



**City of Seattle**  
**Department of Information Technology**  
**2010 Annual Report**

## Highlights



[SEATTLE CHANNEL](#), Seattle's municipal television station, won the prestigious Excellence in Government Programming Award from the National Association of Telecommunications Officers and Advisors ([NATOA](#)) for the third time in the last four years. The winner of this award is often referred to as "the best municipal TV station in the nation."

[Data.seattle.gov](#) launched in 2010 to collect and publish machine-readable datasets generated by city departments. The site offers public access to high value data and increases openness and transparency. See examples of applications using data.seattle.gov at [Socrata's website](#).

[My Neighborhood Map](#), our online guide to services, facilities and events in Seattle neighborhoods, added Police [911/crime Incident Data](#) in near-real time and redacted [Police Reports](#) this year.



[Travelers' Information Map](#) provides drivers with real-time congestion information, traffic alerts, travel times, traffic cameras and more. Seattle is a leader in intelligent transportation systems.

We completed work on a \$3.4 million public safety interoperable communications grant to upgrade the King County public safety radio network switch from 1990 era technology to 2010 technology. The switch is used by 15,000 police, firefighters and other government employees.

DoIT kept the city's technology infrastructure - telephones, data center, radio and data networks, email, internet - running 24/7, all day, every day.

Find out the latest and keep in touch at Tech Talk. 

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Seattle's government access channel

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# Seattle.gov – a 24 hour City Hall

The [official website](http://seattle.gov) of the City of Seattle



Seattle.gov continued its web leadership in 2010, adding features that increase transparency, security and usefulness. A comprehensive redesign of the home page and portal produced a cleaner visual design in the style of Web 2.0.

Highlights include new department blogs, new events calendar, enhancements to Single Sign-on and launching of the Seattle Police Department [Crime Incident Map](http://web5.seattle.gov/mnm/policerreports.aspx) (<http://web5.seattle.gov/mnm/policerreports.aspx>).

**New event calendars** help the public and community groups keep in touch with the City and with each other:

- Public Outreach and Engagement <http://www.seattle.gov/Engage/access.htm>
- Mayor's Office Outreach <http://seattle.gov/mayor/outreachcalendar.htm>
- Seattle Fire Department <http://www.seattle.gov/fire/calendar.htm>
- Teen Portal Calendar <http://www.seattle.gov/teen/calendars/>
- Seattle Youth Commission <http://www.seattle.gov/syc/events.htm>
- DPD City Green Building <http://www.seattle.gov/dpd/GreenBuilding/OurProgram/Events/>



**New and updated websites** reflect a new mayor and current events:

- Mayor Michael McGinn <http://www.seattle.gov/mayor>
- Seattle Jobs Plan <http://www.seattle.gov/jobsplan>
- 2010 Census Web <http://www.seattle.gov/census2010/>
- South Park Bridge Site <http://www.seattle.gov/southpark>
- Seattle Communities Online Site <http://www.seattle.gov/seattlecommunitiesonline>
- Seattle Animal Shelter <http://www.seattle.gov/animalshelter>
- Seattle Planning Commission <http://www.seattle.gov/planningcommission/>
- Encore Portal <http://www.seattle.gov/encore>
- Seattle City Light Review Panel <http://www.seattle.gov/citylightreviewpanel/>
- Seattle Youth Commission <http://www.seattle.gov/syc/>
- SeattleCAN <http://www.seattlecan.org/>
- South Park Bridge <http://www.seattle.gov/southpark>
- Ethnic Heritage Arts Gallery <http://www.seattle.gov/ethnicartgallery/>
- CANOES <http://www.seattle.gov/canoes/>

**Public engagement portals** become an integral part of civic outreach and conversation:

- [My.Seattle.Gov](http://www.seattle.gov/myseattle/)  
<http://www.seattle.gov/myseattle/>
- [Seattle Speaks](http://www.seattlechannel.org/seattlespeak/s/default.asp)  
<http://www.seattlechannel.org/seattlespeak/s/default.asp>



**Blogs** provide current information:

- Walk, Bike, Ride Initiative <http://walkbikeride.seattle.gov/>
- Youth and Families Initiative <http://youthandfamilies.seattle.gov/>
- City Purchasing <http://thebuyline.seattle.gov>
- Human Services Department blog <http://humaninterests.seattle.gov/>
- Seattle City Councilmember blogs
  - Councilmember Bagshaw <http://bagshaw.seattle.gov/>
  - Councilmember Clark <http://clark.seattle.gov/>
  - Councilmember Conlin <http://conlin.seattle.gov/>
  - Councilmember Godden <http://godden.seattle.gov/>
  - Councilmember Licata <http://licata.seattle.gov>
  - Councilmember O'Brien <http://obrien.seattle.gov>
  - Councilmember Rasmussen <http://rasmussen.seattle.gov/>
- Carbon Neutral Initiative <http://carbonneutral.seattle.gov/>
- DoIT <http://techtalk.seattle.gov>

