



**Technology and Communications Commission**

**Tuesday, February 6, 2018**

**Council Chambers, Town Hall**

**7:00 p.m.**

**A G E N D A**

1. Call to Order
2. Establish Quorum
3. Pledge Of Allegiance
4. Approval of Minutes
5. Petitioners
6. Staff Report
7. Old Business
  - IT Priorities
  - Mission/Vision for Strategic Plan
  - Deliverables for Strategic Plan RFP
8. New Business
9. Commissioner Comments
10. Adjourn

**Technology & Communications Commission**  
**ACTION ITEM MINUTES**  
**January 2, 2018**

Commission Members Present: John Binkley, Chair  
Peter Hill, Vice Chair  
Adam Bingaman  
Ian Coleman  
Mike Feuz  
Noel Shatananda  
Ryan Washington

Commission Members Absent: none

Staff Present: Annie Carlson

1. Call to Order by Chair Binkley, 7:01 pm
2. Established Quorum
3. Pledge of Allegiance
4. Approval of Minutes: December 5, 2017
5. Petitioners: None.
6. Staff Report:
  - a. Reviewed IT budget request for additional security operations for FY 2019. Town Manager will decide whether or not to include it in his proposal to the Council by February 9.
7. Old Business: Upcoming Presentation to Council
  - a. Reviewed slide deck for Chair Binkley's presentation of security assessment and recommendations to Council the following week.
  - b. Chair encouraged all Commission members to come to the Council meeting and show their support for funding for the additional security measures.
8. New Business: FY 2018 Strategic Plan RFP
  - a. Discussion of Strategic Plan: Commission will provide IT with a vision/mission statement for staff to work from. Chair requested ideas for a brainstorming session on Town IT priorities at the next meeting.
  - b. Chair and Vice Chair will bring a draft list of deliverables for the RFP to review with Commission and recommend to staff.
  - c. Contract for Strategic Plan support must be let before June 30, 2018.
9. Commissioner Comments: None
10. Adjourn 8:15 pm.
11. Next meeting February 6, 7:00 pm, Town Hall, Council Chambers.

**Technology and Communications Commission Packet**  
**IT Department Staff Report**  
**February 6, 2017**

1. Major IT projects planned or under way.

<i>Project</i>	<i>Description</i>	<i>Funding Source</i>	<i>Status</i>
Asset Mgmt System	Implementation of Lucity Asset Management System in Utilities and Public Works departments	FY 17 Budget	<i>Went live last week. Still have to segregate server, automate DB maintenance routine, establish test environment.</i>
Conference Room Audio/Video Upgrade	Setup of hardware/software and licensing with demo Video equipment from Cisco	PEG Funding	<i>Wall prep complete. Equipment installation next.</i>
IT Security Program	Creation of IT Security plan including staffing, policies, and procedures.	FY 2019 Budget Request	<i>Researching/writing policies based on NIST Cybersecurity Framework in collaboration with Commission. Seeking support from Commission for budget request for two positions – CISO and back-fill Tier 1-2 help desk staffing.</i>
IT Strategic Plan	Develop 5-year plan including (a) expansion of use of the cloud as IaaS, (b) long-term fiber infrastructure roadmap, (c) full COOP/DR plans including policies and procedures, (d) support of new law enforcement technology, and (e) long-term IT work plan aligned with Council goals and County's timeline for Town's exit.	FY18 Budget	<i>Commission developing a mission statement/vision to recommend to staff.</i>
Kaspersky Replacement	Replace Kaspersky enterprise with ESET	FY 18 funds	<i>Complete.</i>
Laserfiche Workflow for Personnel Action Forms	Automating all HR processes currently using Personnel Action Form for signatures. Using contractor.	FY 18 Budget; may require additional funds in FY 19 budget	<i>Almost finished with process mapping/needs assessment.</i>
LMIS replacement for County's legacy system	County's legacy land management information system (LMIS) no longer able to accommodate business processes. Town uses LMIS so will have to migrate as well.	No funds	<i>County has just released an RFP for new system. Actual implementation date unknown.</i>

