

# 101 IDEAS

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Ease of implementation is rated from 1 to 5

- 1- Easy
- 2- Relatively Easy
- 3-Medium
- 4-Relatively Difficult
- 5-Difficult

Return on Investment (ROI) is rated from 1 to 5

- 1- Low
- 2- Relatively Low
- 3-Medium
- 4-Relatively High
- 5-High

Notes:

## PROGRAM IDEAS

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### **Municipal Enterprises – Telecom** IDEA #001

The City Of LaGrange started a Telecommunications enterprise in 1996 to deliver needed telecom services to industrial and commercial customers. If you build it in small increments, it can and will be very profitable.

Ease of implementation: 4

Cost: Starting cost of less than \$1M, our total build is about \$6M

Return on investment: 5 – Gross revenue \$3M/yr.

### **Municipal Enterprises - Probation** IDEA #002

Instead of contracting out Probation Services to a third party, hire your own probation officers.

Ease of implementation: 2

Cost: Salaries and Probation Location

Return on investment: 4

### **Municipal Enterprises – Utilities – Electric, Natural Gas, Water, Sewer, and Municipal Waste** IDEA #003

City of LaGrange has no property taxes to fund traditional city services, examples: streets, police, and fire. We use our utility revenues to fund these typical services,

Ease of implementation: 4

Cost: \$\$\$

Return on investment: 5

### **Municipal Enterprises – Landfill Methane Gas** IDEA #004

City of LaGrange owns and operates a Sub Title D landfill which means that it has a liner that holds the liquids in. It is also a bioreactor that produces and collects methane gas that is sold to customers. Because of this, the landfill life is extended by greater than 30%. 30 year life span on landfill, 50 year life on methane gas production.

Ease of implementation: 3

Cost: \$4M

Return on investment: \$3M in tip fees, \$300K in gas sales.

### **Poop to Power** IDEA #005

Super-critical water allows wastewater treatment plants to produce power from sludge. An estimated \$100 of energy is produced for every \$50 of energy invested. The City of Orlando has invested millions of dollars in a public/private partnership to develop this process. It is garnering worldwide attention and a production plant is expected to be online in 2013. It transforms an expense item (getting rid of sludge) to a revenue generator (producing electric power).

Article and video on this process follows: <http://www.palmbeachpost.com/news/orlando-breakthrough-destroys-sewage-produces-power-1463945.html>

Ease of implementation: Unknown

Cost: Unknown

Return on investment: Unknown

### **Internship Program** IDEA #006

Create an internship program to engage your local high school and college students to tap into their creativity and energy.

The City of Winter Haven's Technology Services Department created a formal student internship program for technology-oriented students in the local community. The program is unique in its approach to creating a dynamic, engaging environment for students to learn about technology; develop and hone business skills; and to understand the value of community service. Students are required to enroll in a high school, college or university with an emphasis on information technology and meet minimum academic standards. The interns report directly to the CIO.

Ease of implementation: 2

Cost: \$0 initially (volunteer); currently \$8000/intern part-time, 20 hours/week

Return on investment: 5

### **Put Information Technology at the Executive Table** IDEA #007

Information is the lifeblood of an organization. Those that help manage and extract value from it needs to be at the executive table. Information Technology needs to be a department level entity to underscore its strategic value.

At the City of Winter Haven, the IT function was "Data Processing" under Finance. It was re-organized into the Technology Services Department in 2003 as a separate department with the IT Director reporting directly to the City Manager. Outside consultants made this recommendation.

Ease of implementation: 3

Cost: Varies depending on organization

Return on investment: 5

### **Reorganize Records Management to Information Technology** IDEA #008

Records management is typically the responsibility of the City Clerk. The Office of City Clerk is typically compliance-oriented and not structured for change or technology advocacy.

The City of Winter Haven restructured the Records Management function to the Technology Services in 2005 (after the four Florida hurricanes). An enterprise-wide records system was implemented with high-speed scanners in every department. Departments rapidly adopted the system as they realized the work efficiency of the system.

Ease of implementation: 4

Cost: \$30,000 (2004 dollars)

Return on investment: 5

## **Re-Invent Geographic Information Systems (GIS) as part of Business Intelligence**

IDEA #009

GIS is a data spatially-related to a map. It is a powerful tool to help provide and analyze information to allow for better decision-making. The problem is that most people do not know what GIS is. The tools are complicated and daunting to master. Users are sometimes overwhelmed with data that is not relevant to them.

