

The Case for 3-1-1:

Using ArcGIS Survey 123 with Cartegraph

Neil Rose, GISP

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City of
New Braunfels



Who am I?

Neil Rose, GISP



- BA Sociology, Coastal Carolina University
- BA Applied Geography, University of North Carolina – Wilmington
- Grad Certificate GIS, Penn State
- Grad Certificate Geospatial Programming and Web Map Development, Penn State
- Masters in GIS, Penn State
- GISP
- GIS Leadership Academy
- 10-years Local Government GIS
 - 4-years at the City of New Braunfels
 - 6-years at the City of McKinney



New Braunfels

A little about our city

- Along the IH-35 Corridor between San Antonio and Austin
- Two major rivers: Comal and Guadalupe
- US Census 2021 Population Est.: 98,857
- No. 5 Fastest Growing (+8.3%)
- No. 9 Largest Numeric Increase (+7,538)

Do you know?

Where to report road hazards or streetlights outages?



How to find out about parking locations and fees?

Where to find events going on in the city?



If there are reports and metrics tracking these issues?



What is 3-1-1?

- 3-1-1 started as a non-emergency phone number
- 3-1-1 was developed with the idea of government-citizen connections
- 3-1-1 has evolved from just a phone center to also have an online component

Who is using 3-1-1 in the area?

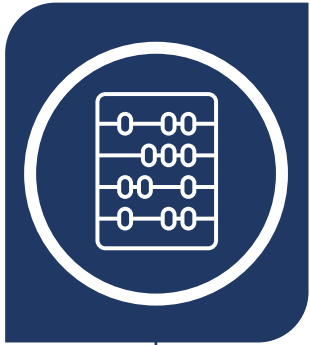
San Antonio and Austin

- Large Cities = Plenty of money and staff
- Both started as a phone bank
- Currently use phone and digital submittals
- Each received over > 900,000 calls in 2021
- Each received over > 60,000 service requests in 2021

San Marcos

- Comparable size city and staff
- Started in 2020
- Digital submittals only
- > 2,000 service requests in 2021

What's the Problem?



Legacy
Application

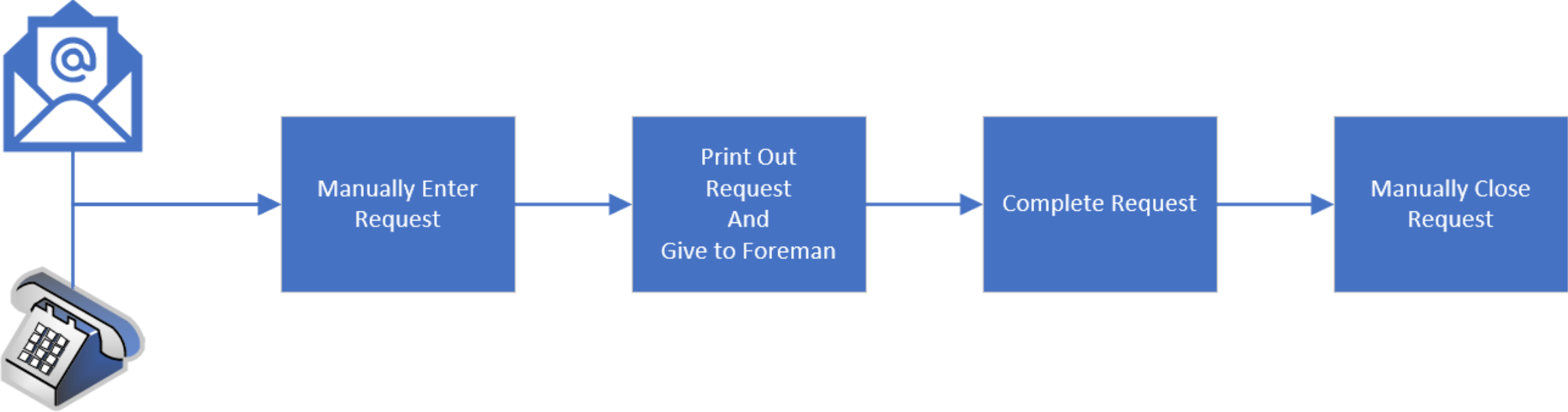


In-house
low-cost solution



Pave the way for
something new

Old Workflow



Average Annual Counts

Solid Waste

- 13,100

Streets/Drainage/Traffic

- Streets: 679
- Traffic: 116

Facilities

- Facilities: 651

Total: 14,546


New Workflow



Solid Waste and Streets/Drainage/Traffic

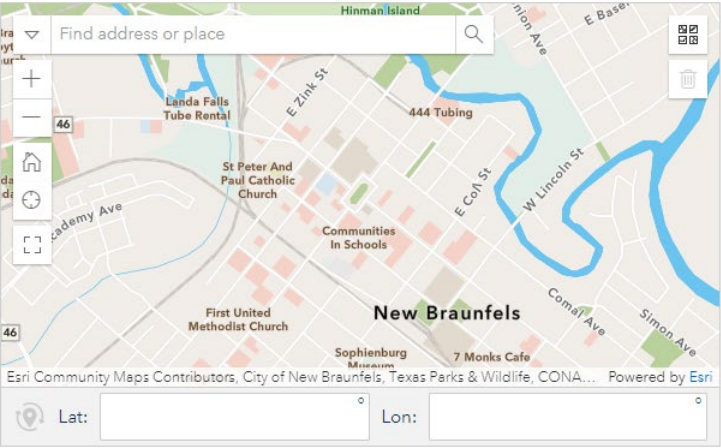
Submit a Request:
Solid Waste

Please provide the following.




Where is the request located?*

Drop a pin where the request is on the map.
Locational accuracy is important!



Submit a Request:
Street, Drainage, Traffic

Please provide the following:

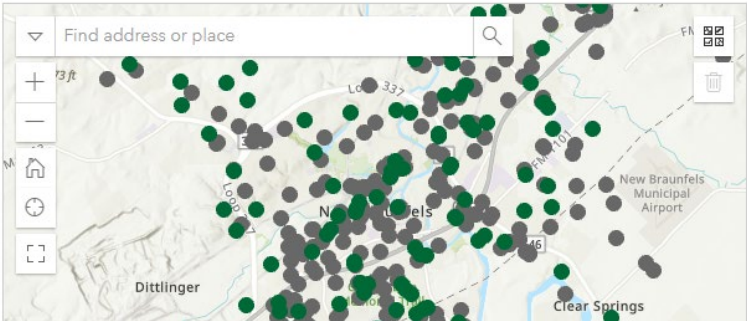


Map Legend

● Open ● Closed

Where is the problem located?*

Drop a pin where the problem is on the map.
Locational accuracy is important!



Why this solution?

Method in the Madness



Multiple Survey123 Forms

- Customize to each client's needs
- Maintain the theme with City's Branding



Low-Cost

- ArcGIS Enterprise
- ArcGIS Online
- Zapier
- Cartegraph



Phased Implementation

- Re-Evaluate the program at 18-months
- Expand based on response and data

QUESTIONS?

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City of
New Braunfels

