

Work Prioritization								
Below please list potential items selecting the applicable focus area and providing a brief description, benefit and cost as seen in the below example.								
						Priority (0 to 5 with 5 being the highest value)		
Item	Focus Area	Description	Benefit	Cost [low (20K) medium (20 K to 250K) High (above 250K)]	Type of Cost	Value to the Town	Value to Our Citizens	Notes
CTO to ISAB	Citizen Engagement	Get feedback from CTO and CIO at the ISAB	Increased communication between board and town staff	low	NA	High	High	
Email Headers	Citizen Engagement	Change record retention policy to remove header information for emails	Increased involvement from TOC citizens	Staff to provide	NA	High	High	
WebEx	Citizen Engagement	Use web-ex for ISAB meetings	Increased involvement from TOC citizens	Staff to provide	NA	High	High	
CaryTTF	Citizen Engagement	Continue to use CaryTTF as a way to keep track of all things technology related.	Increased involvement from TOC citizens	Staff to provide	NA	High	High	
Think Tank	Citizen Engagement	Hold an ISAB subcommittee as a "Think Tank" pilot. Market this meeting to all Cary citizens. Agenda can be TTF follow-up.	Increased involvement from TOC citizens	Staff to provide	NA	High	High	
Downtown Meetings	Citizen Engagement	Offer Town space to Technology User Groups at no cost - Town Hall, CAC, Herb Young	Increase involvement from citizens, increase business for downtown merchants	Staff to provide	NA	High	High	
Youth Technology Initiatives	Citizen Engagement	Provide after school, track out and summer camp experiences focusing on STEM Educational programs	Provides additional resources to help develop future entrepreneurs and youth leaders	low	Annual Cost	5	5	
Youth Technology Initiatives	Citizen Engagement	Offer Coding Camps for all ages	Provide additional STEM resources to help develop future entrepreneurs, leaders and researchers	low	Annual Cost	5	5	
Youth Technology Initiatives	Citizen Engagement	Bring Globaloria to Cary to teach Youth to create Educational Video Games in coordination with the Video Gaming Community in place in Cary	Provides additional resources and educated workforce for Gaming Community in Cary	low	Annual Cost	5	5	
Youth Technology Initiatives	Citizen Engagement	Create Awards Program for Students who show an excellence in creating media, hardware, software, apps or technology programs	Provides additional incentive for Private Partnership groups who are working to help develop future entrepreneurs and youth leaders	low	Annual Cost	5	5	
Youth Technology Initiatives	Citizen Engagement	Promote Pilot Program of Mouse.org to use Town Equipment to teach Middle School Students how to use technology	Elevates the education and interest for under "advantaged" youth	low	Annual Cost	5	5	
Youth Technology Initiatives	Citizen Engagement	Promote the use of Town of Cary space for live video conferencing events that can be recorded as additional teacher resources	Provides additional STEM resources to help develop future entrepreneurs, youth leaders, reserachers	low	Annual Cost	5	5	
Youth Technology Initiatives	Citizen Engagement	Promote the use of Town of Cary space for live video conferencing events for Technology TEAMS like FIRST Robotics	Provides additional STEM resources to help develop future entrepreneurs, youth leaders, researchers	low	Annual Cost	5	5	
Youth Technology Initiatives	Citizen Engagement	Create Annual event open to all educators to discuss and preview advancements in Technology available for use in the Classroom	Provides additional resources, elevates focus, encourages engagement	medium	Annual Cost	5	5	
Technology Centers	Citizen Engagement	Initiate a Computer Recycling Program; teaching all ages to fix computers, and then gift those to moderate to low income households	Elevates the education level of the work force, provides additional resources for Citizens	low	Annual Cost	4	5	
Technology Centers	Citizen Engagement	Create Technology Centers with computer labs, giving an additional space to connect for free, classes in various languages, job training	Elevates the education level of the work force, provides additional resources for Citizens	high	One time cost	5	5	
Technology Centers	Citizen Engagement	Provide space for User Groups to meet	Engages citizens, encourages development and elevates the education level of the work force	low	Annual Cost			

Technology Fellow for Town of Cary	Citizen Engagement	Create a Fellows Program for Technology and Government Initiatives	Provides additional resources for Town Staff, encourages development of staff and promotes newest Technology initiatives and best practices	medium	Annual Cost			
Technology Stewards Awards	Citizen Engagement	Create Awards Program for Tech Companies that share Tech knowledge and tools with Citizens in Cary	Provides additional incentive for Industry to share tools and knowledge with other Citizens	low	Annual Cost			
Technology Family Event	Citizen Engagement	Create Annual event to encourage Family participation in Technology through an imaginative process	Creates Engagement similar to other Town events that focus on Arts and Crafts	low	Annual Cost			