At the City of Winter Haven, we fold GIS into our Business Intelligence strategy. We select tools to simplify access to data and try to limit/filter data to just what the user needs. Part of this strategy is to select software that have built-in GIS integration.

Ease of implementation: 4

Cost: \$6,000 to tens of thousands depending on licensing

Return on investment: 5

## **Server Virtualization** IDEA #010

More servers on less hardware. It's green, saves money, makes it easier to manage servers and enhances recoverability.

Ease of implementation: 3

Cost: Depends on features and hardware specifications

Return on investment: 4

## **Desktop Virtualization** IDEA #011

Similar to server virtualization, but workstations are virtualized on the server. (The processing power is provided by the server.) Works well for remote and telework employees. It makes application deployment and licensing easier to manage.

Ease of implementation: 3

Cost: Depends on features and hardware specifications

Return on investment: 4

## **Electronic Recycling Program** IDEA #012

Reduce, reuse, recycle. The City of Winter Haven works with a refurbisher/recycler to dispose of technology assets. We use to pay for an environmental roll-off to dispose the assets. The company we work with will pick-up, palletize and refurbish the equipment for resale. They recycle the assets that they can not refurbish. Also, Department of Defense-level data wipes are performed by the company. The company splits the items sold. We received over \$15,000 from this arrangement last year.

Ease of implementation: 2

Cost: \$0

Return on investment: 5

## **Creative-Media Group** IDEA #013

Technology Services interns create a multimedia groups to share, collaborate and share knowledge on multimedia tools and skills. Five iMacs were bought and deployed with professional multimedia software suites. Working with the Public Information Officer, the interns produce high-quality publications, videos, brochures, mobile apps, etc. for the City of Winter Haven.

Ease of implementation: 3

Cost: ~\$6,500 for iMacs; \$500 for software (see TechSoup.com)

Return on investment: 5

### **Computer Instruction** IDEA #014

Technology Services staff and interns provide computer instruction at the City Public Library. We teach basic computer classes such as Surfing the Internet, E-mail 101 and Googling for Giggles. Also a computer repair workshop is planned this fall. Interns will assist the public with simple computer repair issues. This program is used to help IT staff and interns engage with the community and provide a valued service.

Ease of implementation: 2

Cost: Staff time

Return on investment: 5

### **Social Media Instruction** IDEA #015

Technology Services interns will be teaching Social Networking 101 to help residents create and use Facebook and Twitter. This program is used to help IT staff and interns engage with the community and provide a valued service.

Ease of implementation: 2

Cost: Staff time

Return on investment: 5

### **After School Programs** IDEA #016

Technology Services interns provide science and technology-related activities to kids in the City's afterschool programs. This program is used to help IT staff and interns engage with the community and provide a valued service.

Ease of implementation: 2

Cost: Staff time

Return on investment: 5

### **Summer Camp** IDEA #017

Technology Services interns participate in the City's Summer Camp program to provide science and technology-related activities. The activities are purposed to get kids to be excited with science and technology, so that they may be inspired to pursue a science, technology, engineering or math field. This program is used to help IT staff and interns engage with the community and provide a valued service.

Ease of implementation: 3

Cost: Staff time

Return on investment: 5

## **PLANNING IDEAS**

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### **Fiber Optic Infrastructure Plan** IDEA #018

Cities that understand that a fiber optic infrastructure will be just as important as an electrical or water system will be well positioned for the future.

Create a fiber optic infrastructure plan and make it part of the municipality's comprehensive plan. Every below ground construction project (especially water and sewer projects) requires the installation of two two-inch conduit pipe. A fiber optic infrastructure will seed the possibilities of other endeavors.

Ease of implementation: 3-High

Cost: Cost of conduit

Return on investment: 5-High

### **Information Technology Strategic Plan** IDEA #019

Create a strategic plan to guide the information technology investments of the organization. Incorporate, as much as possible, other organization goals in the planning process.

Ease of implementation: 3

Cost: Staff time

Return on investment: 5

### **Business Unit Information Technology Plan** IDEA #020

Where the Information Technology Strategic Plan creates a macro perspective on technology investment, use business unit plans to guide technology priorities by business unit, even if it is redundant for some business units. For instance, a plan is created for Human Resources, Police, Fire, etc. to accommodate different needs and requirements.

Ease of implementation: 3

Cost:

Return on investment: 5

### **Common Enterprise Databases** IDEA #021

City of LaGrange specifies SQL databases as a common type for use in software packages. Limits the number of backup agents needed for daily backups, create Crystal Reports across more than one database at a time. IT staff training only needed on one type.

