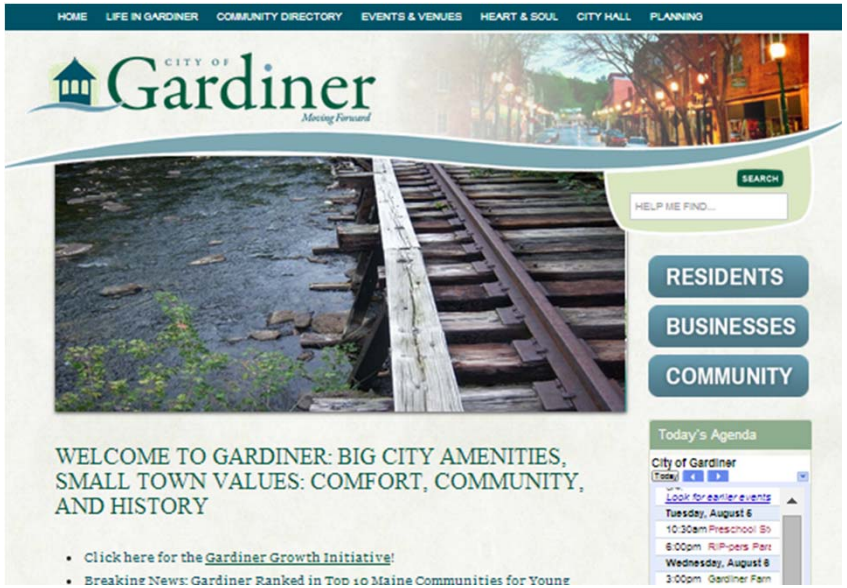
Gardiner Post-2006

- In 2006, added Technology Coordinator to Library Director's title & duties
  - Paid a stipend
  - Handles minor issues
  - Triages larger issues for our IT vendor
  - IT vendor comes in once a week (more if emergency)
  - Is accountable
- But not everything was coming up roses …
  - Exchange server crash lost all emails from 2007 and earlier – tape back-up didn't work
    - Now have cloud back-up
  - City's server sat in a corner in the finance director's office, unprotected, and under an air conditioner – what could possibly go wrong???!!!???
    - Created a locked, air-conditioned server room in 2013

TECHNOLOGY USED

Two Websites

- City (info) – managed by City Clerk
- Community (marketing) – managed by Econ Dev Director
- Interwoven



www.GardinerMaine.com

www.GrowWithGardiner.net

TECHNOLOGY USED

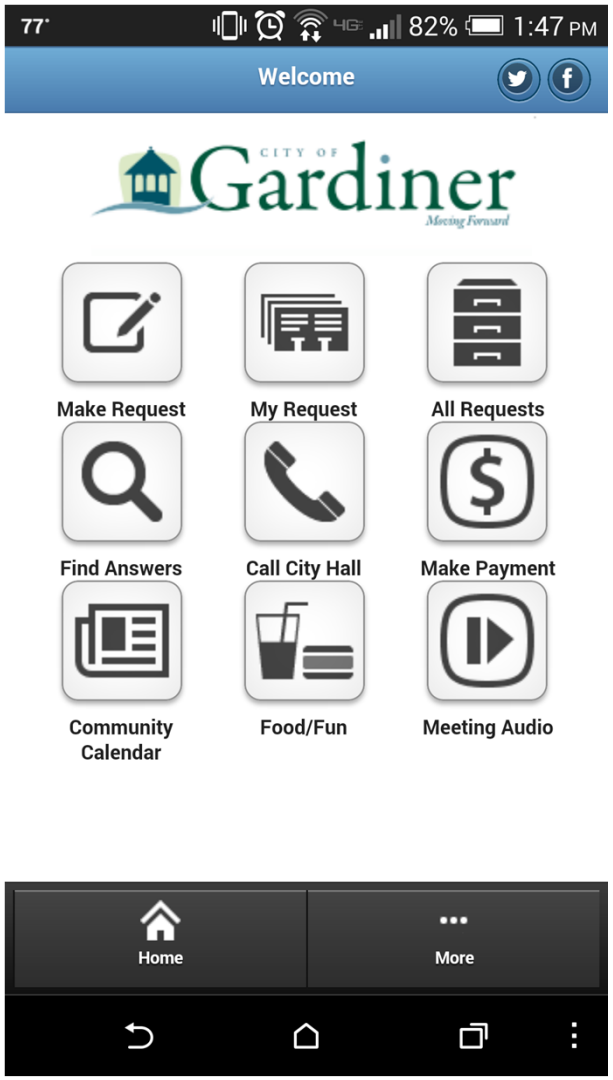
CRM Service

- Integrated into City's website
- 1,700+ sessions on the online portal since January, 2014 with 6,000+ pages of info viewed
- Only 47 requests submitted through CRM system – far less than expected, not tracking as hoped