<i>Project</i>	<i>Description</i>	<i>Funding Source</i>	<i>Status</i>
LPD body-worn/in-car camera infrastructure build-out	Body-worn and in-car cameras with all patrol officers and vehicles requires wireless infrastructure to upload video to cloud.	FY 2018 funds	<i>Internal cabling and equipment installation complete. External work to be started as soon as possible.</i>
MOU with Loudoun County for base information technology services	County developing an MOU for services provided to the Town of Leesburg: Internet access; perimeter security services; public safety radio system; land management information system.	n/a	<i>The Town Attorney has sent a revised draft to the County Attorney's office for approval for signature.</i>
Parking garage automation	Council directive to automate garage fee collection and enhance garage facility	FY 2018 funds	<i>Ground broken last week for fiber infrastructure phase. Go-live goal is Flower &amp; Garden Show (4/21).</i>
Online Bill Pay	Mobile ready and user-friendly online system for payments to Town.	Self-funded with transaction fees	<i>The Finance Department is negotiating a contract for a more user-friendly online payment portal.</i>
Recruit Replacement for Network Admin I	Incumbent left employment effective 1/17/18.	FY 18 funds	<i>Ad is out on the street.</i>
Recruit Replacement for Systems Analyst	Incumbent retired effective 1/31/18.	FY 18 funds	<i>Interviewed one candidate.</i>
Replace Backup System	Symantec system obsolete and starting to malfunction	FY 18 budget	<i>Complete.</i>
SharePoint Dev/DR sites in cloud.	Create warm Development site for Town intranet in the cloud as a pilot for hybrid cloud environment	FY17 Budget	<i>On hold until County MOU is signed and possibly until going live with O365.</i>
Switch replacements	Third of three phases of total switch replacement program (FY 16-18)	FY18 Budget	<i>Equipment ordered.</i>

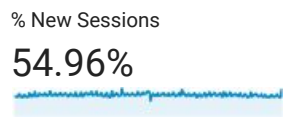
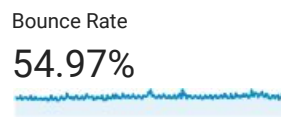
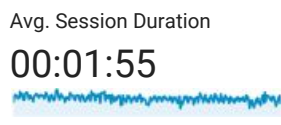
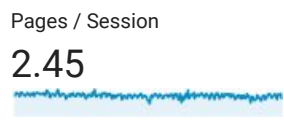
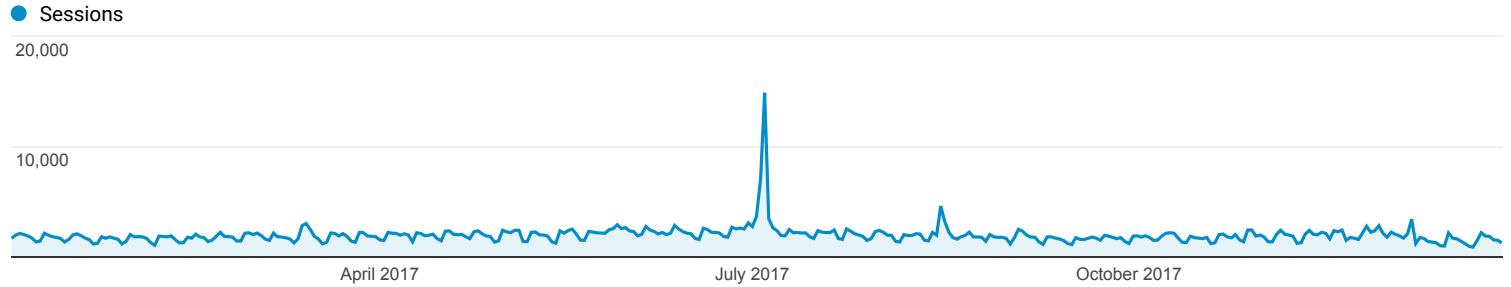
1. Help Desk ticket volume remains stable at about 200 per month.
2. See below for September-November 2017 Google Analytics.

## Audience Overview

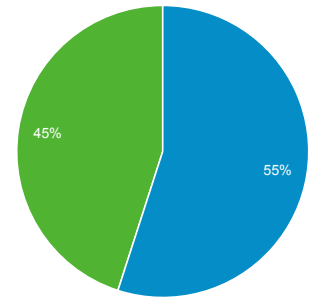
All Users  
100.00% Sessions

Jan 1, 2017 - Dec 31, 2017

### Overview



■ New Visitor ■ Returning Visitor



Operating System	Sessions	% Sessions
1. Windows	293,838	40.87%
2. iOS	264,494	36.79%
3. Android	88,170	12.26%
4. Macintosh	64,631	8.99%
5. Chrome OS	4,178	0.58%
6. Linux	2,690	0.37%
7. Windows Phone	389	0.05%
8. (not set)	357	0.05%
9. BlackBerry	163	0.02%
10. Playstation 3	8	0.00%