Ease of implementation: 1

Cost: \$0

Return on investment: 4

### **Core IT Services Provision** IDEA #022

City Of LaGrange sells IT Services to other government agencies. We saved Troup County and other state and federal agencies about ½ of their annual budget. We added 2 new techs to our group and net about \$50k/year for the City.

Ease of implementation: 2

Cost: \$100

Return on investment: 4

### **Promote Technology Within Organization** IDEA #023

Many examples within the City Of LaGrange. Utility, Police, Water, Sanitation, and GIS departments use tablets with Internet access in the field to access their respective software on WAN network to improve efficiency. Use newer software that is more efficient and effective. Utilize Internet sites like Google Maps and Google Earth for GIS and mapping.

Ease of implementation: 2

Cost: Cost of each groups software and tablets

Return on investment: 4

## ORGANIZATION IDEAS

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### **Certified Public Manager (CPM) Training** IDEA #024

The Certified Public Manager is supervisory/managerial training program that is available nationwide. The program trains managers on applied management tools and perspectives. The value of the program is that it helps to create a *common framework of understanding* among managers. The training is most effective in a cross-department and cross-agency training environment.

The City of Winter Haven has graduated three classes of supervisors/managers. Each class completes eight sessions over a two-year track. The CPM program has been a tremendous factor in removing political boundaries and to establish trust across the organization.

Ease of implementation: 3

Cost: ~\$4,000 per manager/supervisor

Return on investment: 5

### **Internal Training and Development** IDEA #025

Many employees have Specialty Training, Bachelors, Masters and PhD's in many disciplines. Utilize this training and experience to teach and train other employees within the organization in subjects like: Management, software, computer, HR, etc.

Ease of implementation: 1

Cost: \$0

Return on investment: 4

### **Cross-Functional Work Teams** IDEA #026

Purposely create cross-functional teams to resolve organizational issues. Besides providing a new perspective to the table, it helps build trust and interaction between departments.

Ease of implementation: 2

Cost: Staff time

Return on investment: 5

### **Analyze Business Practices Regularly** IDEA #027

Have a group within the organization complete a business analysis on another group that they are not affiliated with. Because they are not familiar with each others practices they will ask questions about each practice and many times will discover practices that can be improved, done away with, changed, etc.

Ease of implementation: 2

Cost: \$0

Return on investment: 3

### **Revenue Generation** IDEA #028

Because the City Of LaGrange has no property taxes, we must always be looking for any type of new revenue. Some examples are: Selling services to other government agencies, selling GIS

information to developers, engineering firms etc., Services to the public like telecommunications, ISP and phone.

Ease of implementation: 2

Cost: \$0

Return on investment: 3

### **Don't Print – Use PDFs for Distribution** IDEA #029

At the City Of LaGrange we try to be as paperless as possible. Generate reports and distribute them as a PDF for easy storing and searching of data. Saves on paper, toner, and removal of paper.

Ease of implementation: 1

Cost: \$0

Return on investment: 4

### **Wellness Program for Employees** IDEA #030

At the City Of LaGrange we are self insured for medical insurance and we promote "Wellness" for our employees. We give each employee up to 50% off their medical insurance to meet set requirements. Blood pressure less than 138/88, BMI of less than 30, No tobacco use, cholesterol below 220, A1C1 below 7%. If you go to the gym, City pays \$20 monthly per employee. We have City sponsored 5K races and weekly "Lunch and Learns" on fitness and wellness topics. We have employee contests on weight loss, 10,000 steps, etc.

Ease of implementation: 2

Cost: Cost of testing employees yearly.

Return on investment: 4

### **Direct Deposit of Payroll** IDEA #031

City of LaGrange pays employees with direct deposit only. If employee does not have a bank account, they get a bank card with their pay amount. Saves on production of checks and bank costs.

Ease of implementation: 2

Cost: \$0

Return on investment: 3

### **Solar Power for Buildings** IDEA #032

With government grants we installed solar power on 2 of our buildings reducing energy costs by 20%.

Ease of implementation: 2

Cost: \$0 for 1 building, 33% match of funds on the other

Return on investment: 3

### **Programmable Thermostats for Buildings** IDEA #033

Install programmable thermostats to lower or raise temperatures of each building when employees are not at work. No reason to heat or cool large buildings.

Ease of implementation: 2

Cost: \$150/ system

Return on investment: 3

### **Energy Efficient Lighting** IDEA #034

At City Of LaGrange we replaced 1000+ magnetic ballasts with T-12 bulbs with much more energy efficient electronic ballasts and T-8 bulbs. Saves about 30% of lighting costs.

