



Technology Modernization Needs
Communications, Information
Technology, and Human Resources
Departments

March 24, 2021

2021-2022 Council Priorities

Engaged, Responsive, Service-Oriented Government

New 2021-2022 goals and strategies under this priority commit the City Council to:

- Improving the City's current communications tools including the City website to increase public engagement
- Improving service delivery and reducing administrative burden on staff through updates to information technology infrastructure and software

2021-2022 Council Priorities – Takoma Park Website

Takomaparkmd.gov Website: Background

- Designed and developed in 2015 by 3rd party consultancy.
- Built on WordPress platform. WordPress used for 32% of public websites, 56% of Content Management System (CMS) websites, and a large percentage of Maryland municipal websites.
- Theme controls - User Experience Design (UXI).
- Website contains a large index of full text searchable content (17,000 documents)

2021-2022 Council Priorities – Takoma Park Website

Takomaparkmd.gov Website: Issues

- Design – Block based UI - hasn't been upgraded or enhanced since 2015 launch.
- IT department patches and upgrades software components, and manages system dependencies.
- Functionality based on free/outdated plugins maintained by IT.
- Current theme limits design capabilities, menu structure, and the presentation of city communications (e.g. posts).

2021-2022 Council Priorities – Takoma Park Website

Takomaparkmd.gov Website: Recommendations

- Site re-design – Engage a 3rd party for user experience design, theme rebuild, and functionality improvements. Estimated Budget \$35k.
 - ▶ New design principles include clean layout, negative space.
- Temporary staff to assist with upgrade tasks and functional enhancements. Est. Budget \$34k.
- Example WordPress Websites: [Ocean City MD](#) and [Williamsport MD](#)

2021-2022 Council Priorities – System Development Tools



GovQA Platform: Background

- Purchased in 2008
- Vertical market platform
- Uses: Citizen Requests (MyTkPk), Code Enforcement, Landlord/Tenant Issues (partial), Public Works tree permits, and CRM database.



My TKPK Online

Main Menu

-  Home
-  Submit a Request
-  Report a Violation
-  My Request Center

Online Payment Services

-  Landlord Registration and Licensing Fee
-  Parking Fines
-  Recreation Programs Fee

Other Resources

-  City Calendar

Landlord or
Tenant Issues



Tree Removal
App



Storm Drain
Issue



Abandoned
Vehicles



Street/Pothole
Repair



Sign Damage



Parking Issue



Sidewalk
Repair



Parks or
Playgrounds



Pickups: Trash
or Recycling



Unshoveled
Sidewalk

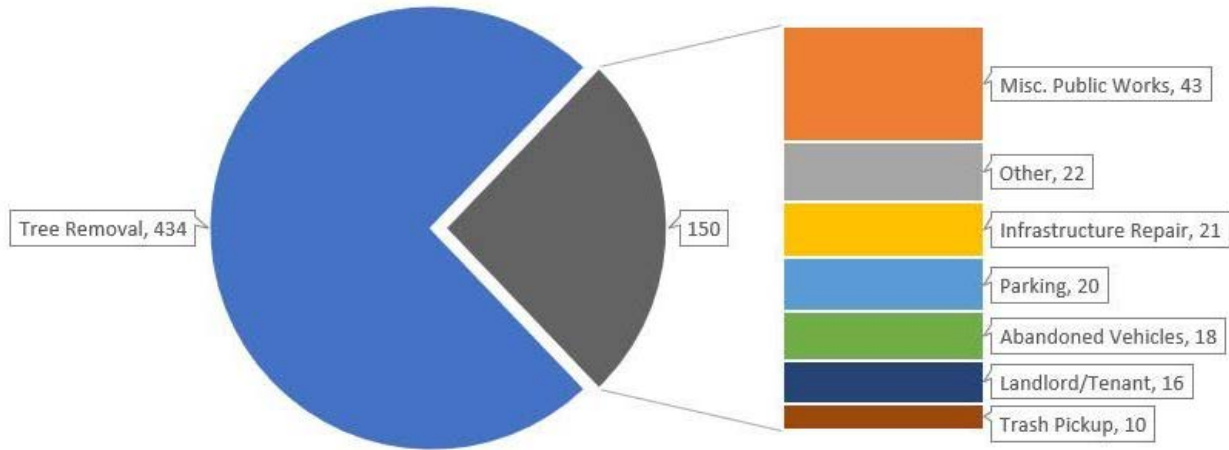


More Issues



My TkPk 2019 Usage

MyTKPK 311 Requests 2019-2020



2021-2022 Council Priorities – System Development Tools

GovQA Platform: Issues

- Poor performance and difficult for staff to use.
- User experience issues for staff and residents.
- Limited functionality. ie. tree permits application
- No client development. Closed API's, limited customization.
- Cost prohibitive for future development.
 - ▶ Business Model: Low/no cost development, sell modules and application development for recurring revenue.



2021-2022 Council Priorities – System Development Tools

General Document Management: Issues

- No central storage leads to departmental siloes (e.g. reliance on email attachments)
- No access control or version control, which impedes collaboration
- No workflow automation
- Limited search functionality
- Issues with long-term storage, digital scanning, and confidentiality
- No reporting or analytics for City files

2021-2022 Council Priorities – System Development Tools

Content Services Platform: Recommendation

- Non vertical platform for Business Process and Document Management.
- Buzz Words: Business Process Management (BPM), Document Management Processes (DMP), Enterprise Information Platform, Content Services Platform, Case Management, Low code development environment...
- Potential Systems: Canon Therefore Online SMB, AODocs, and Hyland Onbase.
- Requesting software developer.

2021-2022 Council Priorities – System Development Tools

Human Resources: Issues

- Current processes labor-intensive due to gaps between timekeeping, payroll, recruiting, and performance evaluation software
- Continuing reliance on paper and manual updates
- No self-service capability for onboarding, offboarding, benefits enrollment, files access

Human Resources: Recommendations

- HRIS System and Content Services Platform

2021-2022 Council Priorities – Staff Recommendations

THANK YOU!

Staff greatly appreciates the time and hard work the Council is devoting to the City website and technology efforts.