



Technology and Communications Commission

Tuesday, May 1, 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
 - Update on Strategic Plan RFP
8. New Business
9. Commissioner Comments
10. Adjourn

Technology & Communications Commission
ACTION ITEM MINUTES
April 3, 2018

Commission Members Present: Adam Bingaman
John Binkley, Chair
Ian Coleman
Peter Hill, Vice Chair

Commission Members Absent: Mike Feuz
Ryan Washington

Staff Present: Annie Carlson

1. Call to Order by Chair Hill, 7:08 pm
2. Established Quorum
3. Pledge of Allegiance
4. Approval of Minutes: March 6, 2018
5. Petitioners:
 - a. Kevin Curtis of Verizon did not appear as scheduled.
 - b. Shama Hussain, introduced herself to the Commission and expressed her interest in serving.
6. Staff Report: See agenda packet
 - a. Q&A on projects
7. Old Business: Strategic Plan RFP
 - a. Commission approved of the content of the RFP as drafted by staff but recommended a regrouping of the deliverables to improve clarity for vendors
8. New Business: None
9. Commissioner Comments: None
 - a. Chair Binkley will be talking with Chief Brown regarding Leesburg Police Department's IT needs.
10. Adjourn 8:02 pm.
11. Next meeting May 1, 7:00 pm, Town Hall, Council Chambers.

Technology and Communications Commission Packet
IT Department Staff Report
May 1, 2018

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 | Public Works in configuration sessions this week. |
| Conference Room Audio/Video Upgrade | Setup of hardware/software and licensing with demo Video equipment from Cisco | PEG Funding | Wall prep complete. Equipment installation next. |
| IT Security Program | Creation of IT Security plan including staffing, policies, and procedures. | FY 2019 Budget Request | Town Manager has included \$250k for a new position and additional security measures in his FY 2019 budget proposal to Council (February 27). Seeking support from Commission for budget request. |
| 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 | RFP and Addenda distributed. Proposals due May 8. |
| 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 | Almost finished with process mapping/needs assessment. On hold for new HR Director. |
| 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 | Proposals have been received and reviewed. Shortlist to be determined this week. Next step will be vendor demos in June. |
| 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 | Internal cabling and equipment installation complete. External work started in April. |

| Project | Description | Funding Source | Status |
|--|---|-----------------------------------|--|
| 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>System went live today, May 1.</i> |
| Online Bill Pay | Mobile ready and user-friendly online system for payments to Town. | Self-funded with transaction fees | <i>Project on hold because of a question about implementing water usage reporting via the portal.</i> |
| Recruit Replacement for Network Admin I | Incumbent left employment effective 1/17/18. | FY 18 funds | <i>Customer Support Technician position approved in FY 2019 budget. Advertising for a Network Admin II. Ads should be out this week.</i> |
| Recruit Replacement for Systems Analyst | Incumbent retired effective 1/31/18. | FY 18 funds | <i>Business Systems Integrator position approved in FY 2019 budget. Advertising for a Web Technologies Administrator. Ads should be out this week.</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> |

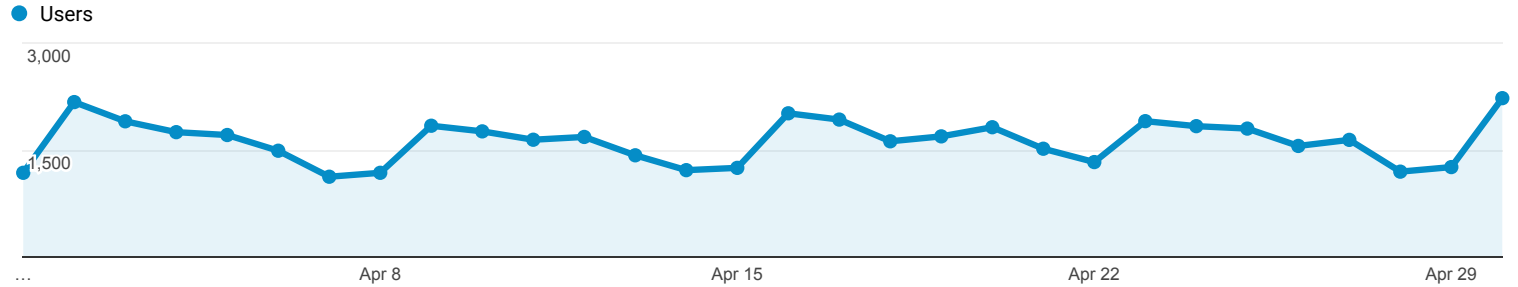
1. Help Desk ticket volume remains stable at about 200 per month.
2. See below for April 2018 Google Analytics.