Ease of implementation: 2

Cost: \$60K

Return on investment: 3

### **Wireless Connection for Field Workers** IDEA #035

Utility, Police, Water, Sanitation, and GIS departments use tablets with Internet access in the field to access their respective software on WAN network to improve efficiency.

Ease of implementation: 2

Cost: Cost of each groups software and tablets

Return on investment: 4

### **3<sup>rd</sup> Party Leverage for Purchasing** IDEA #036

City of LaGrange contracted with a 3<sup>rd</sup> party purchasing company that represents 14,000 clients world wide increasing our buying power. Saved \$40K/year on one purchase alone.

Ease of implementation:

Cost: \$0, company gets 50% of savings for 2 years

Return on investment: 5

## **PERSONAL PRODUCTIVITY IDEAS**

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### **Getting Things Done (GTD)** IDEA #037

Free up more time for creative thinking and innovation by reducing the amount of time spent on day-to-day activities. "Getting Things Done" by David Walker provides a productivity system and philosophy to become efficient and effective.

Ease of implementation: 2

Cost: \$10 for book

Return on investment: Varies on trust of and commitment to system

### **43 Folders** IDEA #038

43 folders is a folder based tickler system. A folder is designated for each day of the month and twelve months. Files are placed in the appropriate folder to help provide reminders for work to be accomplished. This is part of the GTD system.

Ease of implementation: 1

Cost: Cost of file folders

Return on investment: Varies on trust of and commitment to system

## **HARDWARE IDEAS**

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### **Standardize Multi-Functional Devices and Consolidate to a Single Vendor** IDEA #039

Remove stand-alone printers and standardize to fully network scan/print/copy multi-functional devices (not all-in-on Officejets). If possible, use a single vendor to allow interoperability and

reduce user training.

Ease of implementation: 2

Cost: \$200-300

Return on investment: 4

### **Multiple Computer Monitors** IDEA #040

Implement multiple computer monitors for your clerical staff. The additional monitor will increase productivity when multiple windows are open.

Ease of implementation: 2

Cost: \$200-300

Return on investment: 4

### **High-resolution laser mouse and mousepad** IDEA #041

For graphics-oriented, GIS or Engineering users, increase productivity by using high-resolution mouse devices and gaming mousepads.

Ease of implementation: 1

Cost: \$50-100 depending on resolution

Return on investment: 3

### **Ground-Penetrating Radar (GPR)** IDEA #042

A GPR device utilizes radio waves to pinpoint underground assets with positional accuracy and depth. The City of Winter Haven's GPR unit is utilized every day in the field by Engineering Locators.

Ease of implementation: 3

Cost: \$25,000

Return on investment: 5

### **iPads for Utilities Crew** IDEA #043

Combined with GIS app, the iPads allow Utilities crews to get rid of paper maps and locate buried water, storm and sewer assets. Utilities staff who normally hate computers love the iPads. All paper maps have been eliminated. Night call-out crew find the iPad especially useful.

Ease of implementation: 3

Cost: ~\$650 for 3G iPad, \$25 per month for data plan, \$10 for GIS app

Return on investment: 5

### **iPads for Engineering Locators** IDEA #044

Engineering locators use iPads for locating buried utility assets, including fiber optics. All paper maps have been eliminated.

Ease of implementation: 3

Cost: ~\$650 for 3G iPad, \$25 per month for data plan, \$10 for GIS app

Return on investment: 5

### **iPads for Police** IDEA #045

Police command staff use iPads for crime information reporting.

Ease of implementation: 3

Cost: ~\$650 for 3G iPad, \$25 per month for data plan, \$10 for GIS app

Return on investment: 5

### **iPads for Library** IDEA #046

Provide iPads for circulation at the library. The City of Winter Haven has eight iPads available for circulation at no cost.

Ease of implementation: 3

Cost: ~\$650 for 3G iPad, \$25 per month for data plan, \$10 for GIS app

Return on investment: 5

## **RFID IDEAS**

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### **RFID for Library Books** IDEA #047

Implement RFID tags to books to automate check-in/out process for patrons.

Ease of implementation: 3

Cost: \$15,000 per station, not including RFID tag cost

Return on investment: 3

### **RFID for Underground Assets** IDEA #048

RFID markers can be used to mark underground utility assets. The markers can store programmed information for subsequent retrieval.

Ease of implementation: 4

Cost: \$1500 for reader/writer, \$10 per marker

Return on investment: 2

### **RFID for Documents** IDEA #049

RFID can be used to track folders or boxes as an extension of records management program.

