



CONNECTING CITIZENS TO LOCAL GOVERNMENT

GEOGRAPHIC TECHNOLOGIES GROUP®

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GEOGRAPHIC TECHNOLOGIES GROUP



TABLE OF CONTENTS

A. Crowdsourcing – What is it?

B. 311GIS.com

C. Five Benefits of 311GIS.com



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Crowdsourcing

What is it?

- Is a process that involves outsourcing tasks to a distributed group of people
- It's distributed problem-solving

"Developing interactive tools that enable a stronger dialog between government agencies and citizens is proving to be one of the most effective platforms for citizen engagement." - Esri

TABLE OF CONTENTS

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Antiquated way of handling citizen requests

- Lengthy often convoluted process
- Requests can be lost in the process
- Accountability is often nebulous
- Can take a while for citizens to be updated, if ever
- Citizens have to call in for updates



Citizen call in a request
for service



work order
Request is created



Crew Member receives
request and completes job

311GIS.com

Citizen Requests in 2013



Pothole!
I need to
report
that.

Instant



Constant Updates



- iPad, iPhone
- Android smart phone, Tablet
- Web based on PC



Within 5 min.
of Submission

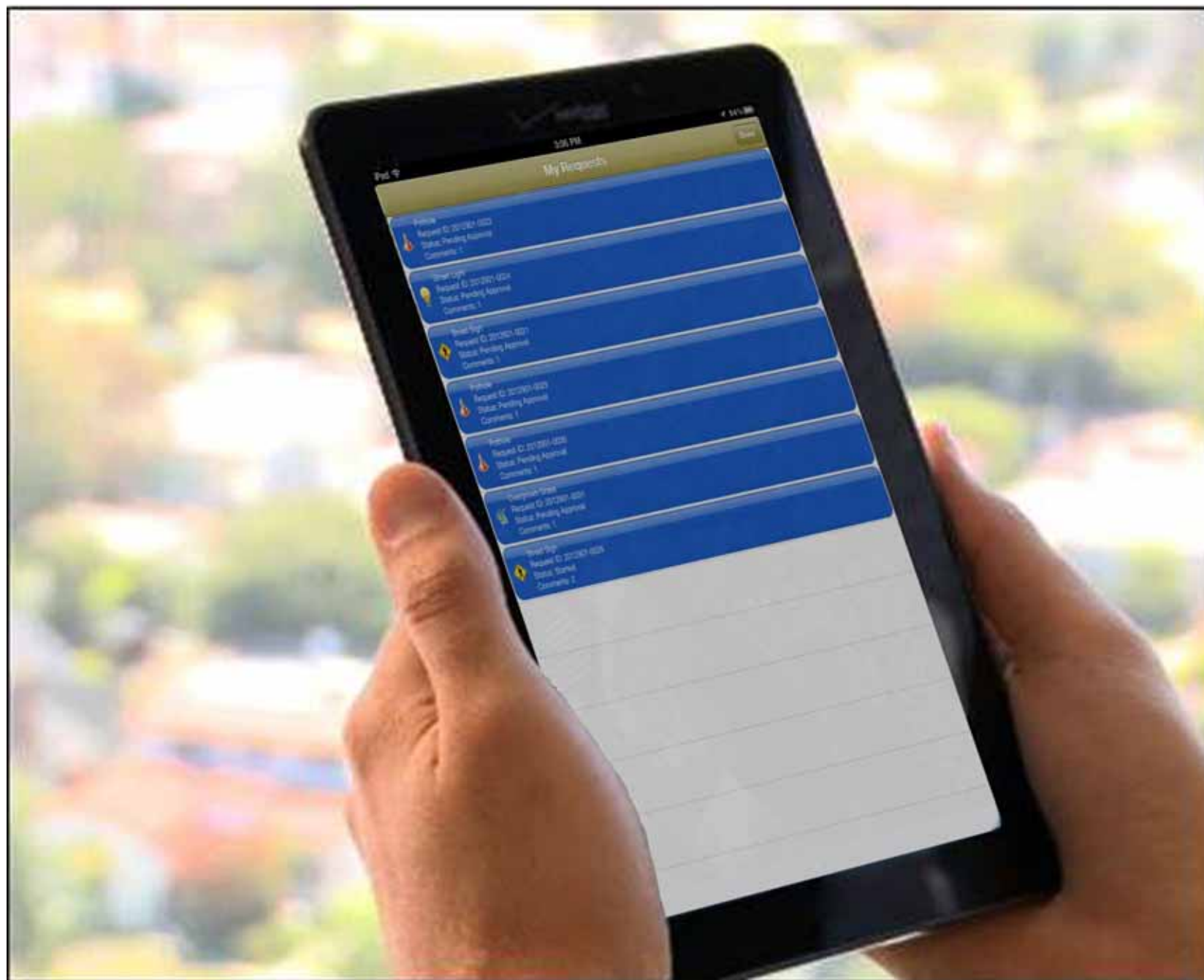


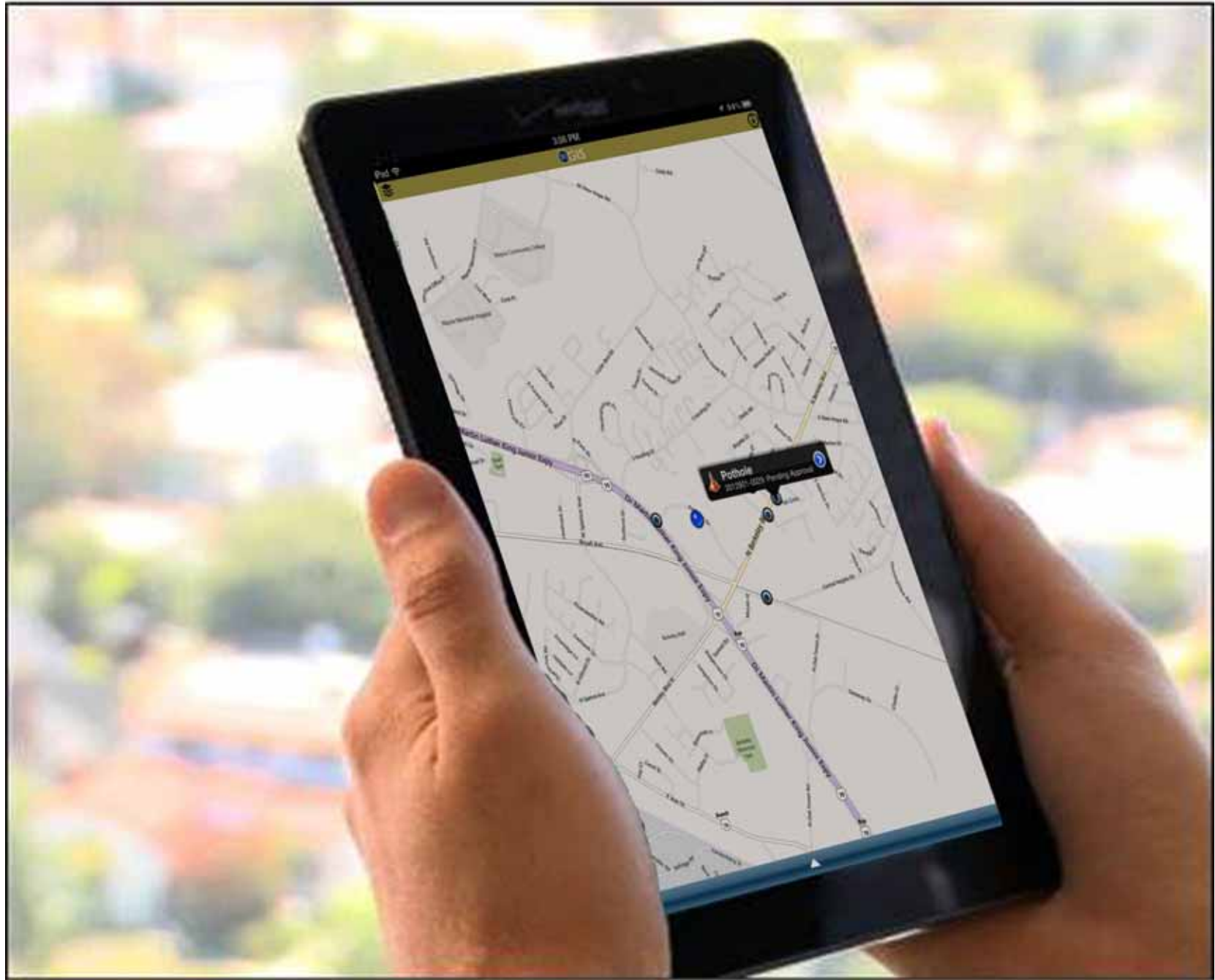
COMPLETE!