**My Neighborhood Map** begins using City generated basemaps and added new data:

- Engage Seattle datasets of United Way of King County and Public Outreach & Engagement Events
- Crime statistics by precinct published through November 2010
- Police Reports Map
- Police Crime Incident Map 911 Response Calls



**Open data** is available to the public with more than 40 datasets:

- [Data.Seattle.Gov](http://data.seattle.gov/) <http://data.seattle.gov/>

**Online documents** are offered in 30 languages:

- [Language Portal](http://www.seattle.gov/html/citizen/language.htm) <http://www.seattle.gov/html/citizen/language.htm>

### Social media

- [Social Media Use Policies](http://www.seattle.gov/pan/SocialMediaPolicy.htm) <http://www.seattle.gov/pan/SocialMediaPolicy.htm>
- [Social Media Portal Page](http://www.seattle.gov/html/citizen/socialmedia.htm) <http://www.seattle.gov/html/citizen/socialmedia.htm>



<http://www.seattle.gov/news/>

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Check out our website.



## ***The official government access channel of the City of Seattle***

SEATTLE CHANNEL cable television channel and [website](#) inform people about their municipal government and offer them a timely opportunity to be involved in government decisions.

SEATTLE CHANNEL was named the country's best municipal TV station by [NATOA](#), and won 25 other NATOA awards and four Emmy awards from the Northwest Chapter of National Academy of Television Arts & Sciences. See a complete list of [awards here](#).

Seattle magazine named SEATTLE CHANNEL one of the "Best of the Decade: Media" and [Art Zone](#) one of the "Best of the Decade: Arts."

SEATTLE CHANNEL completes nearly 800 productions in 2010, continuing its commitment to covering local government and events:



- Partnering with CityClub and Town Hall, we hosted two episodes of *Seattle Speaks*, a 90-minute, multi-media, interactive live call-in show, on tax reform and marijuana policy.
- In a SEATTLE CHANNEL exclusive, *City Inside/Out* featured a half-hour interview with President Obama's Commerce Secretary, and former Washington Governor, [Gary Locke](#).
- [Book Lust, Art Zone, American Podium and other programs](#) are now carried on Bellevue TV, Kirkland TV and Renton TV.
- Mayor Mike McGinn was featured in 97 events including ASK THE MAYOR, Mayor's Arts Awards and press events on the Mercer Street Corridor groundbreaking, Youth and Family Initiative forums, the Walk, Bike, Ride initiative, Police Memorial Dedication and more.
- SEATTLE CHANNEL covered nearly 400 City Council programs including *City Inside/Out: Council Edition*, Council Committee meetings, press conferences and public hearings, and special events.
- See SEATTLE CHANNEL'S [2010 Annual Report](#) for an extensive list of productions, community profiles and public affairs programs, along with a list of featured guests.





## SEATTLECHANNEL.ORG

***The official website of the SEATTLE CHANNEL***

In 2010 SEATTLE CHANNEL’s web site, [www.seattlechannel.org](http://www.seattlechannel.org), wins third-place honors for Best Government Access Website from the National Association of Telecommunications Officers and Advisors ([NATOA](#)).

The website offers new features and services for users and continues to attract a large audience:

- Remote Live Streaming is added this year, allowing viewers to watch City government events in real time at locations other than City Hall. We streamed more than 50 events for the Mayor and City Council. The most popular remote live stream was the State’s announcement awarding the contract to construct the tunnel to replace the Alaskan Way Viaduct, with more than 6,000 viewers.
- Video on Demand is available in the online archive. Anyone who has access to the Internet and the Flash Adobe software (available free of charge) can watch more than 4,683 titles in the On Demand archive.
- A new embedding video feature allows users to grab code directly from our website to post on theirs. It has proved popular with local media outlets including *The Seattle Times*, *SeattlePI.com*, *West Seattle Blog*, and *The Stranger*.