Overview

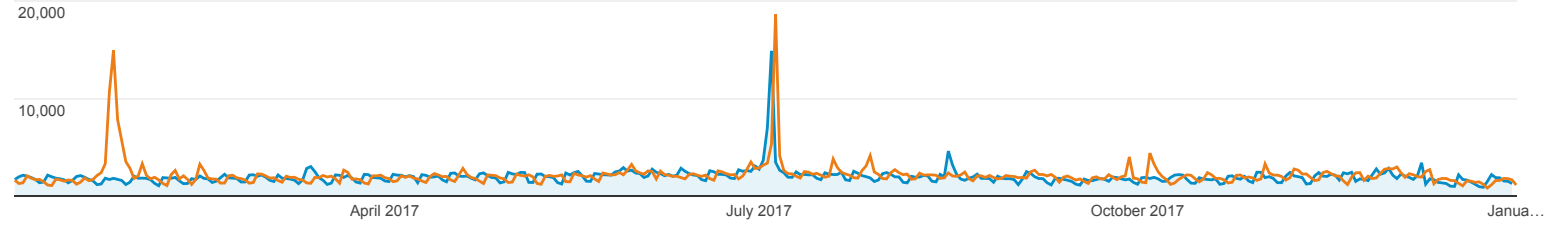
All Users  
+0.00% Sessions

Jan 1, 2017 - Dec 31, 2017  
Compare to: Jan 1, 2016 - Dec 31, 2016

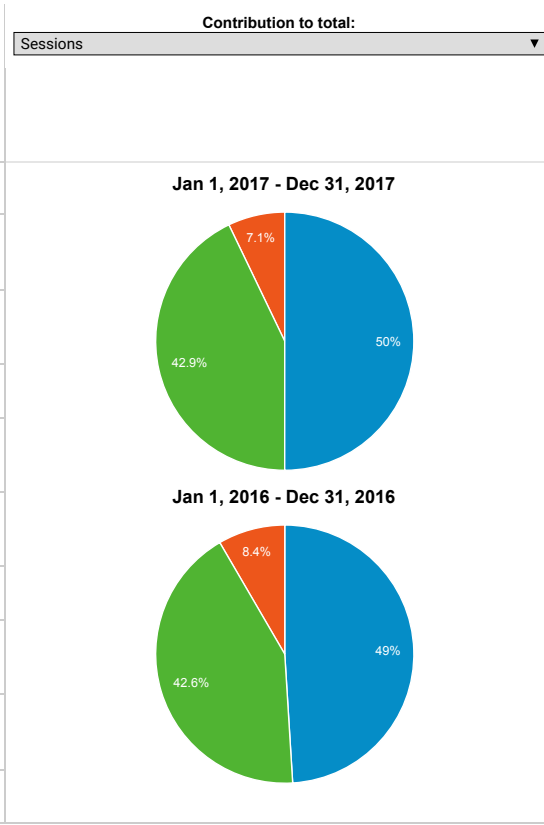
Explorer

Summary

Jan 1, 2017 - Dec 31, 2017: Sessions  
Jan 1, 2016 - Dec 31, 2016: Sessions



Device Category	Sessions	Sessions
	8.67% 718,945 vs 787,219	8.67% 718,945 vs 787,219
1. desktop		
Jan 1, 2017 - Dec 31, 2017	359,507	50.00%
Jan 1, 2016 - Dec 31, 2016	385,913	49.02%
2. mobile		
Jan 1, 2017 - Dec 31, 2017	308,204	42.87%
Jan 1, 2016 - Dec 31, 2016	335,198	42.58%
3. tablet		
Jan 1, 2017 - Dec 31, 2017	51,234	7.13%
Jan 1, 2016 - Dec 31, 2016	66,108	8.40%