- Streamlines & Automated process
- Cloud Based
- Keep citizens informed
- Constant Notifications
- Saves Time

BENEFITS: Time savings, collaboration with citizens, cloud based







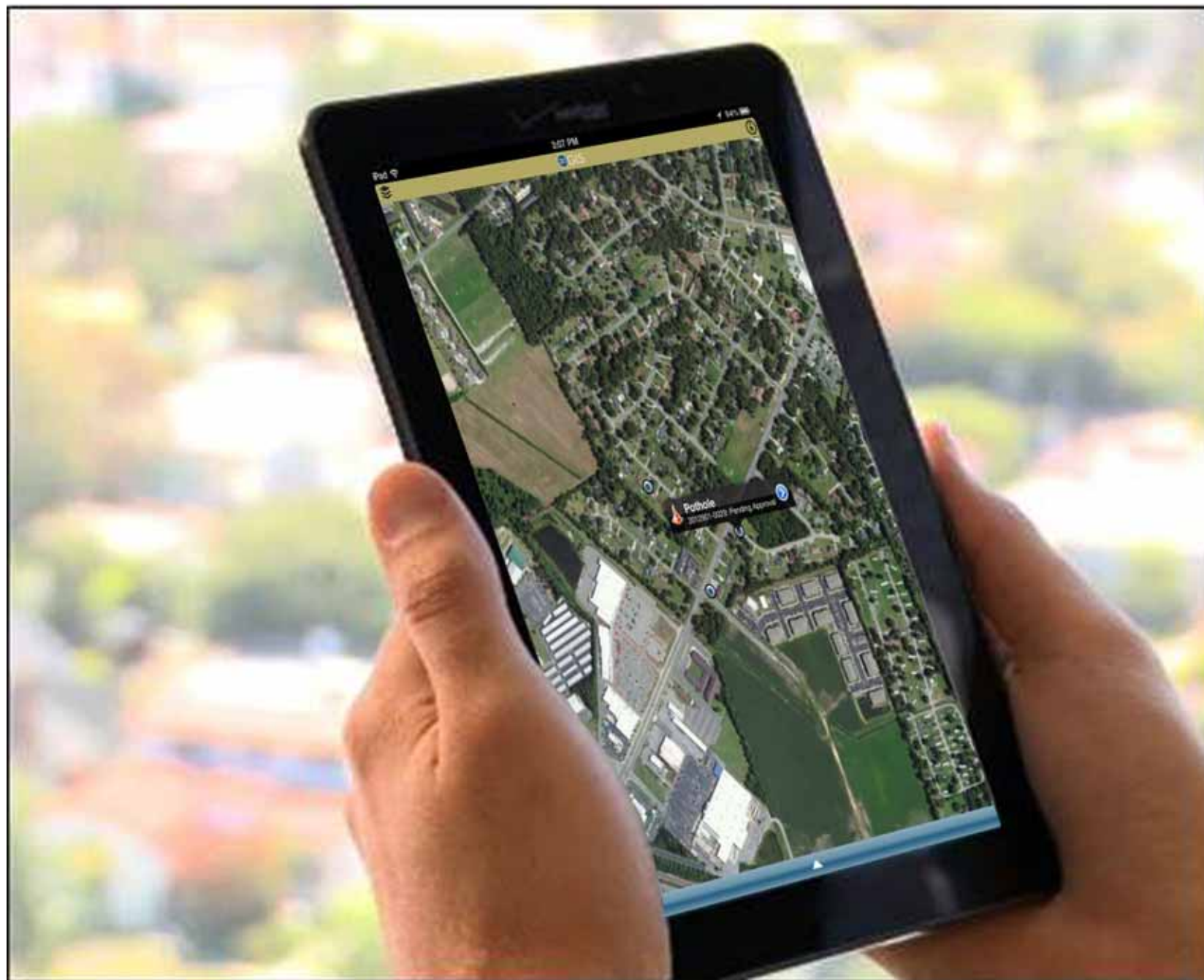


TABLE OF CONTENTS

A. Crowdsourcing – What is it?

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C. Five Benefits of 311GIS.com



311GIS.com

Transparent and Open Government

1



Open and Transparent Government

**Engaging Our Citizens 24 Hours a Day, 7
Day a Week with an Easy-to Use Interface**

BENEFITS: Crowdsourcing, improve information processing



What You Should Demand From GIS and 311 Must Have Functions To Enable Your Community