Technology Centers	Citizen Engagement	Create Technology Centers with computer labs, giving an additional space to connect for free, classes in various languages, job training	Elevates the education level of the work force, provides additional resources for Citizens	high	One time cost			
Youth Technology Initiatives	Citizen Engagement	Provide after school, track out and summer camp experiences focusing on STEM Educational programs	Provides additional resources to help develop future entrepreneurs and youth leaders	low	Annual Cost			
Youth Technology Initiatives	Citizen Engagement	Offer Coding Camps for all ages	Provide additional STEM resources to help develop future entrepreneurs, leaders and researchers	low	Annual Cost			
Youth Technology Initiatives	Citizen Engagement	Provide space for students who need to work independantly to "catch up" or want to "get ahead" that don't have computers available at home	Provide additional resources to under achieving students	low	ZERO			
Youth Technology Initiatives	Citizen Engagement	Bring Globaloria to Cary to teach Youth to create Educational Video Games in coordination with the Video Gaming Community in place in Cary	Provides additional resources and educated workforce for Gaming Community in Cary	medium	Annual Cost			
Youth Technology Initiatives	Citizen Engagement	Create Awards Program for Students who show an excellence in creating media, hardware, software, apps or technology programs	Provides additional incentive for Private Partnership groups who are working to help develop future entrepreneurs and youth leaders	low	Annual Cost			
Youth Technology Initiatives	Citizen Engagement	Promote Pilot Program of Mouse.org to use Town Equipment to teach Middle School and High School Students who are "At Risk" how to use technology.	Elevates the education and interest for under "advantaged" youth	low	Annual Cost			
Youth Technology Initiatives	Citizen Engagement	Promote the use of Town of Cary space for live video conferencing events that can be recorded as additional teacher resources	Provides additional STEM resources to help develop future entrepreneurs, youth leaders, reserachers	low	Annual Cost			
Youth Technology Initiatives	Citizen Engagement	Promote the use of Town of Cary space for live video conferencing events for Technology TEAMS like FIRST Robotics	Provides additional STEM resources to help develop future entrepreneurs, youth leaders, researchers	low	Annual Cost			
Youth Technology Initiatives	Citizen Engagement	Create Annual event open to all educators for hands on learning experiences using Technology	Provides additional resources, elevates focus, encourages engagement	medium	Annual Cost			
Technology Centers	Citizen Engagement	Initiate a Computer Recycling Program; teaching all ages to fix computers, and then gift those to moderate to low income households	Elevates the education level of the work force, provides additional resources for Citizens	low	Annual Cost			
Technology Centers	Citizen Engagement	Provide "101" level coding classes for ESL that allows for independant studies for those with no other digital resources	Elevates the education level of the work force, provides additional resources for Citizens	low	Annual Cost			
Technology Centers	Citizen Engagement	Provide space for User Groups to meet	Engages citizens, encourages development and elevates the education level of the work force	low	Annual Cost	5	5	Corporate Sponsors
311	Mobile Apps	An application that allows a citizen to report town "issues" using their mobile device; like SeeClickFix.				5	5	SAS Institute offered assistance with this program
Greenways	Mobile Apps	An application that displays the greenway system overtop a Google Map (providing real-time location services for mobile				5	5	Epic Games and RedStorm offered assistance with this program

Town Parks Info	Mobile Apps	An application that allows users to find information about Cary's parks & possibly reserve pavilions.				5	5	
Programs & Classes	Mobile Apps	An application that allows users to browse & register for Programs & Classes offered by the Parks and Recreation Dept.				5	5	Could be expanded as a "model" for non-profit groups also serving this Community YMCA offered assistance with program expansion
Curbside Services	Mobile Apps	An application that allows users to view pickup schedules for all curbside services, register for alerts, maybe even see location of trucks				5	5	
White Goods Pickup	Mobile Apps	An application that allows users to view list of white goods & schedule pickups.				5	5	Google offered assistance with this program
Calendar of Events	Mobile Apps	An application that displays (in a user friendly format) the events calendar (maybe with alerts and reminders)				5	5	Corporate Sponsors could help with this
Points of Interest	Mobile Apps	An application that displays POIs in Cary; e.g. parking, bathrooms, changing stations, local businesses, etc...				5	5	Kramden Institute in Durham offered assistance with this program
CTRAN	Mobile Apps	An application that will display the location of the CTRAN bus as well as allow senior citizens to schedule pickups				5	5	Plans and Specs have already been created for one of the Town's sites and are attached to the Summary
