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DIGITAL ROADMAP

Progress & Innovation

Leading Arizona's Digital Future

Mayor John W. Lewis
Town Manager, Patrick Banger
Chief Digital Officer, Dana Berchman

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TOWN POLICY STATEMENT

“The Town of Gilbert values and encourages transparency and open government as the hallmark of strong and responsible service to the public. In doing so, we adopt a town-wide policy with the exception of documents legally requiring non-disclosure, all Town operations, budgeting and public policy data is open and will be made accessible to every member of the public.”



Just two years ago, we unveiled our first Digital Roadmap, detailing a strategy to help establish Gilbert as a leader in digital government both in Arizona and across the country. In a short period of time, we have already accomplished more than what we initially set out to achieve. Gilbert is focused on increasing transparency, efficiency and innovation through the creation and implementation of various digital resources.

To support our efforts to be leaders in technology, through the creation of our digital communications department, we are leveraging digital tools and connecting with our residents like never before. By engaging our residents and visitors through sleek web design, mobile applications and various forms of digital media, we are gaining local, state and national recognition.

Our annual Digital State of the Town has received various awards, both local and national, recognizing this unique and high-quality video production. SPARK App League, a mobile application development competition for high school students, encourages growth and interest in science and technology. Google has recently signed on as a partner after seeing the national potential for the contest and program.

This Digital Roadmap update shows our commitment to continue our digital growth. We continue to look for ways to meet the needs and interests in our community for technologies like mobile applications to help better serve and inform residents, visitors, and businesses. I encourage you to read this report to learn more about all we have accomplished and all that is yet to come.

A handwritten signature in black ink that reads "Patrick Banger". The signature is fluid and cursive.

Patrick Banger
Gilbert Town Manager

ACCOLADES

22nd Best Place to Live in the U.S.

4th Best Community for Hispanic Entrepreneurs

A Top Place in the Nation to Live and Learn

7th Best Place for Job Seekers in Arizona

The #1 City in the Nation for Working Parents

17th in the Nation for First-Time Home Buyers

2nd Safest City in the U.S.

Gilbert Digital Progress Report - January 2015

Access	ACHIEVED	IN PROGRESS	EARLY STAGE
Introduce Wi-Fi in more Town and public facilities	☒	☒	
Support broadband choices in Gilbert	☒	☒	

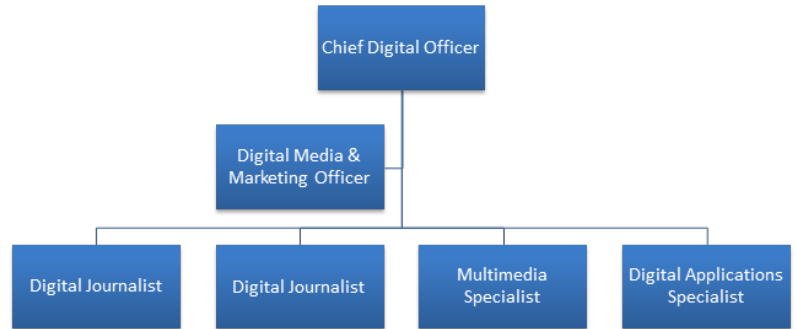
Open Government	ACHIEVED	IN PROGRESS	EARLY STAGE
Increase Transparency, Efficiency and Innovation	☒	☒	
Launch Mobile Applications Hub	☒		
Launch SPARK, Mobile App Development, Competition	☒		

Engagement	ACHIEVED	IN PROGRESS	EARLY STAGE
Launch official Facebook presence	☒		
Launch Mobile Applications Hub	☒		
Launch SPARK, Mobile App Development	☒		
Launch Central Twitter Accounts	☒		
Launch Instagram Account	☒		
Launch Digital Newsroom	☒		
Launch Mobile App Hub	☒		
Introduce Social Media Advisory Research Taskforce (team of Gilbert's social media leaders)	☒		
Launch New Gilbert Website (more usable and accessible)	☒		
Create engaging video content	☒	☒	
Create Digital State of the Town	☒	☒	
Video Manager Chats	☒	☒	
Create Digital Tool Kit	☒	☒	

Industry	ACHIEVED	IN PROGRESS	EARLY STAGE
Engage Residents and Industry Experts	☒	☒	
Drive services to the web	☒	☒	
Mobile App Development	☒	☒	
Efficiency Initiatives	☒	☒	
Promote and celebrate Gilbert's digital initiatives through events and awards	☒	☒	