Audience Overview

All Users
100.00% Users

Apr 1, 2018 - Apr 30, 2018

Overview



Users

36,913

New Users

28,224

Sessions

55,391

Number of Sessions per User

1.50

Pageviews

145,757

Pages / Session

2.63

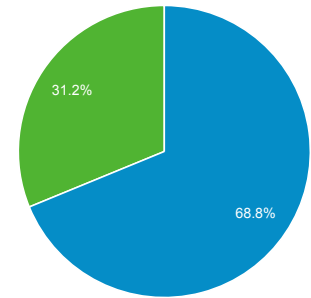
Avg. Session Duration

00:02:07

Bounce Rate

52.39%

New Visitor Returning Visitor



Operating System

| Operating System | Users | % Users |
|-------------------|--------|---------|
| 1. Windows | 15,550 | 42.58% |
| 2. iOS | 12,435 | 34.05% |
| 3. Android | 4,216 | 11.55% |
| 4. Macintosh | 3,759 | 10.29% |
| 5. Chrome OS | 340 | 0.93% |
| 6. Linux | 179 | 0.49% |
| 7. (not set) | 21 | 0.06% |
| 8. BlackBerry | 8 | 0.02% |
| 9. Windows Phone | 6 | 0.02% |
| 10. Playstation 3 | 2 | 0.01% |

Overview

All Users
+0.00% Users

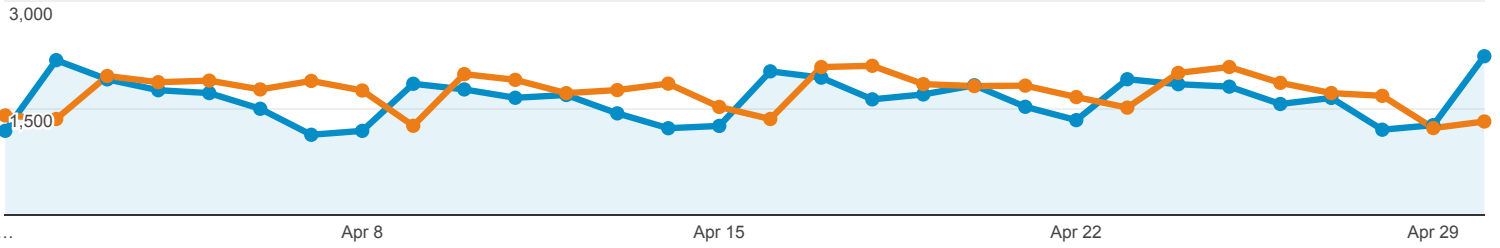
Apr 1, 2018 - Apr 30, 2018
Compare to: Apr 1, 2017 - Apr 30, 2017

Explorer

Summary

Apr 1, 2018 - Apr 30, 2018: ● Users

Apr 1, 2017 - Apr 30, 2017: ● Users



| Device Category | Users | Users |
|----------------------------|---------------------------|---------------------------|
| | 9.22% 36,913 vs 40,663 | 9.22% 36,913 vs 40,663 |
| 1. desktop | | |
| Apr 1, 2018 - Apr 30, 2018 | 19,582 | 53.38% |
| Apr 1, 2017 - Apr 30, 2017 | 21,499 | 52.89% |
| 2. mobile | | |
| Apr 1, 2018 - Apr 30, 2018 | 14,503 | 39.54% |
| Apr 1, 2017 - Apr 30, 2017 | 16,398 | 40.34% |
| 3. tablet | | |
| Apr 1, 2018 - Apr 30, 2018 | 2,598 | 7.08% |
| Apr 1, 2017 - Apr 30, 2017 | 2,749 | 6.76% |