Ease of implementation: 3

Cost: ~\$10,000 for software, not including tags

Return on investment: 2

## **SOFTWARE IDEAS**

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### **Prezi** IDEA #050

Free-flowing, interactive presentation software that will make you stop using PowerPoint

Ease of implementation: 1

Cost: Free; \$149 to not have logo show

Return on investment: 5

### **Issuu** IDEA #051

Publish any document online to a fast, flash-based interface. It is quick and simple to use.

Ease of implementation: 1

Cost: \$10 per month

Return on investment: 5

### **SendThisFile** IDEA #052

File-sending service to address transfer of files too big for e-mail. The software has numerous options such as AES encryption and e-mail notification of delivery.

<http://www.sendthisfile.com>

Ease of implementation: 2

Cost: \$10-70/month depending on plan and features

Return on investment: 3

### **Augmented Reality Plug-in for Google Sketchup** IDEA #053

ARMedia Software plug-in for Google Sketchup allows you to take your 3D model and display it in augmented reality. Technology Services interns have used it for economic development presentations.

[http://www.inglobetechnologies.com/en/new\\_products/arplugin\\_su/info.php](http://www.inglobetechnologies.com/en/new_products/arplugin_su/info.php)

Ease of implementation: 2

Cost: Free version available

Return on investment: 5

### **VMWare Fusion for Mac** IDEA #054

Use VMWare Fusion to run a virtual desktop image of Windows (XP, 7, etc) on MacOS. Files and peripherals can be shared between the Windows virtual image and the MacOS.

Ease of implementation: 2

Cost: \$49.99 (current promotion)

Return on investment:

### **Cloud-based anti-spam** IDEA #054

Redirect your e-mail to a cloud-based anti-spam and anti-virus service to reduce bandwidth and unnecessary processing. Good clean mail is delivered to your internal mail server. Blacklist/whitelist and other filtering options are available and the service will queue mail if your mail server is down.

The City of Winter Haven utilizes GFi MailMax for cloud-based anti-spam.

Ease of implementation: 1

Cost: ~\$0.90 per mailbox

Return on investment: 5

### **Facebook** IDEA #055

Social media revolution is changing the way we interact and transact.

Facebook is more than just Farmville. It is a new channel for communicating and disseminating information to residents. For a small fee, you can target and track the effectiveness of your communicated message using Facebook Ads. All the winners of our recent commission elections used Facebook for their campaigns. The losers did not.

Social Media Revolution Video

<http://www.youtube.com/watch?v=fpMZbT1tx2o>

Ease of implementation: 2

Cost: free; Facebook ads depend on targeted audience

Return on investment: 5

## **Twitter** IDEA #056

Text-based posts of 140 characters or less are used to communicate your organization's message. Simple and powerful.

Ease of implementation: 1

Cost: free

Return on investment: 5

## **Stock Photos** IDEA #057

Instead of using Google images, get royalty free imagery from a large selection of stock photography. The City of Winter Haven utilizes istockphoto.com for its creative media. The quality is professional and eliminates wasted time searching for an image to use for your flyer, brochure or poster.

Ease of implementation: 1

Cost: Varies on size of image; uses a credit system

Return on investment: 3

## **Design Templates** IDEA #058

For website, brochure or Sharepoint master image files, instead of creating one yourself, purchase a professional design template for use. It saves a lot of time and the quality is better.

Ease of implementation: 2

Cost: Varies depending on template

Return on investment: 3

## **TechSoup.com** IDEA #059

TechSoup is a soup kitchen for technology. For libraries and non-profit organizations, technology companies donate software and/or hardware that can be acquired for a small administration fee. An account has to be created and confirmation of non-profit or library services is needed.

Ease of implementation: 2

Cost: Discounted hardware and software

Return on investment: 4

## **Google Search** IDEA #060

Use Google Search for your external website search engine. You can customize the appearance to match and control which URLs to show for certain search terms.

Ease of implementation: 3

Cost: Free

Return on investment: 5

## **iPhone App** IDEA #061

Use a number of template-based kits to create a custom iPhone app for your organization. Some programming or HTML skills required depending on the kit.

<http://purplerobots.com/>

<http://www.seattleclouds.com>

Ease of implementation: 3

Cost: A low as \$10/month

Return on investment: 5

### **Android App** IDEA #062

Use a number of template-based kits to create a custom Android app for your organization. Some programming or HTML skills required depending on the kit.

