



@SJ_Program
#SustainableStateNJ

Tools for Effective Communication & Engagement

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2016 NEW JERSEY SUSTAINABILITY SUMMIT



Public Information & Engagement (PIE)

Communications

- ✓ Municipal Communications Strategy



Public Information & Engagement (PIE)

Citizen Engagement

- ✓ Public Engagement in Municipal Government
- ✓ Public Engagement in Planning & Zoning
- ✓ Online Municipal Service Systems



Public Information & Engagement (PIE)

Access to Public Information

- ✓ Digitizing Public Information
- ✓ Open Data Inventory & Management

OVERVIEW OF DIGITAL TECHNOLOGY IN MUNICIPAL GOVERNMENT

TOOLS FOR EFFECTIVE COMMUNICATION & ENGAGEMENT

2016 Sustainability Summit
Sustainable Jersey



PRESENTED BY MARC PFEIFFER

*ASSISTANT DIRECTOR, BLOUSTEIN LOCAL GOVERNMENT
RESEARCH CENTER, RUTGERS*

RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

WHAT IS THIS DIGITAL TECHNOLOGY THING?

- Information technology
- Communications technology
- Operational technology



DIGITAL TECHNOLOGY IN GOVERNMENT

State and Local Government Lags
Everyone Else

It **was** about saving money:
productivity improvement, reduced
staff

Not anymore; **it's now** consumer-
driven who expect to deal with
government the way they deal with
businesses; plus saving money



WHAT DRIVES GOVERNMENT TO USE OR NEED MORE TECHNOLOGY?

- Societal and Economic Pressures
- Because we can
- Expectations of public, expected business practices
- Improved productivity and services
- Regulatory compliance/unfunded mandates
- Improved citizen engagement: leads to more civic participation, open data, accountability of elected and appointed officials; and all that has political implications





