DATE: March 24, 2015

MEMO TO: Technology and Communication Committee

SUBJECT: Agenda Review

The following information is provided for items scheduled for consideration by the Technology and Communication Committee at 3:00 PM on Tuesday, March 24, 2015. The Committee will meet in Conference Room 305, Raleigh Municipal Building, 222 West Hargett Street, Avery C. Upchurch Government Complex, Raleigh, North Carolina.

11-20 Google Street View Trekker Project (7/16/13)

13-05 Nextdoor Social Network (1/20/15)

Tansy Hayward
Assistant City Manager/Services

Gail Roper
Chief Information and Community Relations Officer

Attachments

cc: City Attorney Tom McCormick
City Clerk Gail Smith
Police - Deputy Police Chief Perry
The Technology and Communication Committee will meet on Tuesday, March 24, 2015 at 3:00 p.m.

Location: Room 305, Raleigh Municipal Building, 222 West Hargett Street, Avery C. Upchurch Government Complex, Raleigh, North Carolina. For information call 919-996-3040 (City Clerk's office) or 919-996-4645 (IT Department).

All the following items are pending in Committee; however, only those items that are shown in bold print will be discussed during this meeting.

I. 11-20 Google Street View Trekker Project (7/16/13)
II. 13-05 Nextdoor Social Network (1/20/15)

The following items were referred from the March 17, 2015 City Council meeting:

NONE

*** Council Chamber is Assistive Listening System equipped. Deaf and hearing impaired individuals needing interpreter services should provide 48-hour notice by calling 919-996-3100 (voice) or 919-996-3107 (TDD). ***

NOTE: The agenda backup will be available after 4:00 p.m. on the Friday preceding the meeting. CTRL + Click on the link below to access the City Council Committees page on the City of Raleigh Web site.

http://www.raleighnc.gov/government/content/BoardsCommissions/Articles/CityCouncil.html
AGENDA ITEM: GOOGLE STREET TREKKER PROJECT (11-20)

COMMITTEE DATE: March 24, 2015

ORIGIN OF ITEM: Referred as a result of July 13, 2014 City Council Meeting.

DEPARTMENT CONTACT: Tansy Hayward, Asst. City Manager 919-996-3070

DESCRIPTION/SUMMARY:
The Google Trekker program loans equipment to tourism boards, non-profits, universities, research organizations or other third parties who can capture panoramic images of amazing places in locations not visible from the street. The images are included on Google maps.

BUDGET IMPACT (FUNDING SOURCE/BUDGET ACTION):
None at this time

RECOMMENDATION: Hold the item in committee and staff could provide a follow-up report on the status of the item.

ALTERNATIVES:
Google Street View Trekker Project.

The Google Trekker program loans equipment to tourism boards, non-profits, universities, research organizations or other third parties who can capture panoramic images of amazing places in locations not visible from the street. The images are included on Google maps.

In November 2014, in cooperation of the City of Raleigh Public Affairs Department, the Greater Raleigh Convention and Visitors Bureau (GRCVB) submitted an application to Google Trekker. Google Trekker has notified the GRCVB that it has been selected to receive the use of a Google Trekker.

Jonathan Freeze, GRCVB director of marketing, will speak about the venues tentatively selected and the schedule, and seek input and support from the committee.
Perfect. I will bring this up at our next council meeting.
Gail and Donna, please see below T&C committee referral which I will request during council concerns.
Thanks!

Bonner G. Gaylord
Kane Realty Corporation
4321 Lassiter at North Hills Ave
Raleigh, NC 27609
T: 919-833-7755
F: 919-833-2473
Email: bgaylord@kanerealtycorp.com
Web Site: www.NorthHillsRaleigh.com
Web Site: www.KaneRealtyCorp.com

Emails to and from this address are subject to oversight by and content authored by approved delegates.

On Wed, Jul 10, 2013 at 10:34 AM, James, Perry <Perry.James@raleighnc.gov> wrote:

Bonner,

As expressed by several folks, this looks like a positive and progressive project but would just need to be assessed in further detail as to the full scope of work and priorities in each area’s workplans. I would suggest that you might want to review this through the Technology and Communications and, if desired, we could provide a more comprehensive assessment of the effort within those deliberations.