Rows 1 - 3 of 3

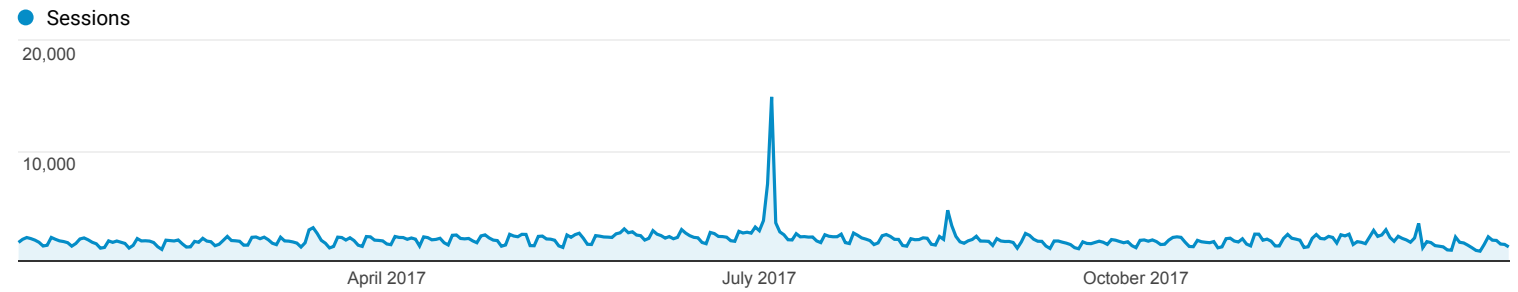
Landing Pages

**All Users**  
100.00% Entrances

Jan 1, 2017 - Dec 31, 2017

Explorer

Summary



Landing Page	Sessions	Sessions
	718,945 % of Total: 100.00% (718,945)	718,945 % of Total: 100.00% (718,945)
1. /	116,608	16.22%
2. /government/departments/parks-recreation	35,344	4.92%
3. /government/departments/human-resources/job-opportunities	28,565	3.97%
4. /government/departments/parks-recreation/ida-lee-park-recreation-center	24,966	3.47%
5. /government/departments/parks-recreation/festivals-community-events/independence-day	20,928	2.91%
6. /government/departments/parks-recreation/av-symington-aquatic-center	18,100	2.52%
7. /visitors/festivals-events	13,580	1.89%
8. /government/departments/parks-recreation/fitness-classes-programs/group-fitness-schedule	12,738	1.77%
9. /government/departments/parks-recreation/festivals-community-events/holidays-in-leesburg	12,563	1.75%
10. /government/departments/police-department/crime-safety/arrest-reports	10,397	1.45%