<http://purplerobots.com/>

<http://www.seattleclouds.com>

Ease of implementation: 3

Cost: A low as \$10/month

Return on investment: 5

### **iPad App** IDEA #063

Use a number of template-based kits to create a custom iPhone app for your organization. Some programming or HTML skills required depending on the kit.

<http://purplerobots.com/>

<http://www.seattleclouds.com>

Ease of implementation: 3

Cost: A low as \$10/month

Return on investment: 5

### **Mobile Website** IDEA #064

Use a redirect script on your web page to check the device used to browse your website, and redirect it to a mobile version of your website if a smartphone is detected. The City of Winter Haven utilizes a service from eGovlink for automatic redirection to a mobile city portal for smartphones.

Ease of implementation: 3

Cost: Script is free; mobile website is part of larger web content system

Return on investment: 3

## **NEW WORLD SYSTEMS IDEAS**

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### **Implementing New World Logos (or any large complex system) Ideas – Don't go to much too fast**

IDEA #065

When implementing, don't go to much too fast. The quality of the implementation and willingness of the users to feel comfortable with the software is more important than quantity and speed.

### **Implementing New World Logos (or any large complex system) Ideas – Limit your customization**

IDEA #066

Limit customization as it will reduce problems in the future with upgrades.

### **Implementing New World Logos (or any large complex system) Ideas – Have a full-time person**

IDEA #067

A quality implementation requires a clear mind and time to understand the impacts of configuration choices. If possible, have a person devoted full time to the implementation.

### **Use Logos as opportunity for policy change – Procurement Manual** IDEA #068

Use the software implementation as an opportunity to reflect, review and modify your purchasing process. Create a formal mechanism for annual review.

### **Use Logos as opportunity for policy change – Budgeting Process** IDEA #069

Use the software implementation as an opportunity to reflect, review and modify your budget process. Create a formal mechanism for annual review.

## **BUSINESS INTELLIGENCE IDEAS**

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### **iGIS App for iPad** IDEA #070

The iGIS app allows you to import large ESRI SHP files onto the iPad for viewing, and uses Bing maps for aerials and roads. The iPad's GPS locating service (3G iPad is recommended) allow the user to zoom the map to location.

Ease of implementation:

Cost:

Return on investment:

### **RoamBI App** IDEA #071

Business Intelligence is available for the iPad. Upload Excel files to display information and graphs. The enterprise version allows connectivity to ODBC and SRSS reports.

Ease of implementation: Varies on type of service

Cost: \$99 per year for regular plan

Return on investment: 3

### **SharePoint Portal** IDEA #072

SharePoint is the business "social" network. SharePoint Portal 2010 is much easier to use and design and integrates with Office 2010. With an enterprise license agreement with Microsoft, the SharePoint client license is bundled with it.

Ease of implementation: 3

Cost: Depending on number of users (for client license); server license ~\$4,500

Return on investment: 3

### **ESRI ArcGIS Wep Part for SharePoint** IDEA #073

ESRI provides a free Silverlight-based web part for SharePoint. If you have GIS map services from an ArcGIS server available on your network, GIS layers can be displayed on the SharePoint web part. Bing maps are used as basemaps. It is fast and simple. Also, a geoprocessing workflow can convert addresses from a SharePoint list to XY coordinates, displaying the list contents on the web part.

Ease of implementation: 3

Cost: free

Return on investment: 4

### **Crystal Reports Enterprise Portal** IDEA #074

The City of LaGrange uses Crystal reports to build reports that are published on an intranet web page called "Crystal Enterprise". Employees only need a web browser to run and print reports. Reports can be exported in PDF, Excel, or many other formats as needed.

Ease of implementation: 2

Cost: \$10K

Return on investment: 4

## MISCELLANEOUS IDEAS

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### **Microsoft Tags/QR Codes** IDEA #075

As part of a social networking/mobile strategy, the City of Winter Haven uses Microsoft tags for publications and advertisements. Users with smartphones can scan the tags, which link them to appropriate information (videos, City Facebook fan page, etc.). QR codes can alternatively be used. Microsoft tags can store more information compactly and be more quickly acquired by the smartphone.

Ease of implementation: 2

Cost: Staff time

Return on investment: 5

### **Handbrake** IDEA #076

Powerful multimedia conversion software. It's free. The City of Winter Haven utilizes it to convert and compress sewer video footage that is subsequently linked in a public asset management system.

Ease of implementation: 1

Cost: Free

Return on investment: 5

### **ASCII Art** IDEA #077

Software program that converts images to ASCII.