Thanks,

Perry

Perry E. James, III, CPA
Interim City Manager

7/11/2013
City of Raleigh
919-996-3070
Perry.James@raleighnc.gov

From: Bonner Gaylord [mailto:bgaylord@kanerealtycorp.com]

Sent: Tuesday, July 09, 2013 8:31 PM
To: Jonathan Freeze
Cc: Edwards, Dennis; Loren Gold; McFarlane, Nancy; Sauer, Diane; James, Perry;
Roger.krupa@raleighconvention.com; Laurie.okun@raleighconvention.com
Subject: Re: Google Street View Trekker Project

Thanks Jonathan! Perry, Diane, or Roger, any thoughts on this?

Bonner G. Gaylord
Kane Realty Corporation
4321 Lassiter at North Hills Ave
Raleigh, NC 27609
T: 919-833-7755
F: 919-833-2473
Email: bgaylord@kanerealtycorp.com
Web Site: www.NorthHillsRaleigh.com
Web Site: www.KaneRealtyCorp.com

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On Fri, Jul 5, 2013 at 11:30 AM, Jonathan Freeze <jfreeze@visitraleigh.com> wrote:

Good morning, Bonner – Responding from GRCVB, this is a neat project idea I had not heard about yet... Based on what I just read about it, I see no reason we shouldn’t pursue it as an area. While I don’t feel that GRCVB staff would be able to handle this solely from start-to-finish (that is, filming all greenways, parks, venues etc.), we happily would be part of a collaborative to accomplish it, as it would benefit visitors in the long run as well as area residents. Would be interested to hear the take of City staff and start to contribute...

Hope you are having a happy 4th weekend,

7/11/2013
From: Bonner Gaylord [mailto:bgaylord@kanerealtycorp.com]
Sent: Monday, July 1, 2013 11:31 AM

To: Dennis Edwards; Loren Gold; Laurie Okun; Roger Krupa; Perry James; Nancy McFarlane; Diane Sauer
Subject: Google Street View Trekker Project

Any reason we (City or GRCVB) shouldn't pursue this for greenways, parks, entertainment venues, etc?

Google Street View Trekker Projects
http://feedly.com/k/13aU1j3q

visitRaleigh

Jonathan Freeze :: Director of Marketing

Greater Raleigh Convention and Visitors Bureau
Phone 919.645.2663 :: Email jfreeze@visitRaleigh.com
Mobile 919.270.8345 :: Web visitRaleigh.com

421 Fayetteville St., Ste. 1505 :: Raleigh, N.C. 27601-2995

"E-mail correspondence to and from this address may be subject to the North Carolina Public Records Law and may be disclosed to third parties by an authorized City or Law Enforcement official."

7/11/2013
Google Trekker Program Allows Off-Road Street View, Invites Available

By Thomas Halleck
on July 01 2013 11:33 AM

Google has begun accepting applications for its Street View Trekker program, which gives volunteers a backpack camera to capture panoramic images from exotic locales around the world. The Mountain View, Calif., company's Street View program captures 360-degree views using special camera technology that allows users of Google Maps to get ground-level perspectives of what they see online.

The Mountain View, Calif., company's Street View program captures 360-degree views using a special camera technology, allowing users of Google Maps to get a ground-level perspective.

In a similar manner to how Google (NASDAQ:GOOG) Street View vans travel the streets of cities and neighborhoods around the world, the Trekker backpack program adapts the 360-degree-capturing camera into a wearable backpack. Google is allowing select third-party companies to photograph hikes on mountainous terrain or other exciting places off the beaten path, and interested parties can sign up here.

The Trekker backpack contains 15 digital cameras to create its signature panorama, shown here in the Galapagos Islands. Courtesy / Google

The Google Trekker backpack weighs 42 pounds and contains 15 digital cameras to create its signature panorama. The 5-megapixel cameras snap a photo 24 times a minute, while two GPS receivers log location data, which the Trekker stores on solid state drives, or SSDs. The Trekker backpack's dual lithium batteries last for eight hours.

Google Trekker Program Allows Off-Road Street View, Invites Available

Google's official Trekker logo shows the Street View Pinman wearing the 42-pound backpack. Google

Google's Street View Trekker backpack is currently only available on loan to third-party organizations such as tourism boards, nonprofits and higher-education groups. If you could, where would you take the Trekker?

