

Recommendation Framework:

Purpose:

The ISAB tasked the committee to develop recommendations for a Town-wide mobile application strategy. The committee will consider Town branding, information technology infrastructure strategy, the scope and duration of apps, the use of data sets, app consistency and uniformity, and use of apps in the Town's communications.

Organizational

Portal – points to all apps (incl. social), both from the website and from a mobile web page (Site Map points to all this?)

Application Development/Aquisition

User Interface (front-end app)

Build vs. Buy

Develop an evaluation framework for eliciting citizen needs and civic payoff for selecting and implementing mobile applications on an ongoing basis.

ISAB needs to review and approve all mobile apps (including the design of apps).

Do not restrict data provided to mobile apps.

Mobile app lifecycle – if you build or deploy it, you must have on-going maintenance/upgrade plan.

App needs to provide usage information.

Privacy

3rd-party app disclaimer, ToC does not request or use the information from the app.

ToC-branded apps should explain, in detail, all information requirements.

Security

3rd-party app disclaimer, ToC does warrant the security of the app.

ToC-branded apps should meet the ToC security policy requirements.

Social Media

Must be two-way

Aggregation of Social Media communications/interactions (includes placing social content on Cary TV11)

Town of Cary hashtag – develop and promote a common hashtag for all media.

Questions:

How many people watch Channel 11 each week?

Back to ISAB:

Funding: What are we doing now that could be stopped? We see CaryTV11 as a detractor of the Town of Cary branding. Is this a source of potential funding to enhance the social media and app strategy with a transition to LiveStream?