<http://www.glassgiant.com/ascii/>

Ease of implementation: 1

Cost: Free

Return on investment: 1

### **The Rasterbator** IDEA #078

Creates large raster images from a picture. This is useful if you want to blow up a picture to wall size for birthday parties or to boost your ego. You will need scissors and lots of tape.

<http://homokaasu.org/rasterbator/>

Ease of implementation: 1

Cost: Free

Return on investment: 1

### **GNU Image Manipulation Program (GIMP)** IDEA #078

GIMP is Software for image composition and retouching. It is free and useful when Photoshop is not available

<http://www.gimp.org/>

Ease of implementation: 1

Cost: Free

Return on investment: 5

### **Conference Attendance** IDEA #079

A great way to justify going to a conference is to present at the conference. Make sure you provide value to the attendees.

Ease of implementation: 3

Cost: Donated time

Return on investment: 5

### **Community Gardening with Earthboxes** IDEA #080

Create a community garden with Earthboxes. Earthboxes are self-contained boxes that makes gardening low maintenance. The Technology Services interns at the City of Winter Haven use these in afterschool programs to teach kids about science. Add the auto-irrigation system and the boxes can be maintenance free for the entire growing season. We advise that you consult with a gardener or gardening website to make sure you are growing vegetables in the right season.

Ease of implementation: 2

Cost: \$30 per Earthbox; \$99 for auto-irrigation system

Return on investment: 5

## **INSPIRING IDEAS**

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### **Liquid Nitrogen Ice-Cream** IDEA #081

Ice cream can be created using liquid nitrogen. The City of Winter Haven Technology Interns frequently works with our local Pure Magic Ice-Cream shop to use this process to get kids excited and inspired about science.

Ease of implementation: 3

Cost: \$1-3 per 3oz cup

Return on investment: 5

### **Robotics Program** IDEA #082

Create a First Tech robotics program to get kids excited about science and technology. The program was created by Dean Kamen, inventor of the Segway, and has different levels for different age groups. At the City of Winter Haven, we are starting a program for elementary and middle school kids in afterschool programs using Lego Mindstorm kits.

<http://www.usfirst.org/roboticsprograms/ftc>

Ease of implementation: 3

Cost: \$500-\$1,000

Return on investment: 5

### **Google Sketchup** IDEA #083

City of Winter Haven Interns use Google Sketchup to create 3D models of our community. Over 300 models of buildings in our downtown is complete. The models are used to visualize development and commercial offerings in downtown. Combined with Google Earth, visual tours can be created using the models to visualize event routes, activities, etc.

Ease of implementation: 2

Cost: Intern time

Return on investment: 5

### **Left 4 Dead 2 – Hammer Editor** IDEA #084

Using Hammer Editor from Valve Software, a 3D map model of the City of Winter Haven's downtown was created. The map is used in the Left 4 Dead 2 zombie apocalypse game for Halloween events. Also, the Left 4 Dead 2 map will be part of a zombie film festival is planned in May (before hurricane season) to focus on disaster preparation. If you are aware of what you need in a zombie apocalypse, you will be prepared for a real disaster.

[http://www.bt.cdc.gov/socialmedia/zombies\\_blog.asp](http://www.bt.cdc.gov/socialmedia/zombies_blog.asp)

Ease of implementation: 3

Cost: \$20 for software

Return on investment: 5

### **Cardboard Boats** IDEA #085

Create a cardboard boat building program to teach kids about buoyancy and fluid dynamics. The City of Winter Haven Interns have built cardboard boats for summer camp for testing in the City pool.

Ease of implementation: 3

Cost: \$50 for supplies; cardboard was donated

Return on investment: 5

### **Rain Barrels** IDEA #086

Create a rain barrel program for summer camp or afterschool programs to teach kids about water conservation. Barrels can be painted and graphic wraps can be applied to the barrels.

Ease of implementation: 2

Cost: \$100 for barrel; \$50 for graphic wrap

Return on investment: 5

### **Laser Graffiti** IDEA #087

Use green lasers to "paint" graffiti on a wall or building. Laser graffiti software combined with a projector and webcam, will create this effect to teach kids about lasers and the electromagnetic spectrum.

Ease of implementation: 2

Cost: Software is free

Return on investment: 5

### **Greenscreen** IDEA #088

Use a green screen as part as a summer or afterschool program as a kids activity to introduce kids to multimedia technology. Combine with an evaluation of Adobe Communicator and a webcam, tap into kids' vanity.