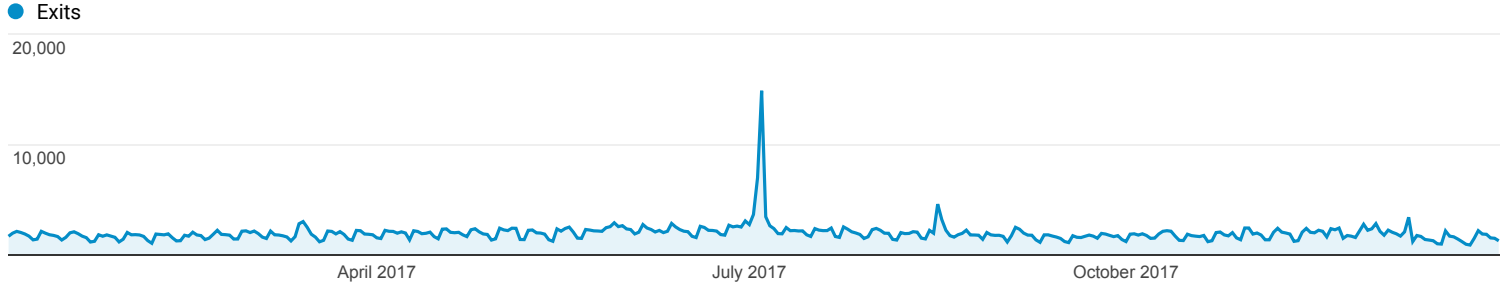


## Exit Pages

All Users  
100.00% Exits

Jan 1, 2017 - Dec 31, 2017

### Explorer



Page	Exits	Pageviews	% Exit
	718,744 % of Total: 100.00% (718,744)	1,762,315 % of Total: 100.00% (1,762,315)	40.78% Avg for View: 40.78% (0.00%)
1. /	<b>42,361</b> (5.89%)	<b>148,550</b> (8.43%)	<b>28.52%</b>
2. /government/departments/human-resources/job-opportunities	<b>39,088</b> (5.44%)	<b>62,384</b> (3.54%)	<b>62.66%</b>
3. /government/departments/parks-recreation/festivals-community-events/independence-day	<b>21,692</b> (3.02%)	<b>25,705</b> (1.46%)	<b>84.39%</b>
4. /government/departments/parks-recreation/av-symington-aquatic-center	<b>16,490</b> (2.29%)	<b>34,596</b> (1.96%)	<b>47.66%</b>
5. /government/departments/parks-recreation	<b>15,915</b> (2.21%)	<b>55,622</b> (3.16%)	<b>28.61%</b>
6. /government/departments/parks-recreation/fitness-classes-programs/group-fitness-schedule	<b>15,567</b> (2.17%)	<b>20,024</b> (1.14%)	<b>77.74%</b>
7. /government/departments/parks-recreation/ida-lee-park-recreation-center/class-program-schedule	<b>13,902</b> (1.93%)	<b>29,176</b> (1.66%)	<b>47.65%</b>
8. /government/departments/parks-recreation/ida-lee-park-recreation-center	<b>13,255</b> (1.84%)	<b>48,727</b> (2.76%)	<b>27.20%</b>
9. /government/departments/parks-recreation/festivals-community-events/holidays-in-leesburg	<b>13,030</b> (1.81%)	<b>16,298</b> (0.92%)	<b>79.95%</b>
10. /visitors/festivals-events	<b>12,087</b> (1.68%)	<b>20,527</b> (1.16%)	<b>58.88%</b>

Rows 1 - 10 of 27648



Town of Leesburg Website Report  
Annual Unique Pageviews - Top 25

Rank	Page Title	2015	2016	2017
1	Main Homepage	181,262	158,743	132,698
2	Parks & Recreation Department	70,841	56,414	45,960
3	Employment Opportunities	52,160	50,211	45,922
4	Ida Lee Recreation Center	4,923	48,406	37,475
5	AV Symington Aquatic Center	32,568	27,908	25,211
6	Ida Lee Class & Program Schedule	21,941	26,134	23,127
7	Independence Day	13,727	22,291	23,000
8	Festivals & Events (Visitors)	16,709	26,238	18,082
9	Group Fitness Schedule	17,992	16,509	17,810
10	Trash & Recycling Services	12,165	16,426	16,591
11	Holidays in Leesburg	12,643	16,257	14,702
12	Ida Lee Admission and Pass Rates	13,195	11,448	13,168
13	Government	10,736	13,822	12,882
14	How Do I Pay . . . Personal Property Taxes	9,474	11,823	12,494
15	Indoor Pools	12,109	11,866	12,363
16	How Do I Pay . . . Water & Sewer Bills	6,147	14,687	12,186
17	Online Registration (Webtrac)	7,269	7,381	12,155
18	Weekly Arrest Reports	8,990	12,005	12,085
19	Police Department	13,576	14,880	11,824
20	Festivals & Community Events	9,550	11,902	11,111
21	Bid Board	7,430	8,020	9,665
22	Thomas Balch Library	10,419	9,488	9,456
23	Town Parks	8,466	9,181	9,327
24	Webmail	4,595	11,280	9,273
25	Aquatics Classes & Programs	9,462	9,381	9,104

Top Level Navigation

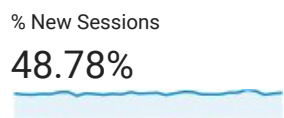
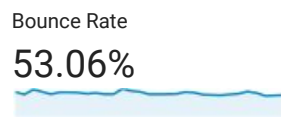
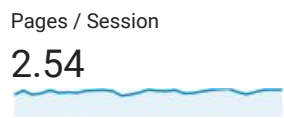
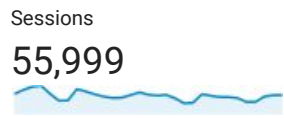
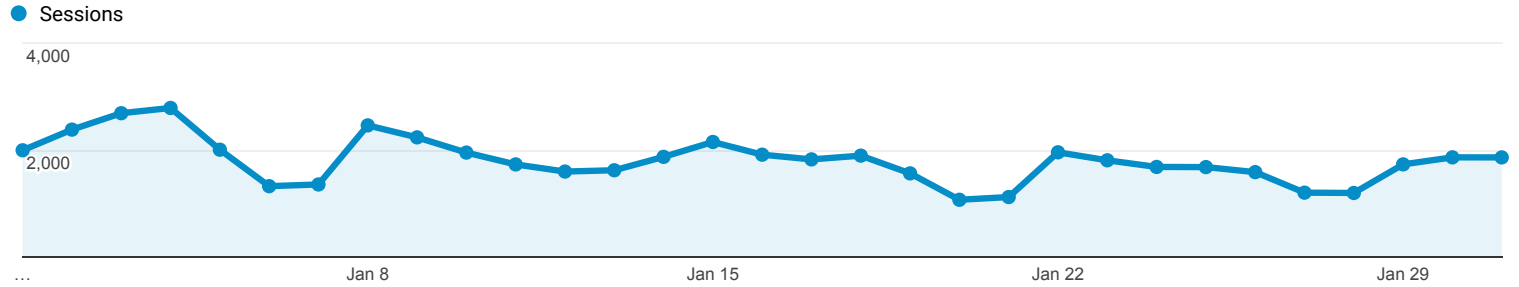
Department Homepage

