



Web 2.0, 3.0 and Beyond: Online Tools for Community Building

Brian Moura, Assistant City Manager

bmoura@cityofsancarlos.org

September 17, 2010



Web 2.0: Social Media

- New tools like Blogs, Twitter, Facebook & Podcasts provide new ways to reach the public
- Options to highlight key events, meetings, local businesses
- Let's define some terms

Supporting Materials
To view an item's supporting materials, click the title of the item in the left hand window.



Blogs

- Derived from Web Log
- Articles - issues, projects, meetings, events
- Length - long as you like
- Often linked to web site
- Comments & discussion – Sometimes turned on, others have comments turned off

Belvedere City Manager's Blog
A Blog on Belvedere Issues, Projects, Meetings, and Events

About This Blog

Local Government Finance Posted by: **George Rodericks** | August 12, 2010
■ Series: Part I:
Significant History

★★★★★ 1 Votes
Local government finance can be rather confusing. Even a basic understanding necessitates a discussion of the evolution of the state:local relationship. So let's start there. History. The provisions of the state Constitution and regulatory controls placed in and around local government finance have developed almost to the point of bizarre.

In the early years, local government and local government finance was under the strict thumb of the state. The state Legislature maintained a deep distrust of local affairs while local officials continued to seek more latitude in municipal policy and local control. Early on, a few landmark court decisions and several prominent legislative acts were enacted to change the landscape of municipal finance and change the state:local relationship.

One of the most consequential was the 1910 "Separation of Sources Act." This Act secured property taxes as a local government revenue source and established the principle of separate revenue sources for state and local governments. Property tax was believed to be best suited to fund local general services such as public safety, parks, schools, libraries, and public health.

In 1914, the California Constitution was amended to provide most cities with the authority to make and enforce laws and regulations with respect to municipal affairs –

WEB LINKS

- Belvedere Facebook
- Belvedere Podcast
- Belvedere Twitter
- City of Belvedere
- County of Marin
- Marin Clean Energy
- Town of Tiburon

Search

EMAIL SUBSCRIPTION

Enter your email address to subscribe to this blog and receive notifications of new posts by email.



Twitter

- Also called Micro-blogs
- Articles - issues, projects, meetings, events
- Length – 140 characters
- Key – shorten content
- Often linked to web site
- Comments & discussion –not as common
- 190 Million users, 65 Million tweets per day

power **twitter** Home Profile Find People Settings Help Sign out

 **CityofSanCarlos** see replies
@CityofSanCarlos

That's you! Lists

Your lists: cities-in-san-mateocounty


#SanCarlos #PlanningCommission hosts Zoom In on #Zoning Workshop # 1 - Sept 7th at 7pm <http://bit.ly/c10msl>
about 1 hour ago via TweetDeck

#SanCarlos #Police Activity Report - 8/30/2010 <http://bit.ly/cR19eX>
about 1 hour ago via TweetDeck


@sctogether posts 2010 Annual Garage Sale sign-up sheet - event is Oct 2 & 3 <http://bit.ly/8Z3IG9>
about 3 hours ago via TweetDeck

Verified Account
Name City of San Carlos
Location San Carlos, CA
Web <http://www.cityof...>
Bio Headlines from the City of San Carlos. Located in Silicon Valley, San Carlos is well known by many as The City of Good Living.
164 following 555 followers 48 listed
 only CityofSanCarlos's updates
Search

Tweets 615
Favorites
@CityofSanCarlos
Lists
san-carlos-schools
cities-in-san-mateocounty
san-carlos-businesses
View all
Following
View all..



Facebook

- Designed to share personal news & connect
- Also a way to connect your City with the public
- Offers messaging, links to info, events, photos and web site
- Over 500 Million users, 50% sign-on daily
- Profile: younger residents, families



Podcasts

- Named for iPod
- Initially audio only files
- Today: smart phones, players can access audio & video clips
- Provide more information on a subject
- Opportunity for cities to leverage meeting audio and video recordings

Morgan Hill, California Search Go

Home About Us Departments City Services Doing Business Recreation

You are here: [Home](#) > [Departments](#) > [City Clerk](#) > Morgan Hill Podcasts RSS

Morgan Hill Podcasts

Right Click MP3 to Download

State of the City Address [Flash](#)
City Manager Ed Tewes interviews Mayor Steve Tate, who speaks to the highlights of the annual State of the City Address. - *February 22, 2010* [MP3](#)