Ease of implementation:

Cost: \$200 for greenscreen kit (portable green screen and light kit)

Return on investment:

### **Microsoft Enterprise Licensing** IDEA #089

If you use Microsoft desktop products, a Microsoft enterprise licensing allows you gain access to the latest product offerings, while making licensing manageable. Employees are able to get their own personal Office license at a heavily

discounted price (\$25) and client licenses for SharePoint are included. The enterprise licensing/subscription model creates a mechanism and incentive structure for updating desktop software.

Ease of implementation: 3

Cost: Varies

Return on investment: 4

### **GIS Enterprise Licensing** IDEA #090

If you use ESRI for GIS software, they provide enterprise licensing for organizations. You get access to almost all ESRI current product offering for a fixed cost per year. The software can be installed on as many machines in your organization.

Ease of implementation: 3

Cost: Varies depending on population

Return on investment: 5

### **Nuance PDF** IDEA #091

The City of Winter Haven uses Nuance PDF for viewing PDFs over Adobe Acrobat. The Nuance product allow the user to save a form-filled PDF. (Adobe Reader allows you to view and fill out forms, but not save the form). We deploy Adobe Professional for user who need to create content.

Ease of implementation: 2

Cost: Free

Return on investment: 5

### **Electronic Timekeeping** IDEA #092

Use an electronic timekeeping solution to manage employee time electronically.

Ease of implementation: 4

Cost: \$30,000

Return on investment: 5

### **Incentivize/Pay for College** IDEA #094

Create an incentive structure to pay employee tuition for a college degree. There is a substantial difference in organizational culture when higher attainment and continuous improvement are maintained as a priority.

Ease of implementation: 4

Cost: Varies

Return on investment: 5+

### **Review Job Descriptions and Require Supervisors to Receive College Degrees** IDEA #093

This is related to the Incentive/Pay for College idea above. Require a four-year college degree for supervisory position. Over time, this will make a huge difference.

Ease of implementation: 4

Cost: None

Return on investment: 5+

### **Continuous Improvement** IDEA #095

Whether it is Six Sigma, Kaizen or Total Quality Management, implement it as part of your organizational culture.

Ease of implementation: 4

Cost: Leadership time and commitment

Return on investment: 5+

### **Use Youth as Your Change Agent** IDEA #096

Listen to, challenge and encourage your youth. Young people do not think and learn like you. Let them find their own way. Create and be supportive of internships, Young Professional Groups, and Young Leadership Programs. Engage with community schools, colleges and universities and make sure the curriculum support real business needs.

Ease of implementation: 4

Cost: Leadership time and commitment

Return on investment: 5

### **YouTube** IDEA #097

Use YouTube for video distribution of community videos. The social revolution is here. Get on board.

Ease of implementation: 2

Cost: Free

Return on investment: 5

### **YouTube – The Last Lecture** IDEA #098

Randy Pausch's last lecture on "Achieving Your Childhood Dreams". We use YouTube to teach and inspire our interns.

[http://www.youtube.com/watch?v=ji5\\_MqicxSo](http://www.youtube.com/watch?v=ji5_MqicxSo)

### **YouTube – Steve Jobs' Commencement Speech** IDEA #099

Steve Job's 2005 Commencement Speech at Stanford University. Another YouTube video to teach and inspire our interns.

<http://www.youtube.com/watch?v=UF8uR6Z6KLc>

### **YouTube-No Arms, No Legs, No Worries** IDEA #100

Nick Vujicic talks about perspective. This YouTube video helps to teach us about perspective.

<http://www.youtube.com/watch?v=ciYk-UwqFKA>

### **Godel's Theory** IDEA #101

Kurt Godel (1906-1978) was an Austrian logician, mathematician and philosopher. He is know for his imcompleteness theorems. From Wikipedia:

Any effectively generated theory capable of expressing elementary arithmetic cannot be both [consistent](#) and [complete](#). In particular, for any consistent, effectively generated formal [theory](#) that proves certain basic arithmetic truths, there is an arithmetical statement that is true,<sup>[1]</sup> but not provable in the theory.

In other words, from a mathematical perspective, those that are in a system, cannot solve the problems of the system. This is in the same line of thinking when Albert Einstein stated, "Problems cannot be solved from the same level of thinking that created them." From a business perspective, we must seek feedback from others, as much as possible, to help us gain the necessary insight to solve the problems we are vested to solve. Interns, conferences, continuous improvement, training, 101 ideas---there is a recurrent theme that exists.

### **Change Yourself and Change the World** -GHANDI IDEA #102

### **Create Memories to Remind Your Customers of the Value You Provide** IDEA #103