



Public Information & Engagement Technology Assessment

2017 Application Information Package

Announcement Date:	Thursday, December 1, 2016
Application Due Date:	Sunday, February 5, 2017, 11:59 pm
Link to Application:	https://app.wizehive.com/appform/login/sjpieta2017
Questions:	Contact Lauren Skowronski at skowronl@tcnj.edu or 609-771-3127

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A. Background

Sustainable Jersey is pleased to provide free consulting services to two pilot municipalities to support the implementation of its Public Information & Engagement actions. These actions include:

- [Digitizing Public Information](#)
- [Improve Public Engagement in Municipal Government](#)
- [Improve Public Engagement in Planning and Zoning](#)
- [Municipal Communications Strategy](#)
- [Online Municipal Public Service Systems](#)
- [Open Data Inventory and Management](#)

The consultant will work with the selected municipalities to complete a Public Information & Engagement (PIE) Technology Assessment. The assessment will provide a roadmap for transitioning to new forms of communications and engagement through emerging technologies that include digital and online tools outlined in the actions such as:

- Platforms that support online applications for posting municipal meeting agendas and minutes or submitting municipal forms, applications and permits;
- Surveys and polling products to collect feedback from residents;
- Commenting applications that allow the public to share input on proposals or visioning processes brought forth by the local government;
- Live streaming capabilities so that residents can view public meetings from work or home;
- Platforms that provide the public with the ability to request services and report issues, including the capacity for internal workflows; and
- Mobile responsive applications so that residents can find essential information, complete forms, etc. via their smart phones.

The PIE Technology Assessment is a valuable program benefit for New Jersey municipalities participating in Sustainable Jersey. It will help the selected communities develop a comprehensive plan to save money by creating efficiencies in the way they share important information and data across departments and with residents, and develop innovative ways to engage the public in decision-making.

Over a two-month period, the consultant will conduct a series of meetings with municipal stakeholders to gather information and insight related to each pilot municipality's current state of operations and its aspirations regarding data communications and civic engagement practices. This will include an in depth look at the municipality's overall goals related to Sustainable Jersey's PIE actions, as well as the technologies it has already implemented and/or unsuccessfully tried. Key municipal stakeholders will include: the mayor and/or other officials, the chief administrative officer, the technology and public information officers, key department heads including communications, public works, planning, etc. and a sampling of front line staff throughout the organization. The pilot municipalities will be asked to designate a key point of contact for the consultant to help coordinate the stakeholder meetings. In

addition to several individual and group meetings, follow-up conversations with specific stakeholders via email and phone may be required.

At the conclusion of a two-month period, the consultant will provide the pilot municipalities with a written Public Information & Engagement Technology Assessment. The assessment will include detailed recommendations for strategically incorporating new systems and technologies into municipal operations to meet its goals and identify related technology and staff costs. The technology options will vary from no to low cost options, to those with more expensive, advanced, and elaborate functions. Other necessary resources will also be included, such as staff time and maintenance costs. Overall, the report will provide a roadmap for the pilot communities to begin implementation efforts in an informed and cost-effective manner.

ONLINE Applications are due by Sunday, February 5, 2017 at 11:59 pm. Email submissions of the application will NOT be accepted. All applications must be submitted online using this link:

<https://app.wizehive.com/appform/login/sjpieta2017>

Applicants will be notified regarding the selection decisions by February 27, 2017. Work will begin with the two selected communities shortly thereafter.

B. Eligibility Requirements

Municipalities interested in applying to become a PIE Technology Assessment pilot community must meet the following eligibility requirements:

- Be a New Jersey municipality registered in the Sustainable Jersey certification program AND have an active green team.
- Have a population of no less than 2,000 and no more than 60,000.
- Agree to provide the support outlined in Section A. The amount of time municipal stakeholders will be asked to commit to this effort will vary from 1-2 hours for front-line staff, to 2-4 hours for department heads, to 5-8 hours for the chief administrative officer, point of contact and/or the chief technology officer.

C. Application Overview

Sustainable Jersey will select two pilot municipalities to take part in a PIE Technology Assessment. The goal of this effort is to help them make progress towards implementation of the Sustainable Jersey Public Information & Engagement actions. These actions help municipalities save money and communicate more effectively with constituents by creating internal and external efficiencies through the implementation of new technologies. The online application is designed to collect the information needed to select the pilot communities without overburdening the applicant.

Online applications are due by 11:59 pm, **Sunday, February 5, 2017**. Applicants will be notified regarding the selection decisions by February 27, 2017.

Access the online application using this link: <https://app.wizehive.com/appform/login/sjpieta2017>

The following sections outline the information needed to complete the online applications.

1. Eligibility Inquiry

The applicant must confirm the following:

- It is registered or certified in the Sustainable Jersey program
- Has an active green team and
- The municipal population is between 2,000 and 60,000 residents

Sustainable Jersey staff will verify the information provided. Applicants that do not meet the eligibility requirements will be excluded from the application review process.

2. Applicant Information

- Municipality Name
- County
- Population

3. Application Information

- List the municipal stakeholders that will provide input for the PIE Technology Assessment and be accessible to the consultant. Stakeholders can include municipal staff and elected or appointed officials.
- History of strategic planning efforts related to the use of information technology.
- Municipal goals regarding making public information more accessible, communicating with residents, and/or more effectively involving residents in decision-making.
- Top area the municipality should focus its technology investments on to further its public information and engagement goals.
- Sustainable Jersey Public Information & Engagement actions the town has successfully completed or is in the process of completing, noting whether the action is “Completed” or “In Progress.”
- Challenges the town has experienced, or is currently experiencing in relation to completing these PIE actions. If the town has not completed or begun implementing the PIE actions, indicate whether any of these actions are planned and whether challenges exist in starting those actions.
- Municipal experience with new Gov 2.0 technologies.
- Information Technology Maturity Level of municipality (selected from drop down menu.

4. Application Contacts

- Primary Application Contact (Name, Title, Phone, Email)
- Business Administrator (Name, Phone, Email)
- Mayor (Name, Phone, Email)

5. Required Attachments

- For non-certified municipalities: a list of green team members and a summary of current green team activities
- Authorization to Submit Application Form to be signed by both the mayor and business administrator
- Optional additional supporting documentation

D. Online Application Portal

The online application can be accessed using the link below. Applications must be submitted using the online application portal by 11:59 PM on **Sunday, February 5, 2017**.

<https://app.wizehive.com/appform/login/sjpieta2017>

E. Selection Process

A committee of Sustainable Jersey staff and the PIE Technology consultant will review and evaluate the applications. **During the selection process, the committee may want to interview selected stakeholders to assess the community's potential match with the PIE Technology Assessment program. Applicants must be responsive to this interview request to be considered for the program.**

Applications will be screened based on the Eligibility Requirements outlined in Section A and evaluated based on the criteria outlined below:

- The applicant is registered or certified with an active green team in the Sustainable Jersey program;
- Responsiveness to selection committee interview request;
- Demonstrated commitment to support the consultant's assessment process and findings as seen through application responses related to past experience and clear goals for updating public communications and engagement processes;
- Implementation or current progress toward completing the appropriate Public Information & Engagement actions;
- Past success in completing Sustainable Jersey grant funded project.