2010 by the numbers:

- ★ Page views: 9,504,146
- ★ Sessions: 2,898,576
- ★ Videos plays: 314,777
- ★ Podcast downloads: 225,970

Follow SEATTLE CHANNEL on Facebook  Twitter  You Tube  and [sign up for newsletter and email lists.](#)



## OFFICE OF CABLE COMMUNICATIONS

***The [Office of Cable Communications](#) has responsibility for issues related to cable television and cable Internet service for Seattle residents.***

The Cable Office oversees the City's non-exclusive cable television [franchises](#) with Comcast and Broadstripe through enforcement of franchise agreements, with an emphasis on citizen concerns. The Cable Office maintains the country's strictest [Cable Customer Bill of Rights](#). A Cable Customer Bill of Rights brochure is available in 14 languages.

### **Cable service and discounts**

Low income seniors, low income disabled, and people living in subsidized housing are eligible for [discounts](#) from both Broadstripe and Comcast cable companies. In 2010 we helped 1,687 customers qualify for cable discounts, and more than 500 customers received help with cable related issues including billing inquiries and service questions.



### **Connections for the community**

Seattle's franchise agreements with cable providers Comcast and Broadstripe include free cable connections for community technology centers and non-profit agencies. This year 37 community technology centers and non-profit agencies received cable Internet connections.

### **Franchises**

Check out the [map](#) to see cable franchise boundaries. Seattle has about 187,000 cable subscribers.

# Communications Technologies

## *Data network, telephone and radio infrastructure and application services*

### Radios

Making good on \$3.4 million public safety interoperable communications grant, we install, program, test, and successfully cut over the new King County 800 MHz master site from 1990 era technology to 2010 technology. This upgraded master site supports 15,000 radios used by police, fire, emergency medical services, utilities, transportation, and general government agencies throughout King County.

### Telephones

We help relocate Seattle Fire Department's Fire Alarm Center to its backup center while maintenance is done in the primary Alarm Center.

Telephone Network Reliability	Target	Average
Telephone Network	99.80%	99.94%
Voicemail	99.80%	99.99%

### Data Networks

A study of alternate vendors for the access layer of the Data Backbone Network determines that HP equipment could be used, saving the City more than a million dollars over the next five years.

Data Networks Reliability	Target	Average
Data Network	99.80%	99.99%
Internet	99.80%	99.99%

### Data Networks security

A new certificate infrastructure adds functionality, security, and stability to authenticated wireless.

### Technology integration

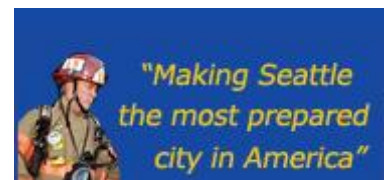
We implement the Seattle Department of Transportation Travelers mobile website with iPhone support. The website allows the public to view real time traffic data and cameras with iPhone gesture commands. The public can now pinch to zoom, drag a finger to pan, and view camera images individually to conserve cell network traffic.

IVR Reliability	Target	Average
IVR	99.70%	99.90%

### Fire Levy Project

In 2003 Seattle voters approved a nine-year [Fire Facilities and Emergency Response Levy](#). In 2010 six fire stations are upgraded with new technology to support data, telephone, radio, station alerting and wireless services:

- |                 |                 |
|-----------------|-----------------|
| Fire Station 2  | Fire Station 17 |
| Fire Station 35 | Fire Station 39 |
| Fire Station 37 | Fire Station 41 |



## Computing Services

### *Service desk, desktop support, enterprise computing, messaging and directory services, data center*

#### Customer service

- ★ Technical Support Services handles 3,488 customer tickets and service requests.
- ★ The Service Desk answers 39,352 calls (88% answered within 60 seconds) and logs in 45,524 HEAT service tickets.
- ★ Messaging and Directory Services updates and maintains the Blackberry environment for 1,200 Blackberry users.

#### Printing

City departments are converted to Microsoft printing this year.

#### Configuration management

A significant amount of work goes into planning, architecting/designing and implementing the Configuration Manager back-end environment, including identifying and implementing the standards, policies and procedures. DameWare is selected as our remote desktop tool.

#### SharePoint

Working with the Sharepoint Steering Group, we establish a new SharePoint Foundations 2010 Architecture and implement the servers.

#### Applications

More than a dozen high profile departmental applications are implemented in 2010, including Travelers 2.0, Seattle Police Department reports and a new IVR Windows system.

#### Web deployments

Major Web deployments and/or updates include Courts online payments, employee timesheets, MyNeighborhoodMay update, and the Online Parking Map.

#### Archiving and e-discovery

An enterprise e-mail archiving and e-discovery system, Nearpoint, is implemented this year.