Reducing Citizen Frustration

PROBLEM	SOLUTION
<ul style="list-style-type: none">• Our citizens are frustrated because lack of responsiveness and feedback	<ul style="list-style-type: none">• Instant citizen response via mobile applications and automated emails
<ul style="list-style-type: none">• Staff are frustrated because there is no failsafe method or one-stop shop to track citizen concerns	<ul style="list-style-type: none">• Citizens see all validated requests
<ul style="list-style-type: none">• We get a flood of citizens reporting the same issues	<ul style="list-style-type: none">• Staff get a one-stop portal to track and visualize all internal and external concerns
<ul style="list-style-type: none">• We are getting calls not in or jurisdiction or items not handled by us.	<ul style="list-style-type: none">• Concerns are automatically routed to the appropriate agency
	<ul style="list-style-type: none">• Instant citizen notification that a request has been redirected to another agency

BENEFITS: Crowdsourcing, improve information processing

311GIS.com 2

Antiquated way of handling citizen requests

- Lengthy Process
- Request can be lost in the process
- Can take a while for citizens to be updated, if they ever are
- Citizens have to call in for updates

Citizen and Staff Frustration Reduced

2-10 hours later



Citizen call in a request
for service



Manual Work Order
Request is created



Crew Member receives
request and completes job



What You Should Demand From GIS and 311 Must Have Functions To Enable Your Community

Insuring Accountability

PROBLEM	SOLUTION
<ul style="list-style-type: none">• We have reported issued not being addressed or haphazardly addressed	<ul style="list-style-type: none">• Automated emails sent to responsible staff
<ul style="list-style-type: none">• Citizens telling us they have left a message or reported an issue but we have no audit trail	<ul style="list-style-type: none">• Hierarchical nag engine – issue escalation
<ul style="list-style-type: none">• We have no internal mechanism for tracking issue resolution	<ul style="list-style-type: none">• Staff changes and case closure are now reported to citizens
<ul style="list-style-type: none">• All too often problems are not being reported until an issue is out of control – we are always in crisis management mode	<ul style="list-style-type: none">• Management can view all open requests on a map

BENEFITS: Crowdsourcing, improve information processing

311GIS.com

Citizen Request in 2013

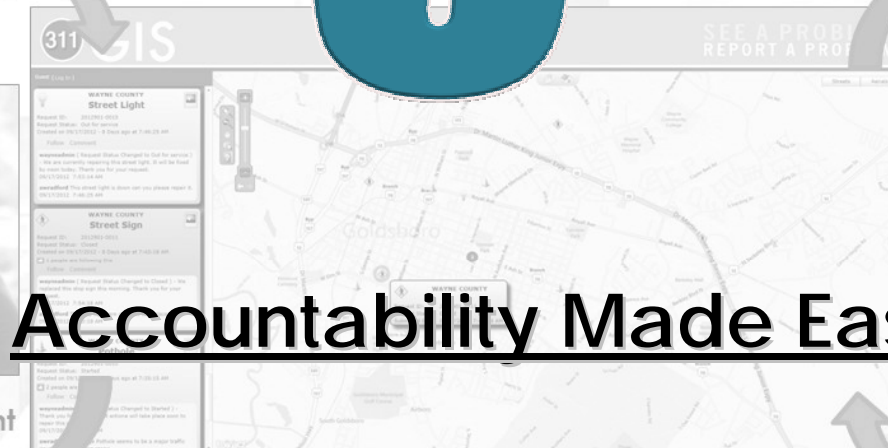
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Pothole!
I need to
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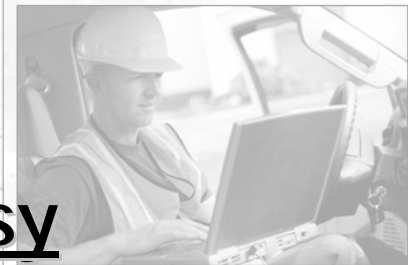
Instant



Constant
Updates



Within 5 min.
of Submission



COMPLETE!

Accountability Made Easy

- iPad, iPhone
- Android smart phone, Tablet
- Web based on PC
- Streamlines & Automated process
- Cloud Based
- Keep citizens informed
- Constant Notifications
- Saves Time

BENEFITS: Time savings, collaboration with citizens, cloud based



What You Should Demand From GIS and 311 Must Have Functions To Enable Your Community