Rows 1 - 3 of 3

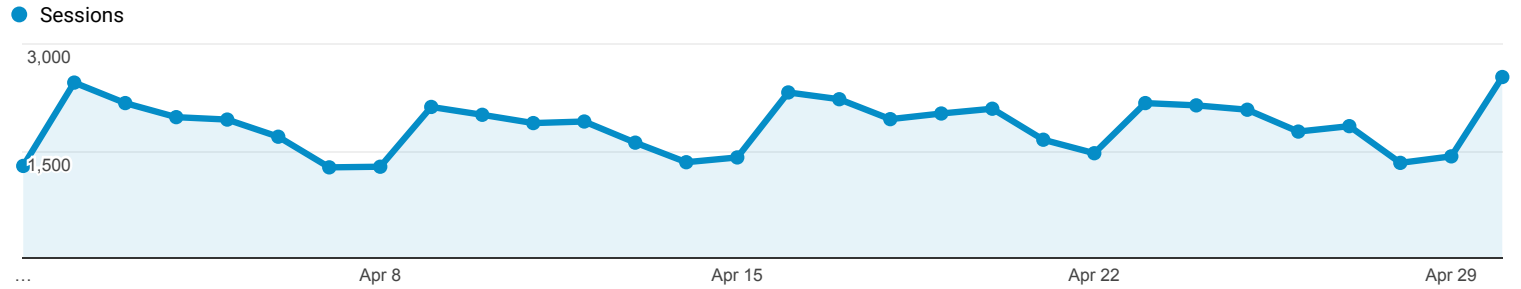
Landing Pages

All Users
100.00% Entrances

Apr 1, 2018 - Apr 30, 2018

Explorer

Summary



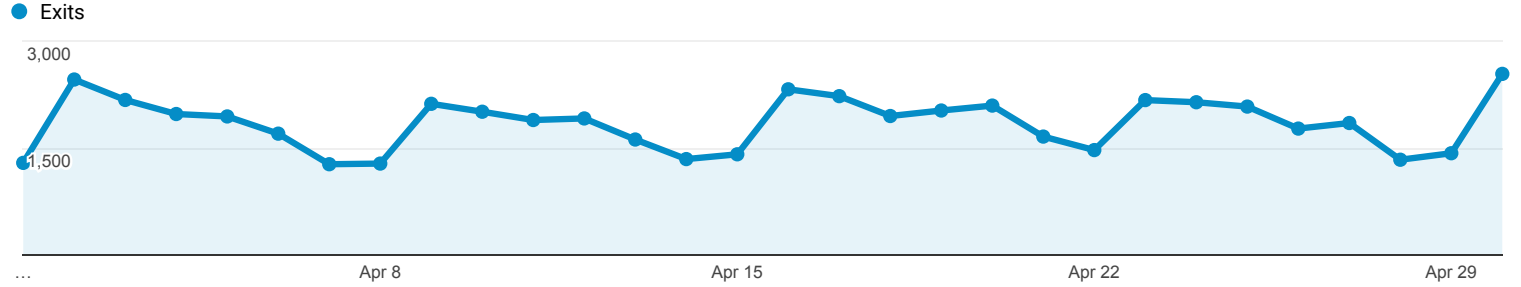
| Landing Page | Acquisition | | | Behavior | | |
|---|--|---|---|---|---|---|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 55,391 % of Total: 100.00% (55,391) | 50.95% Avg for View: 50.95% (0.00%) | 28,224 % of Total: 100.00% (28,224) | 52.39% Avg for View: 52.39% (0.00%) | 2.63 Avg for View: 2.63 (0.00%) | 00:02:07 Avg for View: 00:02:07 (0.00%) |
| 1. / | 9,316 (16.82%) | 43.74% | 4,075 (14.44%) | 24.98% | 3.58 | 00:02:54 |
| 2. /government/departments/parks-recreation | 2,269 (4.10%) | 52.67% | 1,195 (4.23%) | 26.09% | 3.71 | 00:02:47 |
| 3. /government/departments/human-resources/job-opportunities | 2,237 (4.04%) | 46.98% | 1,051 (3.72%) | 65.89% | 2.01 | 00:01:42 |
| 4. /government/departments/parks-recreation/ida-lee-park-recreation-center | 1,754 (3.17%) | 54.56% | 957 (3.39%) | 32.10% | 3.74 | 00:02:51 |
| 5. /how-do-i/pay/personal-property-taxes | 1,161 (2.10%) | 58.05% | 674 (2.39%) | 51.51% | 2.70 | 00:02:43 |
| 6. /government/departments/parks-recreation/sports-classes-programs/fall-2017-nfl-flag-football-results | 1,010 (1.82%) | 28.42% | 287 (1.02%) | 75.05% | 1.52 | 00:01:47 |
| 7. /government/departments/parks-recreation/fitness-classes-programs/group-fitness-schedule | 964 (1.74%) | 23.65% | 228 (0.81%) | 84.75% | 1.42 | 00:00:53 |
| 8. /government/departments/parks-recreation/ida-lee-park-recreation-center/class-program-schedule | 839 (1.51%) | 39.21% | 329 (1.17%) | 55.30% | 2.62 | 00:02:14 |
| 9. /government/departments/police-department/crime-safety/weekly-arrest-reports | 687 (1.24%) | 51.97% | 357 (1.26%) | 77.87% | 1.59 | 00:02:21 |
| 10. /government/departments/thomas-balch-library | 678 (1.22%) | 42.18% | 286 (1.01%) | 30.09% | 4.06 | 00:05:15 |