TECHNOLOGY USED

Mobile App

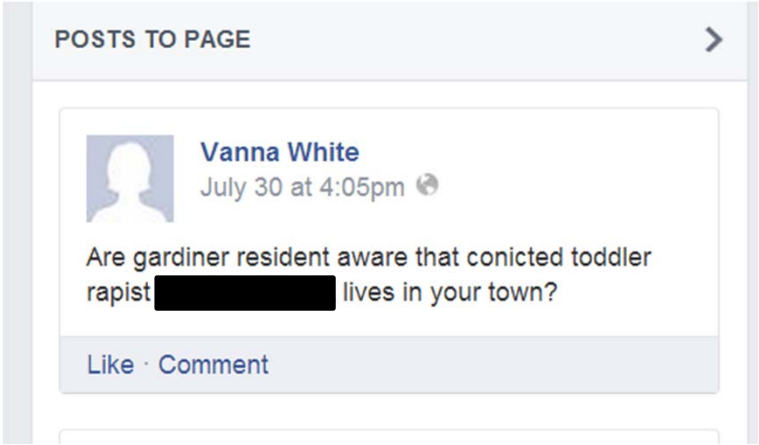
- Smart Phone App as part of CRM system
- 100+ downloads of **"Access Gardiner"** app since launch in September, 2013