Can't See the Big Picture

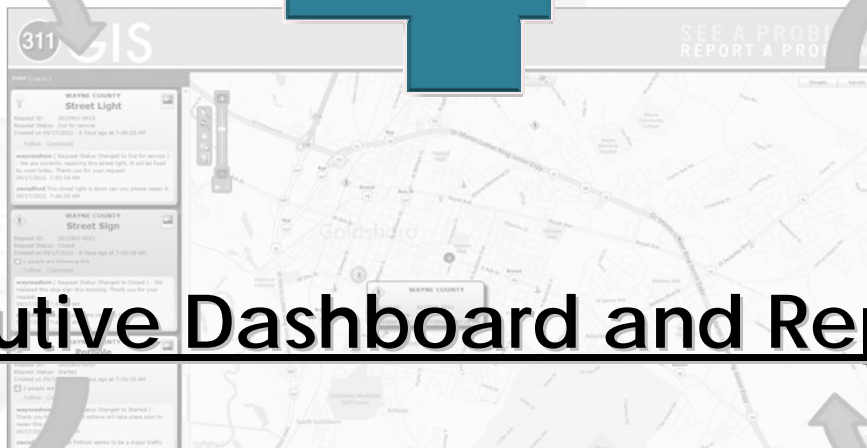
PROBLEM	SOLUTION
<ul style="list-style-type: none">• Our managers are unable to visualize case distribution	<ul style="list-style-type: none">• Managers can quickly view call trends via the map and heat mapping
<ul style="list-style-type: none">• Our staff are responding to calls in an inefficient or haphazard way	<ul style="list-style-type: none">• Managers can print reports of:<ul style="list-style-type: none">• Cases assigned to their department• Cases by date and time• Request status• Request type
<ul style="list-style-type: none">• Our staff workloads are unbalanced	<ul style="list-style-type: none">• Managers Enabled with and Executive Dashboard. Can view:<ul style="list-style-type: none">• New request in last 24 hours• Top 10 request by followers• Top 10 oldest open request• Closed request in the last seven days• Pending request

BENEFITS: Crowdsourcing, improve information processing

4

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Within 5 min.
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Executive Dashboard and Reporting

Constant
Updates

COMPLETE!

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BENEFITS: Time savings, collaboration with citizens, cloud based



What You Should Demand From GIS and 311 Must Have Functions To Enable Your Community

Current Systems Are Too Complicated

PROBLEM	SOLUTION
<ul style="list-style-type: none">• Our existing systems are too complicated and convoluted	<ul style="list-style-type: none">• Integrates with existing work order systems (CityWorks)
<ul style="list-style-type: none">• All we have now is a paper work order system	<ul style="list-style-type: none">• Cloud based solution
<ul style="list-style-type: none">• Our field staff must be enabled	<ul style="list-style-type: none">• Inexpensive work order solution
<ul style="list-style-type: none">• Supervisors are unable to track progress in the field	<ul style="list-style-type: none">• Supervisors are made aware of updates immediately throughout the day, reducing paper trail, increasing accuracy, faster feedback to the community.

BENEFITS: Crowdsourcing, improve information processing

311GIS.com

Citizen Resolution in 2013

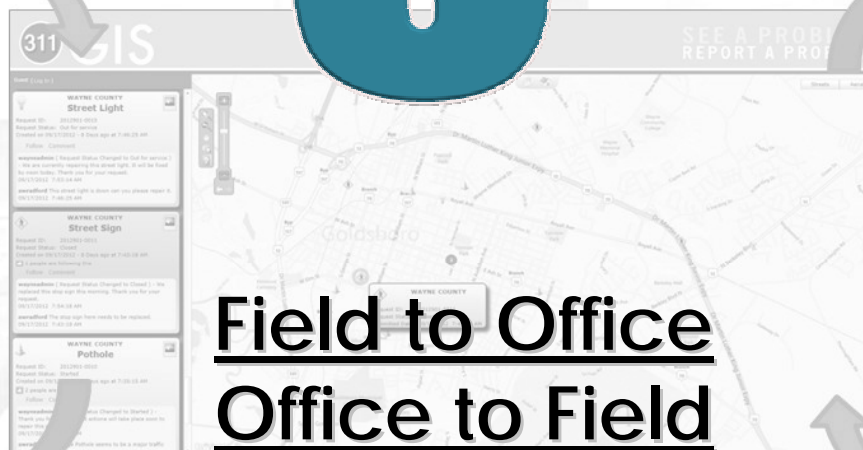
5

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COMPLETE!

Field to Office
Office to Field

Cloud Based Solution

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311GIS Value Proposition

- ✓ Time Savings
- ✓ Collaboration with Citizens
- ✓ Instant Notifications
- ✓ Automated and Improved Workflow
- ✓ Cloud based
- ✓ Improve efficiency and productivity
- ✓ Make better quality and more effective decisions
- ✓ Improve information processing
- ✓ Improve citizen access to government
- ✓ Effective management of assets and resources





CONNECTING CITIZENS TO LOCAL GOVERNMENT

GEOGRAPHIC TECHNOLOGIES GROUP®

Thank you!