## Blogs

The Wordpress blogging software is upgraded five times this year to support deployment of 75 blogs. Here's a sampling:

- ★ <http://mayormcginn.seattle.gov/>
- ★ <http://walkbikeride.seattle.gov/>
- ★ <http://youthandfamilies.seattle.gov/>
- ★ <http://sdotblog.seattle.gov/>
- ★ <http://spdblotter.seattle.gov/>
- ★ <http://bloginweb/billschrier/>

## Virtual computing

We now support 278 virtual machines, a 70% increase from 2009.



Chief Technology Officer Bill Schrier speaks nationally and internationally about using social media to help the public engage with local government.

## Major Projects

### *Delivering fiber and citywide IT infrastructure*

#### **Fiber infrastructure**

Seattle is a member of a regional fiber partnership that includes the University of Washington, community colleges, Seattle Schools, Seattle Public Library, King County, State of Washington and others. In 2010 we build and deliver 58 miles of new partnership fiber for a total of 542 miles of fiber cable installed since inception of the program in 1998.



#### **Directory Services Infrastructure Project**

DoIT completes the first phase of migration of users and computers to a new domain which will align City departments and facilitate a more straight-forward platform for future Citywide deployments such as e-mail, SharePoint, and Instant Messaging.

#### **Public safety radios**

We completes work on a \$3.4 million public safety interoperable communications grant to upgrade the King County public safety radio network switch from 1990 era technology to 2010 technology. The switch is used by more than 20,000 police, firefighters and other government employees.

#### **Broadband search**

Seattle applies for Google's national broadband grant and the federal BTOP grant program. Though not selected, Seattle remains involved with the federal government and vendors to seek funding solutions for implementing a broadband network.

**Fiber To Seattle**

# Community Technology

## *Promoting digital opportunities for all*

### Bill Wright Technology Matching Fund grants

Seattle awards \$300,000 in technology grants to 24 community projects that promote job skills, education, and civic engagement. View a [map of the grantees](#) and a [list of recipients](#).

### Communities Online

[Neighborhoods on the Net](#) helps users find their online community with a list of blogs, wikis, websites, Facebook pages, and Twitter feeds associated with specific communities and neighborhoods in Seattle. Search the list by neighborhood, organizational name, type of web tool being used, or by district. Eight of Seattle's 13 Neighborhood District Councils receive presentations on using the site.

### Get online

We pilot a Get Online Day at community technology centers in Central and Southeast Seattle and provide public education on computer and Internet safety.

### Computer access

RecTech computer labs in Parks' Department Community Centers serve more than 960 unique users, providing approximately 19,400 visits from youth and adults seeking homework help, job training, access to essential services and other classes and programs.

Families receive \$788,443 in Earned Income Tax Credits and \$2.2 million in refunds overall from the 1,163 tax returns that are filed electronically at the Yesler and Rainier Beach Community Centers. Thirty-eight youth receive summer digital media internships in video production, graphics and web design. Volunteers provide an average of 84 hours per month of service to the centers.



### Youth programs

[PugetSoundOff](#), our online partnership with Metrocenter YMCA, is redesigned for the [Youth and Families Initiative](#) and for training in online civic engagement for 195 teens (66% youth of color, 90% low income). Five Seattle public schools are using PugetSoundOff. Public computing access and educational programs, with an emphasis on youth, are provided at nine Parks and Rec Community Center computer labs.



### Broadband access

We help secure a \$4.2 million federal public computing center broadband grant for the Communities Connect Network project, with approximately \$2.2 million to directly benefit Seattle. Partners include the UW I-School, the State Justice System and the Workforce Development Council.

### Best practices

Seattle's community technology programs are cited in the FCC Federal Broadband Plan as examples of digital inclusion best practices. See Chapter 9, Adoption and Utilization, page 171, at <http://www.broadband.gov/download-plan/>.



Keep in touch with Community Technology issues and projects:

Tech Talk blog  

[Brainstorm](#), the technology E-zine

[Website](#)



# Citizens Telecommunications and Technology Advisory Board

*Helping guide the digital future for the City of Seattle*

The [Citizens Telecommunications and Technology Advisory Board](#) (CTTAB) is composed of 10 volunteer members --six appointed by the Mayor and four appointed by the City Council. Two members represent specific constituencies: education and public access to telecommunications. The remaining members serve at large. All serve staggered two-year terms. In addition, CTTAB has a young adult "Get Engaged" program representative, who serves a one year term. The Get Engaged position is appointed by the Mayor and is part of his six appointments.

In 2010 we manage the transition of CTTAB to a smaller board, down from 16 members to 10, and recruit for 2011 positions.



