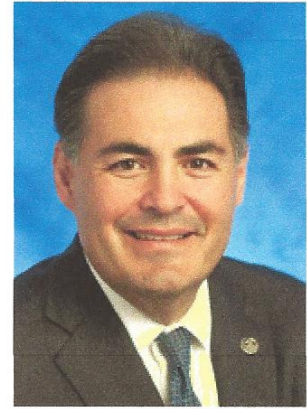


CITY MANAGER'S CORNER

A common misconception about retirees is that they don't understand or use social media. Nothing could be further from the truth. I've seen studies that indicate almost 28 million people over 55 participate in social networking.

City of Phoenix retirees are especially tech-savvy, using email, Google, Yahoo, Facebook, and YouTube to stay connected. You'll be glad to know that the city has increased its use of social media to communicate with residents, regardless of their age.

I know many of you regularly check our Facebook page, where you can find news, photos and videos about city events. By "liking" us at facebook.com/cityofphoenix, residents can get up-to-the-minute information about the city. Several city departments, including Phoenix Public Library, Parks and Recreation and Aviation, also have their own Facebook pages.



Just about every city department has a Twitter account, making it easy to get updates about what's going on in city departments. Visit phoenix.gov/socialmedia for a list.

And, thousands of residents subscribe to city list serves to receive emails about news releases, weekly job announcements, transit updates, City Council agendas and more. To subscribe to a particular list, visit phoenix.gov/subscribe.

Technology also has changed the way residents view PHX11 or report problems in their neighborhoods. You no longer need a TV to enjoy PHX11, the city's news and information station, because programs are available online, live and on demand, at phoenix.gov/11.

Got a smart phone? If so, there's a free application that allows residents to point, click and send photos of graffiti, over-height weeds, abandoned shopping carts and other blight violations to the city's Neighborhood Services Department. Phoenix was the first city in the nation to offer this application.

I've noticed that more departments are using QR codes, those little black-and-white square images that recently started popping up on everything from magazine ads to soap bottles.



Quick Response (QR) codes are two-dimensional barcodes that store large amounts of data. The combination of smart phones and QR codes created a powerful new way for people to get information at the click of a button. City departments are using the technology in innovative ways to enhance customer service:

- Aviation's Sky Harbor Airport uses the codes on comment cards to make it easier for travelers to provide feedback; bus-stop signage so travelers can receive a reminder about where they parked; and staff shirts inviting people to view the airport's new mobile website.

CITY MANAGER'S CORNER (CONTINUED)

- Parks and Recreation places QR codes on park signs that invite visitors to take a "Park Quality Survey" on phoenix.gov.
- The Phoenix Convention Center prints codes on business cards that are given to visiting clients. This provides a streamlined and time-saving way for customers to easily download and store contact information on their smart phones.
- At Phoenix Public Library, QR codes on posters promote library programs and point to calendar listings on the library's mobile website.
- Planning and Development's Historic Preservation Office printed the codes on postcards to promote "Midcentury Marvels: Commercial Architecture of Phoenix, 1945-1975." The code goes to an order form on phoenix.gov that allows customers to order and pay for the book online.
- Public Works places the codes on posters and signage that point to recycling and household hazardous materials information on phoenix.gov.

Quick Response codes support the city's overall innovation, efficiency and sustainability goals because they represent a more efficient use of resources and reduce the amount of paper and ink associated with printed materials.

Don't let the emphasis on social media discourage you from picking up the phone and calling the city if you have a problem or suggestion.

As of this writing, plans are under way for the Mayor and City Council inauguration ceremony at 10 a.m. Tuesday, Jan. 3, at the historic Orpheum Theatre. Mayor-elect Greg Stanton, Vice Mayor Thelda Williams and Council members William Gates, Daniel Valenzuela and Michael Nowakowski will be inaugurated for four-year terms. This will be the first term for both Mayor-elect Stanton and Councilman-elect Valenzuela from District 5.

Phoenix residents can watch the event live on Cox Cable Channel 11 or on phoenix.gov/11.

I know I speak for all city employees when I say we are looking forward to working with the Mayor and the Council to make Phoenix the best city in the world.