

Torrance 2.0.

Torrance 2.0 is my initiative to use technology to enhance government transparency, accountability and efficiency. The measure includes a number of components, many of which would be easy to implement, to use the Internet to bring government closer to the people.

The City already implements a number of measures, including broadcasting live the city council meetings via the Internet.

Under Torrance 2.0, a number of other measures would be added, including:

- **An email database.** Common for nearly all consumer organizations, the database would enable the city to inform residents of important issues facing the city – before the council or commissions meet. Although meetings are open to the public, few residents scrutinize the city website or scour the posted agendas downtown.
Residents could specify particular areas of concern (environmental, planning, recreation) or opt out of the database entirely if they don't want to participate.
Furthermore, this communication tool could be used to **inform residents of neighborhood issues** (for example, a rash of nearby burglaries, a local community event, or a beach cleaning day).
- **Online surveys.** The database could also be used for regular surveys of city services, ranging from trash pick up to water quality.
- **Website enhancement.** As part of the initiative, I believe the city's website should be improved to enable easily accessible online customer feedback. This initiative complements an online community calendar, which the city is developing, a resource I advocated for as a member of the Parks & Recreation Commission.

I know this solution can work: when I started as director of the American Red Cross in Southern California, the organization effectively had zero email addresses. Now, we have more than 200,000 and through this initiative, we collected more blood during this year's holiday season than we have in recent memory.