

ARLINGTON INFORMATION TECHNOLOGY ADVISORY COMMISSION

7:30 PM, Wednesday, November 29, 2023

Virtual Commission Meeting in Conference Room 306A and via Microsoft Teams
2100 Clarendon Blvd.
Arlington, VA 22201

DRAFT MEETING MINUTES

In attendance:

Chair	Frank Jazzo
Vice Chair	John Burke
Members Physically	(n/a – Virtual Meeting)
Members Virtually ***	Frank Jazzo, John Burke, Prescott Burden, Michael Cornfield, Jackie Snelling, Gary Thayer, Miranda Willis, Andrea Wingo, *** All attendees report presence at home in Arlington, VA; except Mr. Jazzo – reporting remotely outside VA on travel.
Members Not Present	Laura Gross, Jim Smith (Excused due to scheduling conflicts) Johnathan Adelstein (Absent)
Members of the Public	None
Visitors	None
County Staff	Norron Lee, Chief Information Officer; David Herlihy, DTS, Head of Digital Innovations / Cloud Services; Ryan Hudson, Communications Director, County Mgr's Office; Maureen Dilg, DTS

This meeting was recorded and transcribed

Meeting called to order by Vice Chairman, John Burke

7:30 PM

Public Comment

None

Vice Chair's Update, John Burke

Ms. Willis provided an update to Mr. Burke about the draft letter to the County regarding ITAC's feedback on the *Performance Parking Pilot* project. ITAC was briefed on this by Melissa McMahon at October's commission meeting. Ms. Willis has prepared additional edits for further discussion by Commission members.

County Website Update - - David Herlihy, Arlington DTS, Head of Digital Innovations & Cloud Services; Ryan Hudson, Director of Communications, County Manager's Office; Maureen Dilg, DTS

- The presenters briefed the Commission on the developmental background of the County's website from user experience and technical architecture perspectives.
- Redesign has been driven by stability and security concerns about the seven-year-old legacy platform.
- County website is a very high priority, being the top communications vehicle to the public.
- Content quality is the primary focus.
- Service-oriented, human-centric design that gets site visitors to desired information more efficiently is another high priority.
- Site metrics show that searches for services predominate over other uses.
- Accessibility and ADA compliance goals.
 - Ensuring documents, uploads, and web pages are compliant (e.g., via accessibility optimization studies & seeking feedback)
 - Known improvement areas: *Alt Tags, PDF's, etc.*
 - Noted: "*Page Assist*" tool use for quality assurance & enhanced accessibility
- "*Content Strategy & Improvement Projects*" engaged by the website governance team collaborates with internal stakeholders, and provides guidance on optimizing online services / information. Active projects include:
 - *A-Z Directory*
 - *Neighborhood Pages* (Currently being overhauled)***
 - *Project Pages* (Consistent presentation via uniform design templates, etc.)
 - *Business Portal* (*one-stop-shop* resources organized by business needs)
 - *County Code Search* (New with updated search capability including key words)
- Ongoing initiative – Revising the "*Arlington Virtual Assistant*" project with a ChatGPT-like *AI (Artificial Intelligence)* capability to provide more complete results to searches and inquiries.

ITAC MEMBER COMMENTS / QUESTIONS

- Mr. Jazzo noted that the presentation slide deck will be posted to the ITAC web page as it is now a matter of public record.
- Regarding the “*Neighborhood Pages*” on the website, Ms. Snelling commented about the lack of clarity, and potential confusion over how the term “*neighborhood*” is defined (vs “*corridors*” - e.g., for “Langston Blvd” - which covers multiple “neighborhoods” or “civic associations”). Ms. Snelling urged the terminology should be revisited and clarified to be consistent with existing common usage by the civic federations and other members of the public.
- Ms. Snelling commented that feedback should be sought from *frequent users* to identify areas in need of improvement. *Specific concerns include:*
 - Recurring difficulty determining *who to call* for a given issue
 - Previously available historical documents that are no longer listed (e.g., zoning docs, etc). Q: How can archived material be restored?
 - Recommend looking at what standards are used to determine which archived documents are “*published*” on the web site, as contrasted with what documents are “*archived*”. (If a document is archived, but not available on the web site, how would one get access? At what expense? How long to obtain?)
 - Provide better points-of-contact for both content and functionality issues (these may not be the same persons, and oftentimes not the webmaster)
 - Templates for finding information need improvement to more easily retrieve info about various commission & committee reports, and the like.
- Mr. Burke asked about how customer satisfaction performance metrics are being measured – both public and internal users – for the old site vs new web site. (ANSWER: *Google Analytics* among other tools are used to help determine web content with a focus on service. Also, there are several ongoing internal governance working sessions with editors and programmers which continually review and analyze feedback to improve website quality for users).
- Mr. Burke asked about the fiscal support for the web site in the County budget. (ANSWER: Initially from *CapEx* funds, and evolved into *OpEx* expenses over time. Also, website support & development presently involves approx 2 – 3 FTE’s.)
- Mr. Burke noted the web site is a mission-critical, no-fail proposition. Direct customer satisfaction metrics are absolutely critical.

- Revisiting the issue of archived documents that are not published on the web site (but might otherwise be obtainable at some expense), Ms. Snelling expressed concern about county budgetary and public user expenses related to making such archived documents more readily available via the website or otherwise.

Legislative Update, Frank Jazzo

- The National average internet speed increased 44% this year. Virginia currently has the second highest average speed in the nation.
- Earlier this month the FCC adopted final rules to prevent digital discrimination in the provision of broadband access on the basis of income level, race, religion, color, ethnicity and national origin.
- The FCC has proposed creation of a Schools and Libraries Cybersecurity Pilot Program to explore how Universal Service Funds might be used to address cyber threats to schools and libraries.
- The White House released its National Spectrum Strategy, which directs government agencies to study spectrum they use which can be given up or shared with the private sector for wireless use.
- NextGen TV (ATSC 3.0) advanced data casting capabilities were demonstrated in partnership with Arlington County and a number of local and federal government agencies for crowd monitoring and security during the recent Marine Corps Marathon.
- The FCC has proposed E-Rate support for home WiFi hotspots for students and library patrons without Internet access at home.
- The FCC is launching an inquiry regarding increasing the minimum broadband speed benchmark and looking toward setting a gigabit standard in the future.
- President Biden issued an executive order on artificial intelligence which seeks to balance the interests of technology companies with national security and consumer rights.

Approval of Meeting Minutes

October 2023 minutes were adopted unanimously

DTS Update – Norron Lee Jr.

No updates for this period

Wishes everyone Happy Holidays

Good of the Order

Ms. Snelling requested an update briefing on drones and unmanned aerial systems.

Chair Jazzo inquired whether the County had requested, or anticipates, input from ITAC regarding recent cable franchise renewal activities. (TBD – Norron Lee will follow up).

December meeting

Next ITAC meeting is December 20, 2023 (Weds) due to the holidays, and will be virtual.

Adjournment:

9:02 pm