Exit Pages

All Users
100.00% Exits

Apr 1, 2018 - Apr 30, 2018

Explorer



| Page | Exits | Pageviews | % Exit |
|---|--|--|--|
| | 55,378 % of Total: 100.00% (55,378) | 145,757 % of Total: 100.00% (145,757) | 37.99% Avg for View: 37.99% (0.00%) |
| 1. /government/departments/human-resources/job-opportunities | 3,003 (5.42%) | 5,413 (3.71%) | 55.48% |
| 2. / | 2,932 (5.29%) | 11,968 (8.21%) | 24.50% |
| 3. /government/departments/parks-recreation/sports-classes-programs/fall-2017-nfl-flag-football-results | 1,165 (2.10%) | 1,607 (1.10%) | 72.50% |
| 4. /government/departments/parks-recreation/fitness-classes-programs/group-fitness-schedule | 1,155 (2.09%) | 1,499 (1.03%) | 77.05% |
| 5. /government/departments/parks-recreation/ida-lee-park-recreation-center/class-program-schedule | 1,121 (2.02%) | 2,430 (1.67%) | 46.13% |
| 6. /how-do-i/pay/personal-property-taxes | 1,075 (1.94%) | 2,314 (1.59%) | 46.46% |
| 7. /government/departments/parks-recreation | 980 (1.77%) | 3,826 (2.62%) | 25.61% |
| 8. /government/departments/parks-recreation/ida-lee-park-recreation-center | 941 (1.70%) | 3,480 (2.39%) | 27.04% |
| 9. /government/departments/parks-recreation/online-registration-webtrac | 883 (1.59%) | 1,225 (0.84%) | 72.08% |
| 10. /government/webmail | 749 (1.35%) | 945 (0.65%) | 79.26% |

Rows 1 - 10 of 4719

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 | 10,217 | 10,432 | 10,070 | | | | | | | | | -3% |
| 2 | Employment Opportunities | 4,656 | 3,964 | 3,875 | 3,584 | | | | | | | | | -2% |
| 3 | Parks & Recreation | 3,871 | 3,747 | 4,141 | 2,972 | | | | | | | | | -17% |
| 4 | Ida Lee Recreation Center | 3,480 | 2,692 | 3,283 | 2,681 | | | | | | | | | -10% |
| 5 | Ida Lee Class & Program Schedule | 2,654 | 2,332 | 1,906 | 1,906 | | | | | | | | | 8% |
| 6 | How Do I Pay . . . Personal Property Taxes | 987 | 1,303 | 1,352 | 1,814 | | | | | | | | | -8% |
| 7 | Group Fitness Schedule | 2,278 | 1,675 | 1,551 | 1,312 | | | | | | | | | 10% |
| 8 | Fall 2017 NFL Flag Footbal Results | n/a | n/a | 31 | 1,283 | | | | | | | | | n/a |
| 9 | Government | 1,225 | 976 | 1,051 | 1,078 | | | | | | | | | -11% |
| 10 | Online Registration (Webtrac) | 1,284 | 1,530 | 1,213 | 1,072 | | | | | | | | | 54% |

Department Homepage