Digital Communications Team

- Assembled digital communications team under guidance of Chief Digital Officer
- Unified messaging and branding
- Website redesign
- Engaging social media
- Social media and communications strategies and policies
- Engaging digital communications
- High-quality video production
- Residents receive Town information through various multimedia outlets
- Strategized and built close working relationship with the Information Technology department for web and mobile development



Gilbert Digital Awards

Gilbert, Arizona's Office of Communications, Gilbert Digital, has received distinguished awards for its annual Digital State of the Town and SPARK App League during the past two years:

2014:

- Copper Anvil Award of Merit, Public Relations Society of America, Integrated Communications
- 3CMA Silver Circle Award, Most Innovative
- 3CMA Silver Circle Award, One-Time Special Programming

2013:

- Copper Anvil Award of Merit, Public Relations Society of America, Integrated Communications
- 3CMA Silver Circle Award, One-Time Special Programming
- Driving Digital Government Achievement, Honorable Mention, SPARK App League

“Gilbert, Arizona has a lot going for it and this well-produced video really helps highlight all of the accomplishments in a memorable way. A wonderful video! Gilbert raises the bar with a video that delivers their message creatively.”

Comment about the Digital State of the Town from a judge during a recent award submission

Digital State of the Town



Gilbert's in-house Digital Communications team writes, produces, shoots and edits the Digital State of the Town, an approximately 15-minute, high-definition documentary video annually. This allows people across Arizona and the entire country to view the production from home, from their phone or on their tablet devices. We are the only municipality in the country that creates a Digital State of the Town annually for the Mayor's address. Every single aspect of the production is conducted and produced in-house.

To view the Digital State of the Town, or visit gilbertaz.gov/stateofthetown.

*Mobile technology is changing how we live,
how we work – it's changing society.*



Digital Applications

Gilbert has taken a hard look at how information and services can be modernized, with the ever-growing number of Smartphone devices that will better serve our community. There are applications to explore and initiatives that will aid in citizen productivity and efficiency and Gilbert's open data. The Town's open data initiative unlocks public data and services that information to the public. Mobile technology and open data together demonstrate the value in increasing Gilbert's transparency and accountability while sparking ideas for the next big citizen app.

Open Data

- ✓ Gilbert has 200+ lines of service
- ✓ Service the data we have to the community and businesses
- ✓ Increase transparency
- ✓ Better decision-making
- ✓ Efficient service delivery

SPARK App League
Students Participate in App Resources
and Knowledge
sparkappleague.com



Watch the 2015 SPARK Launch



In partnership with Intel and Arizona State University, Gilbert's Digital Communications Department has created SPARK App League, a mobile application competition for high school students to encourage science and technology in schools and transparency in government. This is an annual, recurring event and the first of its kind in the country.



Mobile App Hub

gilbertaz.gov/apps

The Gilbert Mobile App Hub is designed as the single source where citizens can download useful and educational apps to their mobile device.

*Making it easier
for residents to
access information
from anywhere.*

MOBILE QUICK FACTS

91%
of American adults
have a cell phone

58%
of American adults
have a smartphone

42%
of American adults
own a tablet computer





Social Media

Our departments and partners manage a series of social media channels that reach an audience of thousands of people. Channels will include Facebook, Twitter, WordPress, Instagram and YouTube. Social media is a powerful way to form deeper relationships with constituents, gain valuable feedback, and share information about services. Many of the most effective social media initiatives provide a space for community-led discussions, with the Town playing an informative,

supporting role in the background.

Gilbert's Digital Communications Department uses its **YouTube channel** to promote transparency in government through videos, which highlight special events, topics of interest, and public meetings. With more than 81 thousand cumulative views, the channel is still growing and gaining popularity.

Characteristics of effective public service social media:

- Provides clear value to the user. Answers the question: Why would a citizen want to use this? What do they gain?
- Citizen-centric, not agency-centric. Communicates on the terms of the individual.
- Agency social media managers actively contribute, supporting a dynamic community.
- Aligns with agency goals, improving Town's ability to serve its residents and ensuring adequate resource commitment.

Emergency Response – Community Notification of Emergency

- Utilization of social media to deliver up-to-date information during emergencies to the public in the form of texts, pictures, video or a combination of these media
- Use of social media by public safety, Fire and Police Departments now using

SMART Group
Social Media Advisory and
Research Taskforce



Social Media Advisory and Research Taskforce

Gilbert, Arizona

Introduced SMART, a team of Gilbert's social media leaders:

The Town of Gilbert's Social Media Research Taskforce, SMART, is a group of Town and local business representatives who meet to discuss social media tools, strategies, and best practices.

