



## Information Technology

Sarah Edgerton, Director  
City-County Building, Room 500  
210 Martin Luther King, Jr. Blvd.  
Madison, WI 53703  
Phone: (608) 266-4454 | Fax: (608) 261-9289  
[it@cityofmadison.com](mailto:it@cityofmadison.com)  
[cityofmadison.com/information-technology](http://cityofmadison.com/information-technology)

### Information Technology Director's Report – August 2019

City of Madison Information Technology initiatives on building a digitally equitable community

1. Update on Small Cell implementation (presentation can be viewed at <https://media.cityofmadison.com/Mediasite/Showcase/madison-city-channel/Presentation/86951d6a0c62441aa6574dd6c240fd7c1d>)
2. DTC Projects

#### Project #1: 311 Feasibility Study

Currently the City is in the middle of a feasibility study to see if the City of Madison can support a 311 without Dane County, and would residents benefit from the implementation of a 311. The consultant, ICMA, is also developing a 311/CRM Strategic Plan/Roadmap for the City of Madison.

Which shall include:

- Identifying services which should be provided as part of a 311/CRM system
- Identifying services impacted by a 311/CRM system
- Identifying staff needs for a 311/CRM service
- Assessing the City's current infrastructure to support a 311/CRM system
- Recommending if there should be an enterprise-wide 311/CRM system or should be an agency based system
- Recommending if there should be a physical 311 office for walk-in interactions, or a virtual office
- Assessing opportunities for partnerships
- Analyzing gaps of current service delivery with best-practices from a 311/CRM perspective
- Reviewing and identifying the impact of the existing structure both from an organizational perspective and from a system (technical) perspective
- Developing a City of Madison 311/CRM Strategic Plan
- Assessing the feasibility of the 311 being County-wide and identifying the costs

The Consultant shall collect data from the following groups at a minimum

- City departments involved in initial launch (such as, Engineering, Streets, and Building Inspection)
- The residents, businesses, and partners of the City of Madison through focus groups and surveys to confirm a viable 311/CRM Strategic Plan
- Executive Management: Mayor and Common Council

The consultant shall research the City's existing services and IT systems, relevant policies and standards, resources, data, and activities to develop a report of the current or existing state of delivered services at the City. The DTC would take the lead in reviewing the ICMA report and would make recommendations to the Mayor and the Common Council on next steps. If resident engagement would be needed, the DTC would take the lead in facilitating the engagement.

#### Project #2: Digital Equity Strategic Plan

The City needs to create a Digital Equity Strategic plan based off of the recommendations of Imagine Madison (City of Madison's Comprehensive Plan) and Information Technology's Strategic Directions.

I would like DTC to identify private partnership opportunities that might assist in closing the City's digital gap, and to look at new opportunities for the City to address digital inequity.

Project #3: CDA Housing Fiber to the Premise Feasibility Study and the [ConnectHomeUSA grant opportunity](#)

If feasible and resident engagement would be needed, the DTC would take the lead in facilitating the engagement. DTC would also assist in creating a roadmap for various phases of the project.

Project #4: Public Wi-Fi network: What would this look like for the City of Madison? Is it feasible for the City to provide access? What other Wisconsin municipalities have citywide public access to Wi-Fi services? If so, was there a public meeting and a cost-benefit analysis regarding the service?

A few other cities in Wisconsin provide some form of public access to Wi-Fi:

- The City of Milwaukee provides publicly accessible Wi-Fi in two City-owned parks and in public libraries. Last August, Mayor Tom Barrett announced that the Fondy Farmers Market and Fondy Park would begin offering access to public Wi-Fi 365 days a year.  
**Source:** <http://www.milwaukeeindependent.com/articles/city-provides-free-wi-fi-access-at-third-public-space-to-help-bridge-the-digital-divide/>
- The City of Kenosha provides low cost paid Wi-Fi in their downtown area provided by Infinite Technologies LLC. The County of Kenosha provides additional Wi-Fi services in the city.
- The City of Waukesha has publicly accessible Wi-Fi in their libraries, but supposedly had a plan for further expansion.

In 2016, the City of Monona conducted a cost-benefit analysis of implementing a residential in-home municipal Wi-Fi service and an outdoor Wi-Fi service. They found that the in-home service may be practical from a costs perspective as long as enough residents signed up for the service. However, under no circumstance could they find an instance where the benefits outweighed the costs with an outdoor service.

**Source:** <http://mymonona.com/DocumentCenter/View/5652/Municipal-Wifi-Cost-Benefit-Analysis?bidId=>