

Summary – Board Information Technology (IT) Committee Meeting

May 8, 2018

11:00 A.M. – 12:30 P.M.

Government Center – Conference Room 11

Committee Members Present:

Sharon Bulova, Chairman
John Cook, Braddock District
Penelope Gross, Mason District (Vice Chairman)
John Foust, Dranesville District (Committee Chair)
Pat Herrity, Springfield District
Catherine Hudgins, Hunter Mill District
Jeff McKay, Lee District
Kathy Smith, Sully District
Linda Smyth, Providence District
Dan Storck, Mount Vernon District

Summary of Previous Meeting (October 17, 2017):

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/meeting%20materials/committees/2017/oct17-it-summary.pdf>

Link to Video of May 8, 2018 Meeting:

http://video.fairfaxcounty.gov/MediaPlayer.php?view_id=9&clip_id=1054

May 8, 2018 Meeting Agenda:

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/meeting-materials/2018/may08-it-agenda.pdf>

May 8, 2018 Meeting Materials:

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/meeting-materials/2018/may08-it-gis-presentation.pdf>

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/meeting-materials/2018/may08-it-website-presentation.pdf>

Today's meeting was called to order at 11:15 A.M. with the opening *Call to Order and Welcome* by Committee Chair, Supervisor John Foust.

A few brief introductory remarks were made; the minutes from the October 17, 2017 meeting were approved; and Supervisor Foust thanked Steve Lam and John Hanks of the Information Technology Planning and Advisory Committee (ITPAC) for their attendance and service on ITPAC.

The first item on the agenda, *Geographical Information System (GIS) Presentation*, is introduced by Wanda M. Gibson, Chief Technology Officer. Presenters are Brendan Ford, GIS Applications and System Administrator; Gregory Thomas, GIS Data Manager; Michael Liddle, GIS Customer Services Supervisor; and Judy Doldorf, Public Safety GIS Coordinator. This presentation is the first linked presentation under *May 8, 2018 Meeting Materials*.

Highlights from the presentation included:

- Discussion of available GIS Applications, with focus on the highest use applications
- Discussion of data and major county systems that use GIS
- Several high-profile examples of GIS use are highlighted, including the Park Authority using GIS to study invasive species; the Office of Elections use of rovers to reduce election day wait times, the development of a Human Services Resource Guide, and providing information supporting the Deer Management program and the Dulles Suburban Center Land Use Study
- GIS's critical role in public safety is noted, specifically how GIS data will be a core element of next generation 911
- Discussion of what's next for GIS – including expanded use of LIDAR and view-shed analysis; the critical role GIS will play in the emerging PLUS project; as well as a primary role in several other elements of the Economic Success Strategic Plan

Discussion

- The Board is interested in what percentage of content is developed by the County and are there any issues with using others data. The panel responds that there is a significant GIS open data community which enables mutually beneficial sharing. 95% of content is developed by Fairfax.
- The value of the historical digital imagery is noted. A question is asked about how the data in the GIS Master Address Repository (MAR) will be used to support the upcoming census. The panel responds about ways the data will be used. Also in the discussion, it is noted that Greg Thomas heads up the Local Update of Census Addresses (LUCA) program for Fairfax County, and also noted that an issue with individual apartment numbers is being worked through.
- Several members of the Board note that a main challenge they see is getting the word out to the public about all the data, maps and GIS applications that are available. Ideas the Board offered included adding a link to the GIS webpage and/or something like a "GIS Corner" article they can put in their newsletters, etc. County Executive Bryan Hill also stated that this will be a focus area working with DIT and OPA.

The second main item on the agenda, *Website Presentation*, is introduced by Wanda M. Gibson, Chief Technology Officer and Tony Castrilli, Director, Office of Public Affairs (OPA). Presenters are Anita Rao, Director E-Gov and Enterprise Architecture, DIT; and Greg Licamele, Director of External Communications, OPA. This presentation is the second linked presentation under *May 8, 2018 Meeting Materials*.

Highlights from the presentation included:

- A brief recap of the overall website project goals and progress towards those goals is discussed. Significant outreach and incorporating feedback received were critical elements.
- Things to know about the new website were discussed, including:
 - The role of content publishers and the significant amount of content migrated
 - Site technology architecture
 - Monitoring user experience
 - Metrics, including most popular pages visited

- Search functionality, including top terms entered by website users and use of the “search” field versus navigation clicks.
- User feedback, both positive and constructive critique
- Awards and requests from other governments about the County’s new design and technology concept
- Challenges – what needs further attention?
- Additional outreach, including publisher/staff training and an opt-in public website advisers group to be formed in the near-term
- Future enhancements, including refining content presentation, integrating with newer technologies, offering live customer support, and personalizing/customizing the user experience for website visitors

Discussion

- The Board notes how huge the web redesign project was and the successful transition, meeting the goals of the project focusing on how people use and access information and engagement based on subjects.
- Board feedback about the website, included:
 - Some of the difficulties being experienced with finding materials on the website. One example noted was a Board member having to use specific language such as “Site Specific Plan Amendment” to find a specific land use case being sought.
 - Department based navigation is returned to the homepage as an option.
 - Sometimes it is quicker to go directly to Google and enter search information there rather than use the search tool on the county page, which the team will continue to monitor as the new County site uses Google.
 - A concern about determining “obsolete content” was raised. The panel reassured the Board that older content is not simply going away and while not on the web at this time, it is available. Further, the panel noted that work is being done to digitize and archive historical data, working with DPZ, LDS and others as agencies continue to refine and publish content.
 - Sometimes people are interested in data and just want links instead of pictures etc. The panel responds that this is a future enhancement area; namely, personalization/ customization of user experience.
 - An interest in metrics, specifically more data about how visitors are utilizing the website is raised. Reports are being generated/analyzed and will be made available to the Board. Also, there is Board interest in receiving both quantitative and qualitative feedback.
 - Land Use content is a specific area of concern, with LDSnet and PAWS cited as examples. A question was raised about the timeframe of the replacement system of the current land use applications; it was noted that the replacement project (PLUS) is underway, and is planned as a topic at the October 2018 Board IT Committee meeting.

The next meeting of the Information Technology Committee is currently scheduled for October 9, 2018 at 3:00 PM.

Today’s meeting adjourned at 12:40 P.M.