## Audience Overview

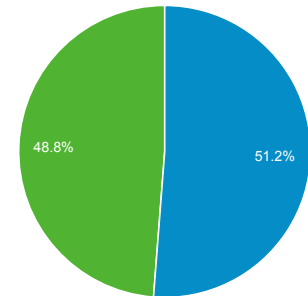
All Users  
100.00% Sessions

Jan 1, 2018 - Jan 31, 2018

### Overview



Returning Visitor (Blue) New Visitor (Green)



Operating System	Sessions	% Sessions
1. Windows	23,847	42.58%
2. iOS	20,058	35.82%
3. Android	5,987	10.69%
4. Macintosh	5,372	9.59%
5. Chrome OS	422	0.75%
6. Linux	220	0.39%
7. (not set)	43	0.08%
8. FreeBSD	17	0.03%
9. BlackBerry	13	0.02%
10. Windows Phone	13	0.02%

Overview

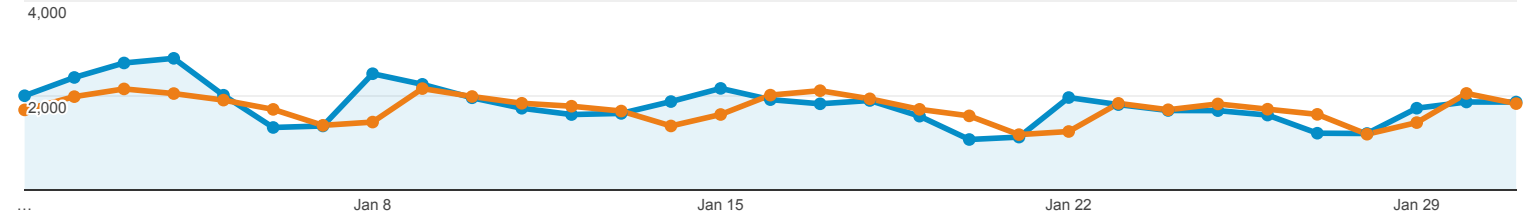
**All Users**  
+0.00% Sessions

Jan 1, 2018 - Jan 31, 2018  
Compare to: Jan 1, 2017 - Jan 31, 2017

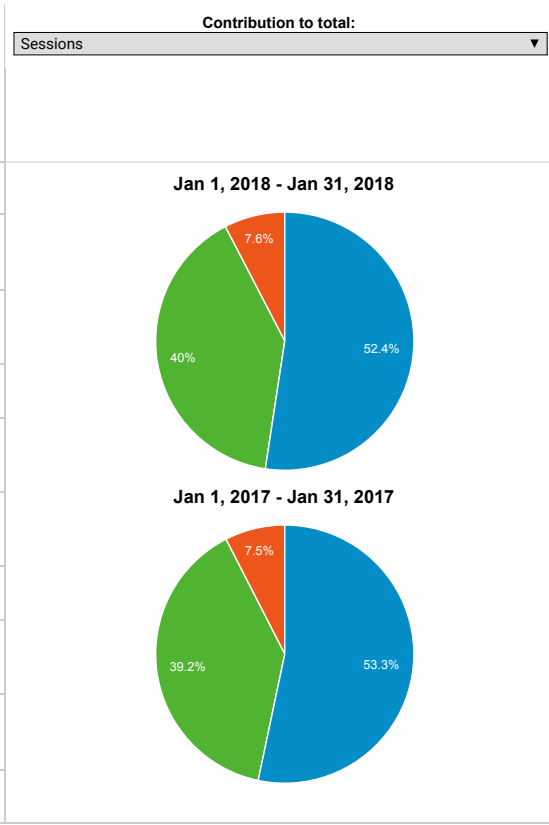
Explorer

Summary

Jan 1, 2018 - Jan 31, 2018: Sessions  
Jan 1, 2017 - Jan 31, 2017: Sessions



Device Category	Sessions	Sessions
	4.88% 55,999 vs 53,394	4.88% 55,999 vs 53,394
1. desktop		
Jan 1, 2018 - Jan 31, 2018	29,346	52.40%
Jan 1, 2017 - Jan 31, 2017	28,460	53.30%
2. mobile		
Jan 1, 2018 - Jan 31, 2018	22,383	39.97%
Jan 1, 2017 - Jan 31, 2017	20,912	39.17%
3. tablet		
Jan 1, 2018 - Jan 31, 2018	4,270	7.63%
Jan 1, 2017 - Jan 31, 2017	4,022	7.53%