A Google Trekker captures panoramic views of the Grand Canyon. Google

http://www.ibtimes.com/google-trekker-program-allows-road-street-view-invites-available-1325657
GOOGLE STREET VIEW TREKKER PROJECT – REFERRED TO TECHNOLOGY AND COMMUNICATIONS COMMITTEE

Mr. Gaylord talked about a Google Street View Trekker Project which involves having a backpack device that lets one walk around the City, park areas, other facilities, greenways, walking trails, etc., taking pictures and developing apps for people to utilize when visiting our city or using various facilities. He asked that the issue be referred to Technology and Communications Committee to talk about the possibility in the Raleigh.
Item #11-20 - Google Street View Trekker Project. Mr. Gaylord stated during the July 16, 2013 City Council meeting this item was referred to the Technology and Communication Committee for further discussion at his request. He stated as part of the Trekker Project, Google is loaning the camera/GPS backpacks and talked about how municipalities and other government entities are applying to the program to map non-street sections of the city.

Public Affairs Director Jayne Kirkpatrick questioned whether the Committee had any indication as to which City department would research the project with Mr. Gaylord responding he received several e-mails encouraging the City to pursue the project. He stated he had questions for Staff as to how to implement the program as he wanted to show off the City’s greenways and entertainment venues.

Ms. Baldwin questioned whether the City would have to apply to become part of the program with Mr. Gaylord responding in the affirmative.

Ms. Baldwin questioned which department the Chairman had in mind to implement the project with Mr. Gaylord responding he would like to hear suggestions from Staff and suggested the City could utilize volunteers to carry out the project.

Parks and Recreation Director Diane Sauer stated Staff would like additional information to consider whether to apply for this project. She stated the weight of the backpack (about 42 lbs.) is a factor, and questioned where responsibility lay if the equipment were damaged during use.

Convention Center Director Roger Krupa noted it is easy to photograph an empty venue; however when the venue is full of spectators for a performance there may be proprietary issues regarding the entertainers.

Mr. Gaylord suggested the City apply to become part of the project then have Staff work out the implementation issues.

Discussion took place as to which department should head up the application process with Mr. Krupa suggesting the Greater Raleigh Convention and Visitors Bureau. Mr. Gaylord noted the Convention and Visitors Bureau could apply to the project on the behalf of the City and that Staff could determine how to execute the program if the application is accepted.

Discussion took place regarding the application process as well as where the application and instructions are found on the Google website, what information is required, etc.

Whether other area municipalities could participate in the program was discussed with Ms. Baldwin pointing out the Convention and Visitors Bureau is a County-wide program; so the project itself could cover the entire county.

Following further discussion, Ms. Baldwin moved that the Committee recommend that the Convention and Visitors Bureau work with Staff with the application process for the Trekker Program and that staff work with the Convention and Visitors Bureau to work out the logistics
for implementing the project. Her motion was seconded by Mr. Gaylord and put to a vote and passed unanimously. Mr. Gaylord ruled the motion adopted.
GOOGLE STREET VIEW TREKKER PROJECT – DIRECTION GIVEN; ITEM HELD IN COMMITTEE

Chairperson Gaylord reported the Technology and Communication Committee recommends requesting the Greater Raleigh Convention and Visitors Bureau (GRCVB) work with staff regarding the application process for the Street View Trekker program, and that staff work with the GRCVB to work out the logistics of implementing the program and report back to the Committee. On behalf of the Committee, Mr. Gaylord moved the recommendation be held. His motion was seconded by Ms. Baldwin and a roll call vote resulted in all members voting in the affirmative. The Mayor ruled the motion adopted on a 8-0 vote.
Item #11-20 Google Street View Trekker Project. Public Affairs Director Kirkpatrick indicated it was her understanding our IT Department was going to work with the Convention and Visitors Bureau on this issue but to her knowledge nothing has occurred. Ms. Baldwin suggested that the item be removed from the agenda and ask staff to send a memorandum to City Council as to the status of this work. After brief discussion on the confusion as to who was to take the lead, it was agreed to hold the item in committee and staff could provide a follow up report on the status of the item.
AGENDA ITEM: NEXTDOOR SOCIAL NETWORK (13-05)

COMMITTEE DATE: March 24, 2015

ORIGIN OF ITEM: Referred as a result of January 20, 2015, City Council Meeting.