Citizen Engagement	Mobile Apps	An application that would allow citizens to post ideas or suggestions for the town. Ideas could be "up-voted" or "down-voted"				5	5	
Crime Data	Mobile Apps	An application that would display block-level, publicly available, crime statistics.				5	5	Sustainability
School Information	Mobile Apps	An application that would display school schedules, districts, school statistics				5	5	Community Engagement
Provide Internet Access to Public Data Sets	Open Data	Define and implement a SOP for exposing public data sets for download by the public. (311 requests, Construction Projects, Emergency Service Events, Purchase Orders, Building Permits, etc)				5	5	Community Engagement
Provide Public APIs to Access Open Data Sets	Public APIs	Design and implement public programming interfaces to open data set (or sources)						
Youth Technology Initiatives	Social media	Provide after school, track out and summer camp experiences focusing on STEM Educational programs	Provides additional resources to help develop future entrepreneurs and youth leaders	Low	Annual Cost			
Youth Technology Initiatives	Social media	Create Awards Program for Students who show an excellence in creating media, hardware , software, apps or technology programs	Provides additional incentive for Private Partnership groups who are working to help develop future entrepreneurs and youth leaders	Low	Annual Cost			
Youth Technology Initiatives	Social media	Promote Pilot Program of Mouse.org to use Town Equipment to teach Middle School Students how to use technology	Elevates the education and interest for under "advantaged" youth	Low	Annual Cost			
Technology Centers	Social media	Create Technology Centers with computer labs, giving an additional space to connect for free, classes in various languages, job training	Elevates the education level of the work force, provides additional resources for Citizens	Medium	One time cost			
Technology Centers	Social media	Provide classes at the Technology Centers classes in various languages, job training	Elevates the education level of the work force, provides additional resources for Citizens	Low	Annual Cost			

Technology Stewards Awards	Social media	Create Awards Program for Tech Companies that share Tech knowledge and tools with Citizens in Cary	Provides additional incentive for Industry to share tools and knowledge with other Citizens	Low	Annual Cost			
Social Media Policy	Social media	Create a Social Media Policy that allows for Conversation between Citizens and The Town of Cary, insures Employees understand their responsibilities and encourages Engagement	Creates the Opportunity for The Town to communicate with Citizens who no longer respond to emails and postcards. Gives more immediate feedback for improvement, lowers liability for TOC Employees and adds additional Security for Town Computer Systems	Low	One time cost			
Social Media Partnership	Social media	Create a Relationship with a Non-Profit that would act as a PR firm for the Town and it's programs	Eliminates liability for the Town and insures that The Town image branding is consistent and evolving as Technology and new Social Networks emerge.	Medium	Annual Cost			
Social Media	Social Media	Support a Department devoted to generating Content for the various TOC websites, graphics, events and Social media Messaging for the TOC	Focuses efforts on creating a Citizen experience that is easily shared, creates content that can be easily found through mobile and "traditional" browsers, encourages Citizen Engagement activities, highlights Economic Development and Council Initiatives.	medium	Annual Cost			
Social Media	Social Media	Reputation and Inquiry Monitoring	Current TOC systems for monitoring Citizen Inquiries, or comments made about the TOC via Social Media Channels is not timely or accurate	medium	Annual Cost			
Social Media	Social Media	Implement a CRM program to organize inquiries and comments and provide feedback to Council	Current system for responding to inquiries across all channels is not efficient	High	One time cost			
Parks & Rec website	Website	Main point of info for citizens about Cary PRCR	7 out of the 10 most visited links on ToC current site go to PRCR.	Medium	One time cost			
PRCR Registration site	Website	Allow easy search & registration for PRCR programs	Current system of a pdf and program book and clunky website frustrates users	Medium	One time cost			
Page-Walker website	Website	Highlight offerings, programs and news. Enable online exhibitions.	Extend the reach of Page-Walkers mission. Good opportunity for public-private partnership	Medium	One time cost	5	5	Training materials could also be distributed to Small Business Community in Cary
Cary Arts Center website	Website	Highlight schedule programs and ticket sales Enable online exhibitions.	Almost criminal to have the resource and no website promoting it	Medium	One time cost	5	5	
Ad Server Website	Website	An ad server allows us to rotate ads on all ToC web properties. It's closed to outside sources, clicks through to other content and provides robust stats	Cross-pollination of content across ToC web properties. Creates saleable benefit for sponsors and partnerships.	Low	One time cost	5	5	