CHANNELS

Facebook: 

- [/GilbertTownHall](#)
- [/GilbertPolice](#)
- [/GPDCrimeSolvers](#)
- [/GilbertFireDept](#)
- [/GilbertParksRec](#)
- [/ThinkGilbert](#)
- [/DiscoverGilbert](#)

Twitter: 

- [@GilbertYourTown](#)
- [@MayorJohnLewis](#)
- [@Gilbert_manager](#)
- [@GilbertPolice](#)
- [@ChiefDorn](#)
- [@GilbertFireDept](#)
- [@GilbertParksRec](#)
- [@GilbertAZEcoDev](#)
- [@DiscoverGilbert](#)
- [@JobsInGilbertAz](#)

Youtube: 

youtube.com/user/TownofGilbertArizona

Blogs: 

- Town of Gilbert
townofgilbert.wordpress.com
- Town Manager Patrick Banger
gilberttownhalltalks.wordpress.com
- Police Chief's Update
gpdchiefsupdate.wordpress.com

Other:    

- instagram.com/gilbertyourtown
- linkedin.com/company/town-of-gilbert_2
- linkedin.com/groups/Gilbert-AZ-Office-Economic-Development-5088479
- pinterest.com/GilbertDIY
- flickr.com/photos/townofgilbert

Current SMART members include:

- Gilbert Digital Communications Office
- Gilbert Police Department
- Gilbert Public Schools
- Gilbert Fire & Rescue
- Gilbert Parks & Recreation
- Gilbert Economic Development
- The Gilbert Chamber of Commerce
- Phoenix-Mesa Gateway Airport
- Chandler-Gilbert Community College
- Gilbert Farmer’s Market
- Mercy Gilbert Medical Center
- Gilbert Public Schools
- Deep Space Marketing
- Higley Unified School District
- EZ Spaces



The goal of SMART is to share best practices, provide recommendations on social media tools and strategies, assist and collaborate with emerging agencies on social media, as well as evaluate new social media platforms. It’s also a great networking opportunity for our municipality to truly connect with many of our local businesses and organizations.

Social Media Testimonials

Gilbert Town Hall
Posted by Jessica Bautista [?] · November 24

WATCH: If you attended #GilbertDays or if you missed it, either way you'll love this video of the parade and festival! Thanks for helping celebrate what makes #GilbertAZ great!

5,080 people reached Boost Post

Unlike · Comment · Share 18 Shares

👍 Gilbert Town Hall, Jenn Daniels, Jennifer Alvarez, Scott Tallman and 53 others like this.

Amanda Mitcham Awesome!!
Unlike · Reply · 🔄 2 · November 24 at 4:14pm

Billy Hermann Yup, and the Gilbert Days Rodeo was awesome too!!!
Unlike · Reply · 🔄 1 · November 24 at 4:30pm

Cami Schwindt Chris Lundberg 🙌
Like · Reply · November 24 at 4:54pm

Clinton Carroll I am partial to the marching bands 😊
Unlike · Reply · 🔄 1 · November 24 at 7:13pm

Linda Westbrook outstanding!
Unlike · Reply · 🔄 1 · November 25 at 6:25am

Gilbert Town Hall Thank you for your tags and comments.
Like · Reply · Commented on by Gardenia Lamadrid [?] · November 25 at 7:24am

Terri Skarphol David, Lorrie, check the video out at the 1 minute point...see if you know anyone.
Unlike · Reply · 🔄 1 · November 25 at 9:40pm

Calvin benallie @BenallieCalvin · Nov 27
@GilbertYourTown thank you guys for being committed and serving our community

🔄 1 ⭐ 1 View conversation

gilbertyourtown Follow
1 day ago · 0 Downtown Gilbert
Have you been downtown yet to see the holiday decorations? Check out this great photo of the water tower at sunrise taken by our Streets Manager. #nofilter #thisisgilbert #GilbertAZ

👍 mrsmelross, crumdmc, angelica.michele and 63 others like this.

aweeL_t_s_design Love downtown during the holidays 📌

kathyenge Love Gilbert!

hpace12 @socialshlacocompany

exploradora98 I wish it said Merry Christmas instead of happy holidays.

ballietetudes We love it!

Eric @TweetinGilbert · Nov 22
What a great day for #GilbertAZ today. Congrats to @GilbertYourTown on a fun #GilbertDays

🔄 3 ⭐ 8 ...