TECHNOLOGY USED

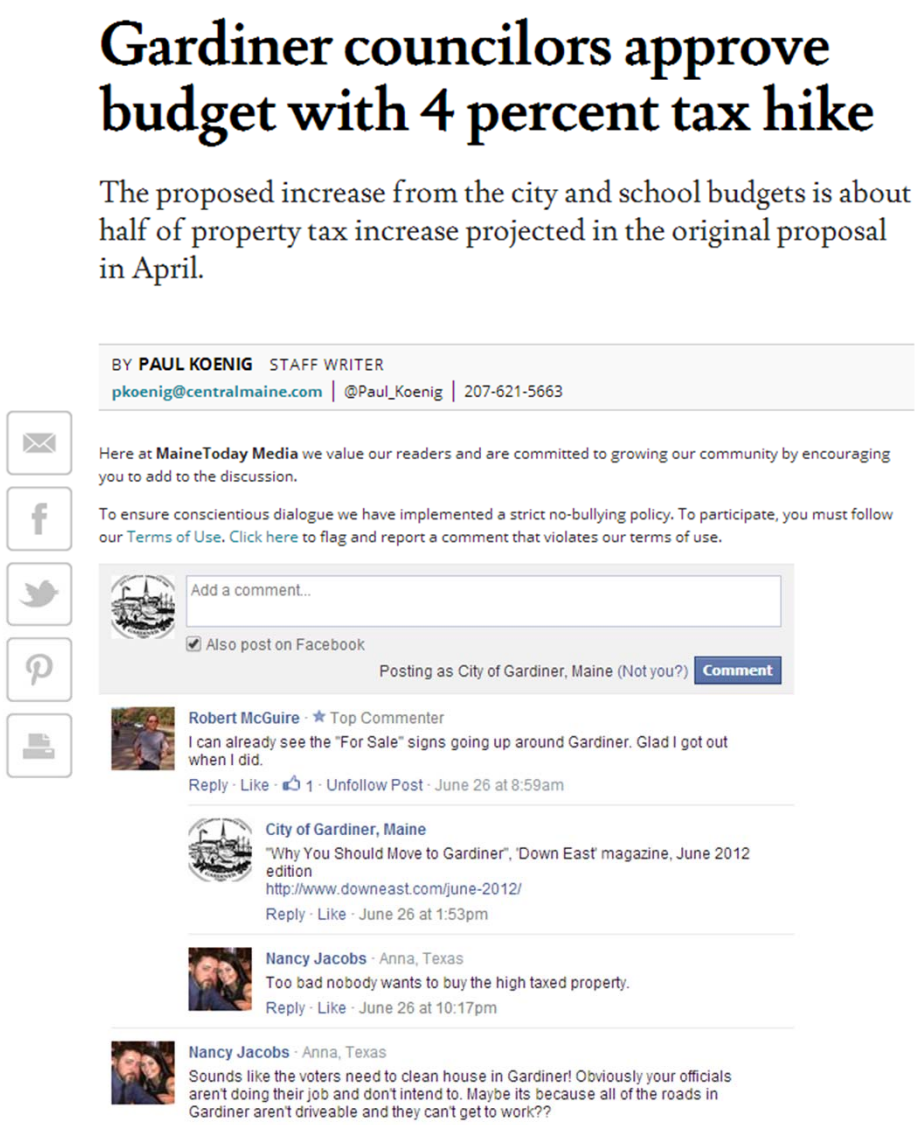
Social Media

- Facebook (multiple), Twitter, YouTube
- If you are not (properly) using social media, you are missing a large segment of your population and you are losing the communications battle!
- Assign people to keep content fresh
- Great way to push your message unfiltered to residents, BUT …
- … it's a double-edged sword



TECHNOLOGY USED

- Do NOT let mis-information go unchallenged … it becomes fact when repeated enough! Respond quickly on social media
- Respond with facts and data … leave opinions alone



Gardiner councilors approve budget with 4 percent tax hike

The proposed increase from the city and school budgets is about half of property tax increase projected in the original proposal in April.

BY **PAUL KOENIG** STAFF WRITER
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Add a comment...

Also post on Facebook

Posting as City of Gardiner, Maine (Not you?) **Comment**

Robert McGuire · ★ Top Commenter
I can already see the "For Sale" signs going up around Gardiner. Glad I got out when I did.
Reply · Like · 1 · Unfollow Post · June 26 at 8:59am

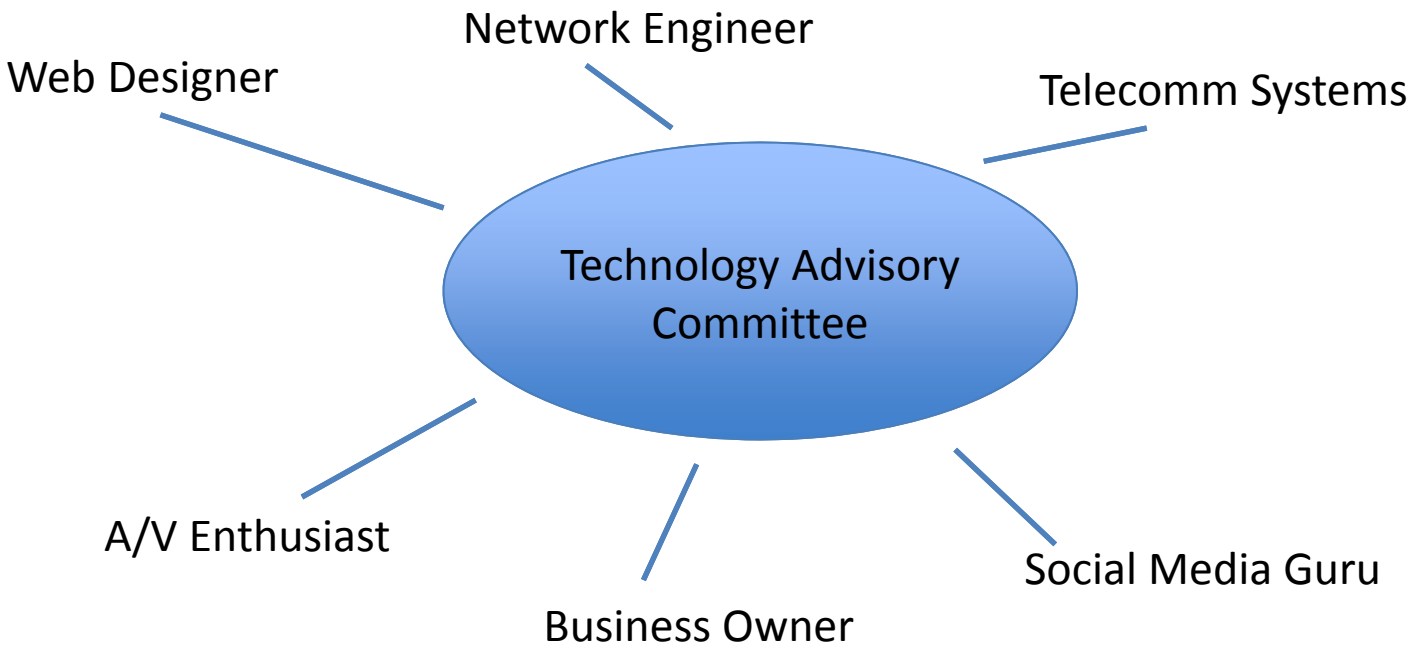
City of Gardiner, Maine
"Why You Should Move to Gardiner", 'Down East' magazine, June 2012 edition
http://www.downeast.com/june-2012/
Reply · Like · June 26 at 1:53pm