Public Works website	Website	Pay utility bills, other Public Works news & info	Top 10 item on visited pages at ToC.org. Drive more people to electronic payment, saving on paperwork, postage and late collections.	Medium	One time cost	5	5	email services like Constant Contact (located in RTP) allow newsletters to be socially shared on numerous Channels
Police Website	Website	News & info from CPD.	Top 10 item on visited pages at ToC.org. Police website dovetails with the CPD mission of engagement and community policing.	Medium	One time cost	5	5	See comment in Summary regarding Private / Public partnership
Engagement Website	Website	A mashup of See Click Fix, Ask Cary and Tell Cary	Saves time discovering issues, decreases telephone responses, promotes community engagement	Low	One time cost	5	5	
Open Data site	Website	A place where citizens can go to get open data from ToC for reference or to build apps	Fulfills our commitment to Sunshine in government. Creates easy access to town information.	Low	One time cost	5	5	
CaryNC.org	Website	Finally, after the above named properties are up and running, a generation 2013 ToC website can be built as a top level aggregator of information	More information in an easily accessible format. Major upgrade from current ToC.org site.	High	One time cost	5	5	Plans and Specs have already been created for one of the Town's sites and are attached to the Summary - Ideally the Town would create 4 centers

Parks & Rec website	Website	Annual maintenance & training	Extend life and efficacy of the property	Low	Annual Cost	5	5	Corporate Sponsors
PRCR Registration site	Website	Annual maintenance & training	Extend life and efficacy of the property	Low	Annual Cost	5	5	SAS Institute offered assistance with programs they are currently offering
Page-Walker website	Website	Annual maintenance & training	Extend life and efficacy of the property	Low	Annual Cost	5	5	Programs Available for free through SAS
Cary Arts Center website	Website	Annual maintenance & training	Extend life and efficacy of the property	Low	Annual Cost	5	5	Epic Games and RedStorm offered assistance with this program
Ad Server Website	Website	Annual maintenance & training	Extend life and efficacy of the property	Low	Annual Cost	5	5	
Public Works website	Website	Annual maintenance & training	Extend life and efficacy of the property	Low	Annual Cost	5	5	Could be expanded as a "model" for non-profit groups also serving this Community YMCA offered assistance with program
Police Website	Website	Annual maintenance & training	Extend life and efficacy of the property	Low	Annual Cost	5	5	
Engagement Website	Website	Annual maintenance & training	Extend life and efficacy of the property	Low	Annual Cost	5	5	Google offered assistance with this program
Open Data site	Website	Annual maintenance & training	Extend life and efficacy of the property	Low	Annual Cost	5	5	Corporate Sponsors could help with this
CaryNC.org	Website	Annual maintenance & training	Extend life and efficacy of the property	Medium	Annual Cost			
Social Media Training TOC Staff		In order to manage Social Media Messages and Campaigns, The Town of Cary Employees need to be educated on the most current communication channels and networks available	Allows TOC Staff to Manage Social Media and Content Marketing Campaigns and Events	low	Annual Cost	5	5	Kramden Institute in Durham offered assistance with this program
Train TOC Staff on Content Creation / set standards and templates		As new web pages and websites are created, staff should receive ongoing training and feedback regarding standards for page format, content, hyperlinks, style and "voice" for the department or event.	Creates the Opportunity for The Town to communicate with Citizens who no longer respond to emails and postcards. Gives more immediate feedback for improvement - creates more efficient workflows utilizing tools for engagement with Citizens and Staff	low	Annual Cost			
Train TOC Staff on Content Marketing		Training should involve effective techniques for content marketing events and classes as opposed to informational updates (change in Trash pick up) using appropriate Social Media Channels.	Allows TOC Staff to Manage Campaigns	low	Annual Cost	5	5	Programs are available for free from SAS, requires an instructor that is willing to take 5 days of classwork. They could translate the programs for ESL learning.
Change the TOC Email Newsletter Service		Current email service is not "set up" for feedback, or questions	Allows for Citizen Engagement	medium	Annual Cost	5	5	
Technology Fellow(s) for Town of Cary		Create a Fellows Program for Technology and Government Initiatives	encourages development of staff and promotes newest Technology initiatives and best practices	medium	Annual Cost	5	5	Sustainability
Technology Stewards Awards		Create Awards Program for Tech Companies that share Tech knowledge and tools with Citizens in Cary	Provides additional incentive for Industry to share tools and knowledge with other Citizens	low	Annual Cost	5	5	Community Engagement
Technology Family Event		Create Annual event to encourage Family participation in Technology through an imaginative process	Creates Engagement similar to other Town events that focus on Arts and Crafts	low	Annual Cost	5	5	Community Engagement