Video

gilbertaz.gov/news

Creation of a Digital Newsroom:

- Created an online newsroom for all digital media content
- Archived and new video
- Video press releases for media use
- Categories for each department

As the dedicated community coverage continues to dwindle, it is imperative that Gilbert for news. The digital newsroom provides an opportunity to post video and other media content to share with news organizations that may not be able to send staff to cover events.

Website Redesign

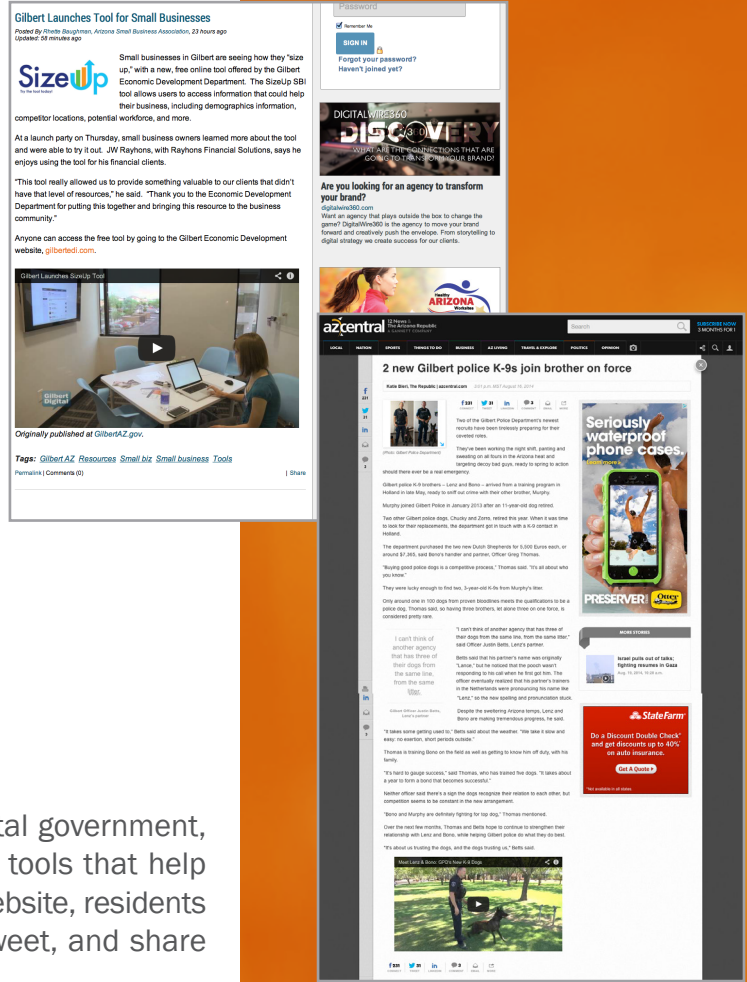
gilbertaz.gov

With the goal of becoming a national leader in digital government, Gilbert has sought to enable technologists to build tools that help residents in their daily lives. Through Gilbert's new website, residents and visitors can now find, download, watch, like, tweet, and share the community.

Before:



After:



Next Steps

Data:

Initially, we looked at the technology and strategy, next is execution mode.

- Identify the data within the organization/lines of service that impact Gilbert the most.
- Ask citizens what they would like to see, what are their data needs?
- Create an open forum to get feedback from citizens and users.

Digital Tool Kit

- Establish branding standards that will be implemented throughout daily processes that send a consistent styling and message.
- Video resources will be provided for more visual support, including media tips and various “how to” videos.
- Templates will be available to help with the consistent branding that will be standardized.

Timeline:

- Unveil Updated Roadmap –2015.

Ongoing:

- Grow SPARK App League, Digital State of the Town and look for ways we can enhance the lives of our residents through the use of various digital platforms.
- Expand Social Media implementation and strategy with focus on analytics and targeted campaigns.
- Produce video and content to move through all channels, expand the use of short-form video and all video news releases.
- Develop a virtual news team that creates news stories on a daily basis and becomes the most popular source for Gilbert news.

Conclusion

With evolving technology and rapid growth, we face challenges but we all share a common goal of serving the residents of Gilbert.

To ensure success, we must make a commitment to embrace technology in public service and in digital civic engagement. This includes sharing tools, technologies, standards and best practices that will benefit the citizens of Gilbert.

Digital technology enables unprecedented transparency, innovation, access, public input, and participation in the democratic process. Digital is causing the world to evolve quickly but we must keep up. We have to continue to look for ways to do more, even faster. We are bringing Gilbert into the digital world. It is our future.

The adoption and implementation of this Digital Roadmap, with the coordination of the Communications and Information Technology departments, will continue to establish Gilbert as a leader in the digital future.



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