Rows 1 - 3 of 3

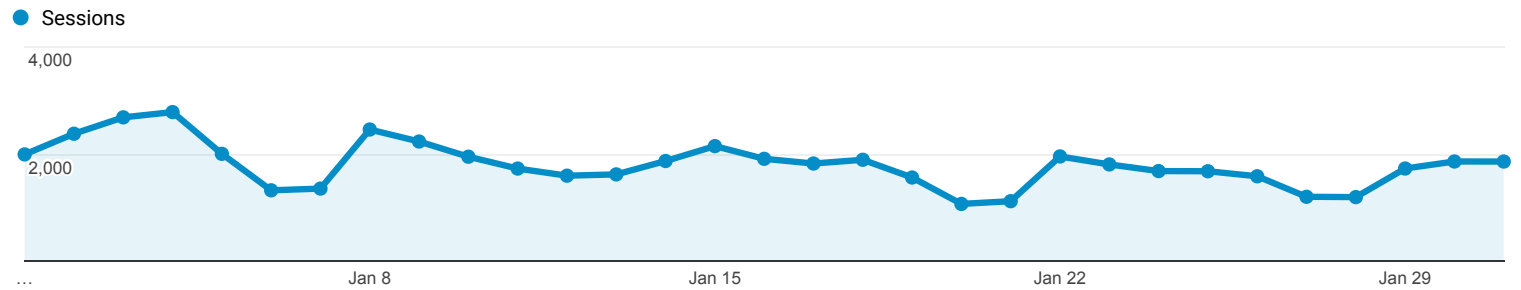
## Landing Pages

All Users  
100.00% Entrances

Jan 1, 2018 - Jan 31, 2018

### Explorer

Summary



Landing Page

Sessions

Sessions

55,999

% of Total: 100.00% (55,999)

55,999

% of Total: 100.00% (55,999)

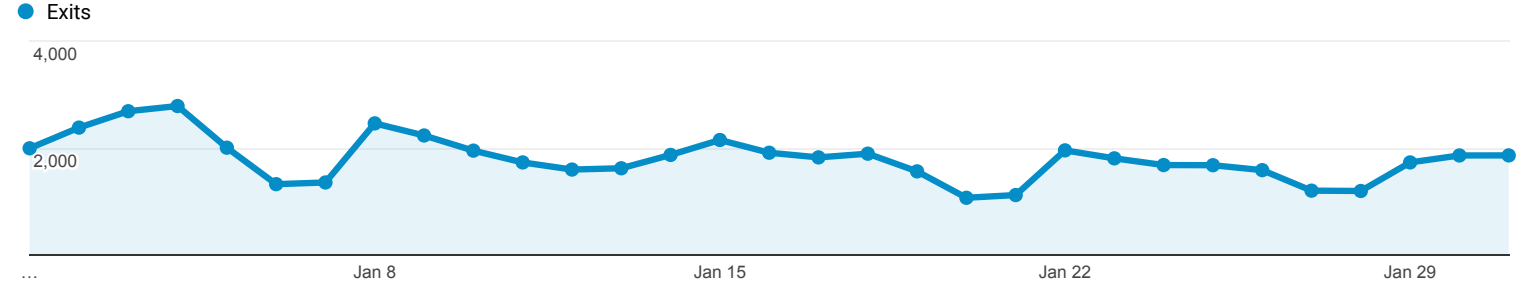
Rank	Landing Page	Sessions	% of Total
1.	/	9,662	17.25%
2.	/government/departments/parks-recreation	3,214	5.74%
3.	/government/departments/human-resources/job-opportunities	3,106	5.55%
4.	/government/departments/parks-recreation/ida-lee-park-recreation-center	2,288	4.09%
5.	/government/departments/parks-recreation/fitness-classes-programs/group-fitness-schedule	1,649	2.94%
6.	/government/departments/parks-recreation/ida-lee-park-recreation-center/class-program-schedule	1,181	2.11%
7.	/Home/Components/News/News/5693/29	871	1.56%
8.	/government/departments/police-department	761	1.36%
9.	/government	742	1.33%
10.	/government/departments/parks-recreation/ida-lee-park-recreation-center/indoor-pools	730	1.30%