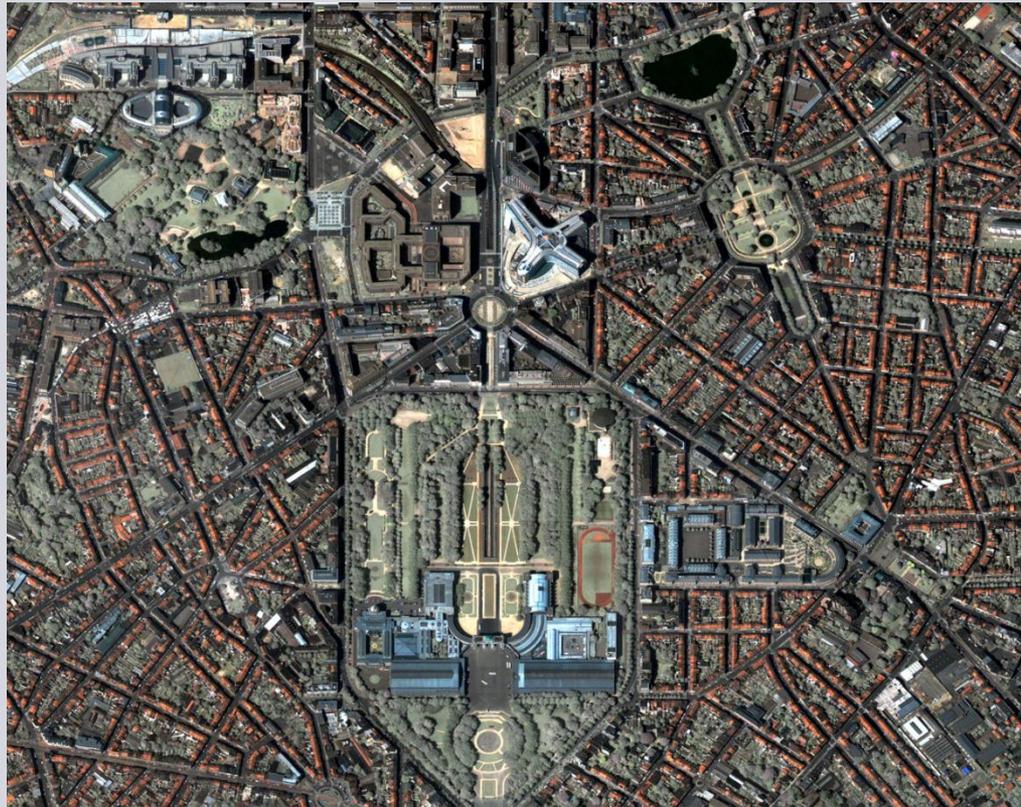
KEY TECHNOLOGIES

FASTER AND MORE CAPABLE OFFICE AND DATA MANAGEMENT OF ROUTINE MUNICIPAL WORK

Word processing, email, document imaging, agenda preparation and meeting management, telecommunication system management, spreadsheets, presentation development, financial/accounting processes, public works activity scheduling, complaint receipt and management, timekeeping and payroll, inspection scheduling and recording, application intake and management, records management, recreation program scheduling, police records management systems, fire response preplanning and incident reporting, emergency management planning and resource inventory, 9-1-1 systems...

GEOGRAPHIC INFORMATION SYSTEMS

GIS provides new data and insight to decision making and service delivery



PUBLIC INFORMATION AND ENGAGEMENT

Web-based content, Social and Civic Media to provide information and to communicate with the public

Township News

Randolph to Participate in Operati Appreciation

A drop box for item donations is a the lobby at town hall and the cor center through December 3, 2015.

JCP&L Scam

Don't fall victim to the latest attem fraudsters.

Join the Pink Cart Initiative to Curb

Purchase this special recyc help the fight against brea:

Sussex Turnpike Water Ma

The project is expected to l about December 20, 2015.

2015 Fall Seasonal Flu Clini

The health department wil seasonal flu vaccination cli weeks.

2015 Leaf Collection Progr

The public works departm township's annual leaf coll the end of October.



ents

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area:

Select View ▾

	Fri	Sat
6	Exhibit - PHOTO-TRANSFORMATIONS	7 Exhibit - PHOTO-TRANSFORMATIONS
13	West Windsor Arts Council Annual "Off the Wall" Exhibit	14 West Windsor Arts Council Annual "Off the Wall" Exhibit

MOBILE EVERYWHERE

More and more people use mobile devices as their primary, if only computer – plus improved service capacity



USE OF “BIG” DATA

Provide new insights to problems, economic development opportunities, improved transparency



< WHAT WE KNOW...

< THE REST...

BIG DATA

CLOUD STORAGE AND APPLICATIONS

Changes cost structures from capital to operating; owned vs. rented; self-supported vs. contractor managed; outsourced security



INTERNET OF THINGS

Sensors that provide data and capacity to provide services in ways we never considered: think snow removal tracking, parking spaces, energy and water use.

When combined with big data, and cloud storage we get new tools and use cases.



OPEN DATA AND MORE TRANSPARENT GOVERNMENT ACTIVITIES

Improved public confidence in government;
government data leveraged for research, economic
development, and accountability



NEW TECHNOLOGY = NEW CHALLENGES

Efficiency and Expectations

Spending Paradox

Consumerization of Technology

Proliferation of “end-points”

Cyber Security and Employee Cyber Hygiene

THE TECHNOLOGY MANAGEMENT OPPORTUNITY:

Integrating new technologies into a government environment that includes cost/tax pressures; citizen expectations; and political dynamics that work against against long-term planning.



KEY TECHNOLOGY MANAGEMENT CHALLENGES

- Determining what we need, want, can afford; when and how we get it, how to manage it
- Understanding that “technology” is more than “information technology”, but also includes operational and communications technologies; and they all have risks to manage
- Understanding the risks; and that technology risks include and go beyond cyber-security; that it includes the other risks that need to be reckoned with
- Knowing that managing technology and their risks is not a journey or a destination; it is an unending marathon

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<http://blousteinlocal.rutgers.edu/managing-technology-risk/>

Technology Risk Study performed under a grant provided by the:

Municipal Excess Liability Joint Insurance Fund

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A Government That Engages Online: A South Orange Case Study

Adam Loehner, Village of South Orange

Tweet at Adam! @southorangenj



2016 NEW JERSEY SUSTAINABILITY SUMMIT



South Orange Village

southorange.org

- ✓ SO Inform
- ✓ SO Connect
- ✓ SO Engage
- ✓ SO Community Map
- ✓ SO Alerts



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Municipal Communications & a Highland Park Case Study

Matthew Hersh, Jaffe Communications

Tweet at Matt! @MatthewBHersh



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More on PIE

sustainablejersey.com > About > Program Areas
(right column) > Public Information and Engagement

- ✓ 8 new actions
- ✓ Upcoming events
- ✓ Free tools & resources for your town
- ✓ Updates on program