DEPARTMENT CONTACT: Tansy Hayward, Asst. City Manager 919-996-3070

DESCRIPTION/SUMMARY: Manish Lamba had requested permission to discuss how Nextdoor (social network for neighborhoods) can benefit the City of Raleigh with regard to public safety and suggest that the City partner with Nextdoor to enable out police force to work more closely with neighborhoods to build safer communities, etc. Mr. Lamba explained Nextdoor is a closed social network and he see a lot of benefits and feels it would be advantageous if the City adopted it citywide as Wake Forest has done. He talked about it being a safety issue, provide a means for the neighborhoods to alert each other about safety issues, first responders and city personnel can tap into this system and communicate with its citizens about issues in their neighborhoods such as fire, water main breaks or other things that would require evacuations or similar circumstances.

BUDGET IMPACT (FUNDING SOURCE/BUDGET ACTION):
None at this time

RECOMMENDATION: Suggested referring the item to committee and when the police department is ready to make their report they could do that at the committee level. It was agreed to follow that course of action.

ALTERNATIVES:
On January 20, 2015 City Council referred the Nextdoor item to the Technology and Communications Committee for a report from staff. Staff will present on their research findings at the committee meeting.
CITY OF RALEIGH
NORTH CAROLINA

INTER-OFFICE CORRESPONDENCE

TO: Ruffin Hall, City Manager
    Louis Buonpane, Chief of Staff

FROM: Deputy Chief J.C. Perry

DATE: January 15, 2015

SUBJECT: Request & Petitions of Citizens: Nextdoor Social Network

MESSAGE:
As you know, the Raleigh Police Department currently utilizes social networking along with a host of other means to effectively communicate with the public. Staff members from the police department met with a representative from Nextdoor last month to learn more about this social networking site. The representative discussed ways the police department could utilize the Nextdoor software to disseminate information such as crime alerts and crime prevention tips to neighborhoods. Staying actively engaged with local neighborhoods is a fundamental component of community policing, and the Raleigh Police Department is committed to exploring innovative ways of doing just that.

However, additional information must be obtained and assessed prior to formalizing any relationship with the police department and the Nextdoor software application. Given the critical importance of having officers in the field, the police department would be unable to dedicate staff to constantly monitor and/or respond to internet-based posts. There also certain legal aspects that need to be further addressed regarding this matter, as well as confirmation of a procurement process prior to utilizing a specific software application. Departmental staff will review all of the aforementioned factors with the greater City of Raleigh leadership team to make a final determination. As with any software system that involves ongoing interaction with citizens, staff resources are required to manage, coordinate, monitor and maintain these types of systems.

In the meantime, the police department is continuing to work closely with neighborhoods throughout the city via the Neighborhood Watch Program, Citizen Advisory Councils, and our District Community Policing Teams.
REQUEST & PETITION OF CITIZENS TO CITY OF RALEIGH COUNCIL

THE CITY COUNCIL MEETS IN REGULAR SESSION ON THE FIRST AND THIRD TUESDAYS OF EACH MONTH. ON THE FIRST TUESDAY, REQUESTS BY CITIZENS WILL BE HEARD DURING THE 7:00 P.M. SESSION; ON THE THIRD TUESDAY, REQUESTS BY CITIZENS WILL BE HEARD DURING THE 1:00 P.M. SESSION, BUT WILL NOT BE HEARD BEFORE 2:00 P.M. REQUESTS BY CITIZENS TO APPEAR ON THE CITY COUNCIL AGENDA SHOULD BE ADDRESSED TO THE CITY CLERK. IN AN EFFORT TO AID THE CITIZENS AND THE CITY COUNCIL, USE OF THIS FORM IS SUGGESTED.

PLEASE KEEP YOUR REMARKS TO THREE (3) MINUTES OR LESS. IF THERE IS BACK-UP INFORMATION YOU WISH TO PRESENT TO THE CITY COUNCIL, PLEASE SUBMIT IT WITH THIS FORM. THIS FORM AND ALL BACK-UP MATERIAL IS PUBLIC RECORD AND SUBJECT TO RELEASE AT THE REQUEST OF THE PUBLIC AND NEWS MEDIA. THANK YOU.

Please PRINT all information:

NAME Manish Lamba
ADDRESS 518 E. Lane St
ORGANIZATION / INDIVIDUAL REPRESENTED: Manish / Homeowner (Self)
I WISH TO ADDRESS THE CITY COUNCIL ON: 9/20/2015

TOPIC: Statement of presentation you wish to make and statement of action you wish Council to take. Attach additional sheets if needed.