Nancy Jacobs · Anna, Texas
Too bad nobody wants to buy the high taxed property.
Reply · Like · June 26 at 10:17pm

Nancy Jacobs · Anna, Texas
Sounds like the voters need to clean house in Gardiner! Obviously your officials aren't doing their job and don't intend to. Maybe its because all of the roads in Gardiner aren't driveable and they can't get to work??

Best Thing I Did For Technology …

- Creation of Technology Advisory Committee in 2012
- Surround yourself with people smarter than you!



COMMITTEE HELPFUL FOR…

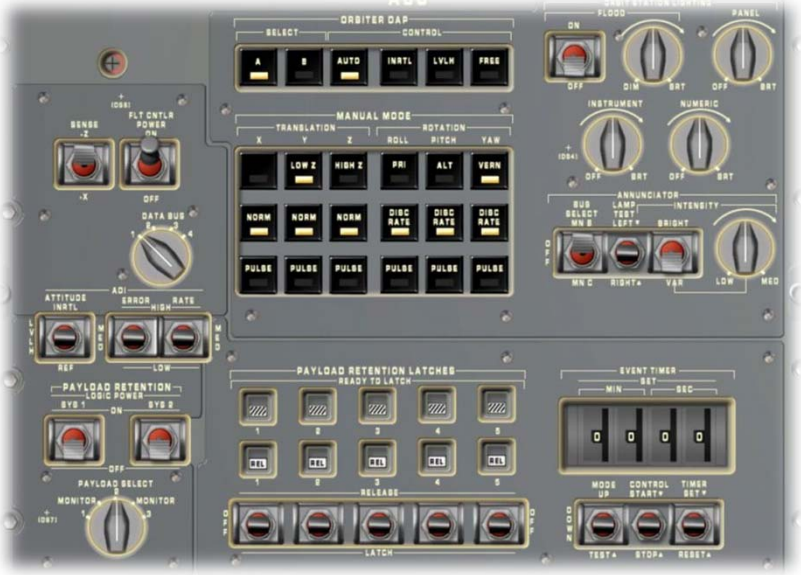
- Negotiating cable franchise agreements
- Assisting in creating technology RFPs & specifications
- Assisting in reviewing RFP responses and contracts
- Long-range planning
- Serving as an idea sounding board, ex.:

Manager wants a local access channel, committee feels that is "old" technology and should focus on enhancing web streaming of meetings

Manager wants free public WiFi at waterfront park & downtown area, committee feels everyone uses smart phone data plans now so WiFi not a demand

COMMITTEE HELPFUL FOR…

- Selecting appropriate equipment
  - On January 29th, I was told I had 2 days to spend $6,000 to comply with the cash-match terms of a $100,000 grant we received
  - Proposed and was approved to spend on technology to video stream City meetings (was audio stream only). Tech Coordinator on vacation in Mexico - NOW WHAT!?!



Which is which? *One of these is the video switcher I needed.*
The other: part of the Space Shuttle control panel…

RECOMMENDATIONS…

- Stay a “Jack of All Trades, Master of None”
  - Designate someone as your Tech Coordinator – you may have to pay
  - Form a Technology Advisory Committee and get good people on it
- Use social media PROPERLY – tell your story, don’t let others define your community
- Departments need ownership in tech process - have them budget for their own needs, with assistance from Tech Coordinator
- CRM/App – Train your staff and inform the public of its availability
- Have a policy to deal with “it”

Questions/Comments?

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