ALLIANCE FOR INNOVATION

TLG TRANSFORMING LOCAL GOVERNMENT 2016

LEAGUE OF MINNESOTA CITIES

TLG and LMC 2016 Case Study Application

Future Ready Communities

DUE: September 4, 2015

Email to: Ryan Spillers at rspillers@transformgov.org

COVER PAGE

1.   Case Study Title: Teamwork and Technology for Emergency Response in Gilbert, AZ

2.   Case Study Category (Select only one, selection identified by highlighting your choice):

Planning for Your Future   Creating an Inclusive Community

Reinventing Local Government   Community Networks

Blinders

3.   Jurisdiction Name: Town of Gilbert

4.   Jurisdiction Population (US Census): 2010 Census - 208,352; Census July 1, 2014 estimate - 239,277

5.   Would you like the application to be considered for our Rapid Fire Session? (Rapid Fire presentations are fast-paced, entertaining, interactive presentations. Each jurisdiction will have five minutes to make their presentations using 15 PPT slides set on auto-forward primarily containing photos/graphics. Participants will be seated at round tables to facilitate an energetic idea exchange. A cash bar will be available.)

YES   NO

6.   Project Leader (Primary Contact for case study notification):
Name: Jennifer Alvarez
Title: Digital Media & Marketing Officer
Department: Office of Digital Communications
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US Mail Address, including zip code: 50 E. Civic Center Dr., Gilbert AZ, 85296
Twitter Account: @gilbertyourtown

List additional presenters contact information below:

Sergeant Jesse Sanger, Public Information Officer, Gilbert Police Department

1.   Presentation title and description of the innovation. *100 word maximum.*

In August, the Gilbert Police Department responded to an officer-involved shooting. In the wake of similar events around the country, Gilbert PD and the Communications team immediately prepared for what could be a large-scale media event. Working together, they used various

digital technologies to keep the media and community informed, allowing the team to curtail any potential misinformation. Specifically, the team employed a new tool - Periscope - to live stream updates before the local news media was able to air the story. This technology not only allowed the team to respond live to any concerned citizens, but also provided an additional resource for the media.

2.   When and how was the program, policy or initiative originally conceived in your jurisdiction? *100 word maximum.*

Periscope was launched one week before the incident occurred, so for Gilbert, there was no opportunity for trial and error. We were live when the incident occurred. That being said, this project was the result of three years of cultivating cross-departmental relationships that created an environment of trust and teamwork, so that when the emergency occurred, the team was ready.

3.   How exactly is the program or policy innovative? How has your innovation changed previous processes, products or services? *100 word maximum.*

The innovation was utilizing this social media platform to become our own news agency by live streaming the coverage that the media was later able to use in their own platforms. This platform allowed us to manage the message, versus crafting the message once media inquiries occurred. It connected Gilbert with residents, especially parents from a nearby school, so that they could not only get the information they needed, but in an interactive fashion.

4.   Explain how the program or initiative substantially stretched or improved the boundaries of ordinary governmental operations. *200 word maximum.*

A crime scene can often become a chaotic environment for the local governments handling the case, the media inquiring for details, and residents trying to understand how the case might affect them and their families. By utilizing Periscope, the Communications team and PD were able to change the course of the broadcast to answer questions as they were coming in live, from what happened, to where it occurred, to whether the school was open or still on lockdown. The coordination between the two departments resulted in cohesive and timely updates for the community. Getting ahead of the news and ensuring no rumors or misinformation infiltrated the media coverage and social media changed the more traditional government response to an emergency situation. Gilbert, in essence, became the news agen

5.   What individuals or groups are considered the primary initiators of your program? How does the innovation engage stakeholders or demonstrate high performance teaming? Were strategic partnerships and/or community networks developed as a result of the innovation? *200 word maximum.*

Dana Berchman, Chief Digital Officer

Jennifer Alvarez, Digital Media & Marketing Officer

Sergeant Jesse Sanger, Public Information Officer, Gilbert Police Department

Lieutenant Hugh White, Gilbert Police Department

This cross-departmental team was able to work quickly and efficiently to disseminate information because of the trust they had established working together for the past three years. This relationship between the two is somewhat unique in municipalities - many times, police

departments handle crime scenes and investigations independently due to the sensitive nature of the information. In this instance, the two worked hand in hand to share the information in a creative and timely manner.

6. If a private consultant was used please describe their involvement, identify the consultant and/or firm and provide contact information. *100 word maximum.*

N/A

Periscope was the tool used, but a consultant was not engaged.

7. To what extent do you believe your program or policy initiative is potentially replicable within other jurisdictions and why? To your knowledge, have any other jurisdictions or organizations established programs or implemented policies modeled specifically on this project? Please provide verification of the replication. 2*00 word maximum.*

Replicable in any community; only hindrance could be social media policies.

8. What were the costs? What were the savings? *100 word maximum.*

N/A, but saved time and resources in communicating the message to the community. Had the event not been contained immediately following the incident, it could have required additional resources in the weeks to follow.

9. Please describe the most significant obstacle(s) encountered thus far by your program. How have they been dealt with? Which ones remain? *200 word maximum.*

None to date. We're actually seeing councilmembers utilize Periscope on personal accounts. Thus far, the tool has been successful for a variety of situations.

10. What outcomes did this program or policy have? What baseline data did you collect? How did you measure the change based on the intervention, and why do you believe in the credibility of this assessment? *200 word maximum.*

The outcome was an anticlimactic crime scene that could have otherwise become a media firestorm. More than 170 live viewers tuned in for the broadcast with 820 'hearts' or likes. Several more residents viewed the broadcast in the next 24 hours it was available. (Periscope deletes content after 24 hours, much like SnapChat.)

11. Has the program received any press or other media coverage to date? If yes, please list the sources and briefly describe relevant coverage. *100 word maximum.*

Yes, Gilbert's use of Periscope in this situation will be featured in EfficientGov, as well as the League of Arizona Cities and Towns website, AZCities@Work. The video itself was requested for content with KTAR, the local NPR station. The lack of coverage of the incident itself is actually a testament to effectiveness of Periscope and Gilbert telling its own story. (Local news was at the incident, but there was not follow up coverage of the incident itself.)

12. Please provide web links where the innovation can be seen/tested (in the case of something that is web-based) *100 word maximum.*

http://gilbertaz.gov/Home/Components/News/News/977/17

https://youtu.be/qSkGw3anrOgb

13.   Please provide any key references and their contact information who can be interviewed/called to discuss the innovation and its impact. *100 word maximum.*

Jennifer Alvarez, Digital Media & Marketing Officer

14.   You've been to a lot of conferences. TLG should be a unique experience for everyone. Describe how your case study presentation will be different than other conference presentations. *200 word maximum.*
   - How will you make the session creative and unique?
   - How do you plan to be both entertaining and educational?
   - Include a description of how your session will facilitate group activities and/or interaction.

We would show the content so audience members are able to understand how it was utilized, and also demonstrate Periscope live to so attendees can engage in a live broadcast.

15.   Anything else you would like to add? *200 word maximum.*

N/A