Water Issues: Flood Control Project; Water District Recharge Program [Flash](#)
City Manager Ed Tewes interviews Mayor Steve Tate regarding the latest status of Flood Control for Llagas Creek. Ed also interviews Director of Public Works Jim Ashcraft and Finance Director Kevin Ripper about the Santa Clara County Water District Recharge Program. - *January 25, 2010* [MP3](#)

Morgan Hill Flooding Issues; City Attorney Danny Wan [Flash](#)
City Manager Ed Tewes interviews Karl Bjarke from public works regarding flooding issues in Morgan Hill. Additionally Ed interviews city attorney Danny Wan. - *December 14, 2009* [MP3](#)

City Purchase of the Pumpkin Patch; Online Bill Pay Services now available [Flash](#)
City Manager Ed Tewes interviews Steve Rymer regarding purchasing land to expand future park sites. He discusses the purchase of the pumpkin patch to build baseball fields. Additionally Ed interviews Kevin Ripper, who describes the new online pay system available to pay utility bills. - *November 16, 2009* [MP3](#)

Status of Recent Police Activity; Skateboard Park Update [Flash](#)
City Manager Ed Tewes interviews Police Chief Bruce Cumming, who discusses the status of recent police activity such as the Safeway purse snatchings, the reverse 911 system, and school opening precautions. Ed also provides a skateboard park update. - *August 24, 2009* [MP3](#)

Contact Us
City of Morgan Hill
17555 Peak Avenue
Morgan Hill, CA 95037-4128
[Phone Directory](#)



Early Advice & Thoughts

- Tuning in & out vs. multi-stage City process
- Residents get info from various sources
- Being “multichannel”
- Adapt information based on tool used, the “vibe”
- Don’t forget the web site
- What is your goal – to inform? discuss? both?

The screenshot shows the City of San Carlos website homepage. At the top is a banner with a street scene and the text "City Of San Carlos The City of Good Living". Below the banner is a navigation menu with links for Home, Residents, Businesses, Government, Visitors, e-Services, and In The Spotlight. A search bar is located to the right of the navigation menu. The main content area is divided into several sections: "Whats New" with a "What's New on the Web Site" link and "FOLLOW US ON TWITTER" button; "Quick Links" with icons for San Carlos TV, Jobs, Calendar, eNotify, RecConnect, and City Projects; "Contact Information" with the city's address and phone directory link; and "Headlines" with three news items: "Special City Council Meeting - Proposed Agreements to Contract for Police Services", "2010 Citywide Garage Sale - Sign Up Form Now on the Web", and "Zoom In On Zoning - Community Workshop #1".

Home Residents Businesses Government Visitors e-Services In The Spotlight

Homepage Search GO!

Whats New

What's New on the Web Site


FOLLOW US ON TWITTER

RSS, Feeds & Twitter

Quick Links

- San Carlos TV
- Jobs
- Calendar
- eNotify
- RecConnect
- City Projects

Contact Information


City Hall
600 Elm Street
San Carlos, CA 94070
[City Hall Phone Directory](#)

Headlines

Special City Council Meeting - Proposed Agreements to Contract for Police Services
The City Council will hold a Special City Council Meeting on Thursday, September 2, 2010 at 6:00 pm in the Council Chambers, City Hall, 600 Elm Street to consider agreements relating to the proposal to contract for Police Services with the San Mateo County Sheriff.
The Agenda and Staff Reports for that meeting are now available on the City's www.epackets.net web site.

- City Council Agenda - Special Meeting - September 2, 2010

[More...](#)

2010 Citywide Garage Sale - Sign Up Form Now on the Web
[San Carlos Together](#) has posted the sign-up form for their 2010 Annual Citywide Garage Sale event. This year's Citywide Garage Sale will be held on October 2nd and 3rd from 9:00 am to 4:00 pm.
Residents can sign up to participate in one or both days. Click on the link below to access a Google Docs spreadsheet to sign up.

- 2010 Citywide Garage Sale - San Carlos Together - Sign-up Form

[More...](#)

Zoom In On Zoning - Community Workshop #1
Issues and Options Workshop: Hosted by the San Carlos Planning Commission
Your participation in this workshop is requested so that diversity of view points can be heard early in the process.
On: **Tuesday September 7, 2010**
At: **7:00 PM**
Location: **San Carlos Library**, 610 Elm Street, 2nd Floor, Rooms A & B.



Questions & Discussion