Exit Pages

All Users  
100.00% Exits

Jan 1, 2018 - Jan 31, 2018

Explorer



Page	Exits	Pageviews	% Exit
	55,983 % of Total: 100.00% (55,983)	142,092 % of Total: 100.00% (142,092)	39.40% Avg for View: 39.40% (0.00%)
1. <a href="/government/departments/human-resources/job-opportunities">/government/departments/human-resources/job-opportunities</a>	<b>3,975</b> (7.10%)	<b>6,336</b> (4.46%)	<b>62.74%</b>
2. <a href="/">/</a>	<b>3,244</b> (5.79%)	<b>12,268</b> (8.63%)	<b>26.44%</b>
3. <a href="/government/departments/parks-recreation/fitness-classes-programs/group-fitness-schedule">/government/departments/parks-recreation/fitness-classes-programs/group-fitness-schedule</a>	<b>2,016</b> (3.60%)	<b>2,582</b> (1.82%)	<b>78.08%</b>
4. <a href="/government/departments/parks-recreation/ida-lee-park-recreation-center/class-program-schedule">/government/departments/parks-recreation/ida-lee-park-recreation-center/class-program-schedule</a>	<b>1,565</b> (2.80%)	<b>3,426</b> (2.41%)	<b>45.68%</b>
5. <a href="/government/departments/parks-recreation">/government/departments/parks-recreation</a>	<b>1,340</b> (2.39%)	<b>4,985</b> (3.51%)	<b>26.88%</b>
6. <a href="/government/departments/parks-recreation/ida-lee-park-recreation-center">/government/departments/parks-recreation/ida-lee-park-recreation-center</a>	<b>1,275</b> (2.28%)	<b>4,465</b> (3.14%)	<b>28.56%</b>
7. <a href="/government/departments/parks-recreation/online-registration-webtrac">/government/departments/parks-recreation/online-registration-webtrac</a>	<b>1,016</b> (1.81%)	<b>1,472</b> (1.04%)	<b>69.02%</b>
8. <a href="/government/departments/public-works/trash-recycling-services/holiday-collection-schedule">/government/departments/public-works/trash-recycling-services/holiday-collection-schedule</a>	<b>977</b> (1.75%)	<b>1,407</b> (0.99%)	<b>69.44%</b>
9. <a href="/Home/Components/News/News/5693/29">/Home/Components/News/News/5693/29</a>	<b>857</b> (1.53%)	<b>908</b> (0.64%)	<b>94.38%</b>
10. <a href="/government/departments/parks-recreation/ida-lee-park-recreation-center/admission-and-pass-rates">/government/departments/parks-recreation/ida-lee-park-recreation-center/admission-and-pass-rates</a>	<b>837</b> (1.50%)	<b>1,598</b> (1.12%)	<b>52.38%</b>

Rows 1 - 10 of 4398

Town of Leesburg Website Report  
 Monthly Unique Pageviews - Top 10

Rank	Page Title	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	June 2018	July 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018	Change Over 2017
1	Main Homepage	10,354												0%
2	Employment Opportunities	4,656												-6%
3	Parks & Recreation	3,871												3%
4	Ida Lee Recreation Center	3,480												-12%
5	Ida Lee Class & Program Schedule	2,654												3%
6	Group Fitness Schedule	2,278												7%
7	Ida Lee Admission & Pass Rates	1,363												-7%
8	Ida Lee Indoor Pools	1,348												-2%
9	Online Registration (Webtrac)	1,284												3%
10	Holiday Trash Collection Schedule	1,281												66%

\*Monthly Change is adjusted for the number of days in the month.

Department Homepage

## DRAFT Mission Statement for Strategic Plan - P Hill

The mission of the Leesburg's Information Technology is to provide reliable, secure, cost effective, IT resources that are accessible by Town staff as well as citizens, that align with the Town's goals and needs.

Make use of new technology when it either: furthers the goals of the Town, reduces cost, improves reliability or a combination of the three.

In an increasingly connected world IT must focus on and improve security.

Support a work environment that facilitates cross function work for employees and provides training for new and update skills.