## 2010 accomplishments:

- ★ The board assists with review and recommendation of 24 Technology Matching Fund projects. The projects will reach 15,000 citizens.
- ★ Members are working with the City and its pursuit of municipal broadband. This work includes writing a formal position, creating a Frequently Asked Questions that identifies and answers citizens' questions regarding broadband, and creating an outreach strategy to gain support for the broadband initiative.
- ★ CTTAB members are partnering with United Way of King County and Digital Promise to volunteer and give back to their communities on United Way's Annual Day of Caring. Get Online Day gives board members an opportunity to improve awareness of public computing centers and the benefits of Internet Technology and resources for those who have little or no exposure to it.
- ★ CTTAB assists the City with a launch of the Public Engagement Portal.

## 2010 CTTAB members

John Neuharth, Chair  
Tom Kee  
William Pugh  
Stuart Maxwell  
Richard Huff

Ted Schmitt, Vice Chair  
Fran Clifton  
Karen Manual  
Jac de Haan  
Daniel Carrillo, Jr., Get Engaged

To receive monthly CTTAB agendas and finalized minutes via email, as well as occasional notices of the advisory board's activities, please [fill in the comment box](#) with "add to CTTAB list" and include the information requested below the box on the form.

## Seattle's Race and Social Justice Initiative

*Envisioning a city where racial disparities have been eliminated  
and racial equity achieved*

Seattle's Race and Social Justice Initiative (RSJI) is a citywide effort to

- ★ Create a community where residents and employees experience our cultural and ethnic diversity as an asset;
- ★ Eliminate institutional attitudes, practices, and policies that result in racial disproportionality; and
- ★ Understand the challenges that cultural pluralism places on democracy and transform our civic and citizen engagement processes to address those challenges.

DoIT has responded to the Mayor's Initiative by creating a departmental RSJ program with an on-going Change Team to manage the overall program and work groups to develop and implement action items. Department director and chief technology officer Bill Schrier takes an active role by participating in the Mayor's RSJI Sub-cabinet.



In 2010 DoIT's Change Team create a groundbreaking Race and Social Justice Information Technology Project Management tool that will be used when projects are designed and implemented.

Co-chairs of DoIT's RSJI Change Team are Mark Schmidt and T. West. Executive sponsor is Debra Schlenker.

## Department of Information Technology Revenues and Expenses

		2010	%		2009	%
<b>REVENUES</b>						
Non-General Fund	\$	18,954,078	39.51%	\$	17,764,757	35.92%
General fund	\$	15,372,096	32.05%	\$	18,060,846	36.52%
Cable Franchise Fee	\$	7,603,642	15.85%	\$	7,515,358	15.20%
Other Government	\$	6,039,734	12.59%	\$	6,117,691	12.37%
<b>Total Revenues</b>	<b>\$</b>	<b>47,969,549</b>	<b>100.00%</b>	<b>\$</b>	<b>49,458,652</b>	<b>100.00%</b>
<b>EXPENDITURES</b>						
Personnel Costs	\$	16,950,378	40.68%	\$	23,970,628	42.50%
Other Expenses	\$	21,214,679	50.92%	\$	29,144,837	51.68%
Depreciation Expenses	\$	3,498,063	8.40%	\$	3,281,059	5.82%
<b>Total Expenditures</b>	<b>\$</b>	<b>41,663,120</b>	<b>100.00%</b>	<b>\$</b>	<b>56,396,524</b>	<b>100.00%</b>
Net Income (Loss)	\$	6,306,429		\$	(6,937,872)	



## City of Seattle Department of Information Technology 2010 Annual Report

Michael Patrick McGinn, Mayor  
Richard Conlin, President, City Council  
Bruce Harrell, Chair, City Council Energy, Technology and Civil Rights Committee  
Sally Bagshaw, City Council  
Tim Burgess, City Council  
Sally Clark, City Council  
Jean Godden, City Council  
Nick Licata, City Council  
Mike O'Brien, City Council  
Tom Rasmussen, City Council

### **DoIT EXECUTIVE TEAM**

Bill Schrier, Director and Chief Technology Officer  
Carmen Valerio, Senior Executive Assistant  
Erin Devoto, Deputy Director  
Shawn Abernethy, Director, Human Resources  
Patti DeFazio, Director, Finance & Administration  
Amy Doerzbacher, Director, Technology Planning & Oversight  
Gary Gibson, Director, Electronic Communications  
Michael Hamilton, Chief of Information Security  
D'Anne Mount, Public Information and Public Disclosure Officer  
Debra Schlenker, Director, Computing Services  
Stephanie Venrick, Director, Communication Technologies  
Stan Wu, Director, Major Projects