I would like to discuss how the Nextdoor (social network for neighborhoods) can benefit the City of Raleigh with regards to public safety. I also would like to see the city partner with Nextdoor to enable our police force to work more closely with neighborhoods to build safer communities.

Signature

THIS FORM MUST BE RETURNED BY TUESDAY, 12:00 NOON, ONE WEEK PRIOR TO THE SCHEDULED MEETING*. ONCE THIS FORM IS SUBMITTED, NO FURTHER REMINDER WILL BE GIVEN; IT WILL BE UP TO THE CITIZEN TO ATTEND THE APPROPRIATE MEETING. CITIZENS MAY CALL THE CITY CLERK'S OFFICE TO CONFIRM RECEIPT OF THEIR FORM AND SUBMITAL TO THE APPROPRIATE CITY COUNCIL AGENDA DATE AND TIME.

PLEASE RETURN THIS FORM TO: CITY CLERK & TREASURER MAIL TO: P. O. BOX 590
222 W. HARGETT ST., SUITE 207 RALEIGH, NC 27602
RALEIGH, NC 27601
(919) 996-3040 8:30 A.M. – 5:15 P.M.
FAX (919) 996-7620

*NOTE: IF A HOLIDAY FALLS IN THE TIME FRAME, PLEASE CALL THE CLERK’S OFFICE TO DETERMINE DEADLINE.
SOCIAL NETWORK - NEXTDOOR - REFERRED TO TECHNOLOGY AND COMMUNICATIONS COMMITTEE

Manish Lamba had requested permission to discuss how Nextdoor (social network for neighborhoods) can benefit the City of Raleigh with regards to public safety and suggest that the City partner with Nextdoor to enable our police force to work more closely with neighborhoods to build safer communities, etc. Mr. Lamba explained Nextdoor is a closed social network and he sees a lot of benefits and feels it would be advantageous if the City adopted it citywide as Wake Forest has done. He talked about it being a safety issue, provide a means for the neighborhoods to alert each other about safety issues, first responders and city personnel can tap into this system and communicate with its citizens about issues in their neighborhoods such as a fire, water main breaks or other things that would require evacuations or similar circumstances.

Mayor McFarlane indicated she knows some neighborhoods use it and there is a lot of data and she wonders if it can be screened or how it could be utilized. Deputy Police Chief Perry indicated they had met with representatives from Nextdoor and there are possible beneficial applications for the City; however, the concern relates to the amount of personnel needed to monitor, access and there possibly could be some legal issues, etc. He stated it could be very beneficial but it could also require a lot of staff. He stated the Police Department would like an opportunity to look into it further before they weigh in with a recommendation.

Mr. Gaylord pointed out it is used in his neighborhood and talked about the various sites that have been used and the longevity of this one. He suggested the item be referred to Technology and Communication Committee to see if it is something that could be utilized by the City. Mr. Maiorano pointed out he knows there are neighborhoods in North Raleigh utilizing this application. He stated it may be a tool that the CACs could benefit from and exchange of information, etc. with Mr. Weeks pointing out some of the CACs are already utilizing the application.

Deputy Chief Perry stated according to the vendor information some 22,000 people in the City have signed up. What each neighborhood or CAC might want to use it for could vary from group to group. Mr. Gaylord suggested that it be referred to committee and the committee could look at it to see if they feel it would work or would not. Mr. Odom stated that he understands the police department intends to look at it further and could repair a report so why not receive the report first and then decide whether to refer it to committee. Mayor McFarlane suggested referring the item to committee and when the police department is ready to make their report they could do that at the committee level. It was agreed to follow that course of action.
TECHNOLOGY — NEXTDOOR.COM — REPORT REQUESTED

Mr. Gaylord echoed other Council members appreciation and thanks to staff for the retreat. He stated he thought it was excellent and time well spent.

Mr. Gaylord stated he had a reach out from a constituent about a social media technology that New York is utilizing known as nextdoor.com. He stated there are multiple products that make use of neighborhood social medias and he would like for staff to look at the nextdoor.com and provide information on the pros and cons of utilizing the software. Mr. Crowder pointed out a lot of neighborhoods in his district have taken that on. The comments were received and referred to Administration.