

RESOLUTION NO. 20120126-052

WHEREAS, the City of Austin values providing information to citizens in a cost-efficient and easily accessible method; and

WHEREAS, Quick Response (QR) Codes are a relatively new way to utilize traditional bar code technology at a minimal cost to the City and citizens; and

WHEREAS, QR Codes are becoming widely used by public and private entities and public awareness continues to rise; and

WHEREAS, this technology can be used to link to websites for providing information, and also to receive feedback through surveys and online forms; and

WHEREAS, the Emerging Technology and Telecommunications Committee received a briefing on this technology in December 2010; and

WHEREAS, the Parks and Recreation Department could use QR Codes to provide information on the history of a park, park hours of operation, rental rates and reservation procedures, receive feedback about park status, and utilize park user surveys; and

WHEREAS, the Public Works Department could use QR Codes for surveys on materials for use in certain projects, on bike detour and route signs, and to provide information on bond project signs; and

WHEREAS, the Animal Services Office could use this technology with animals ready for adoption; and

WHEREAS, the City of Austin has redesigned its website and is officially launching the website on January 26, 2012, so the web page addresses will be constant for the near future; **NOW, THEREFORE**,

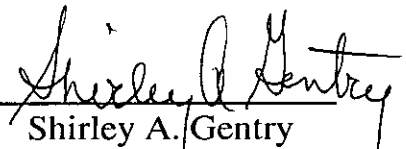
BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Manager is directed to begin a pilot program for implementing use of QR Codes within the following departments: Parks and Recreation Department, Public Works Department, and the Animal Services Office.

The City Manager shall report back to the Emerging Technology and Telecommunications Committee in May 2012 with projects completed and a utilization report.

ADOPTED: January 26, 2012

ATTEST:


Shirley A. Gentry
City Clerk