SCHEDULED MATTER

SUBJECT: CONSIDERATION OF OPTIONS FOR CITY SMART PHONE APP

SOURCE: Administration

COMMENT: At the May 21, 2013, City Council meeting, the Council directed staff to research the possible options for implementing a local government mobile application and Citizen Relationship Management (CRM) system that would allow the public to interface with the City government and report nonemergency problems they observe in the community, such as potholes, graffiti, damaged sidewalks, code violations, and other similar issues. Pursuant to this direction, staff identified the following products that offer mobile app and CRM solutions for local governments: CitySourced, SeeClickFix, Government Outreach, and PublicStuff.

After a thorough examination of the available options, staff has identified the PublicStuff product as the most comprehensive and cost-effective solution for Porterville (see Attachment 1 for side-by-side analysis). In addition to offering a robust service request and problem reporting system, the PublicStuff product allows for an unlimited number of additional "buttons" to be programmed into the mobile application that would enable residents to access a wide array of City services, such as: paying utilities, examining transit routes and stops, connecting to City websites and social media, reserving available public spaces, staying up-to-date on City events and programs, viewing City Council agendas, linking to local news media, exploring tourist information, and accessing virtually any other service or information staff desired to include. This feature permits the City's mobile app to serve as a civic engagement tool for residents and visitors alike, as well as providing a medium for problem reporting.

Most of the mobile application products on the market include the use of the company's generic application that residents download and then specify for Porterville to access the City's features. In order to have a custom-branded, City of Porterville application available for download in the mobile app stores, most of these companies require a steep fee in addition to the annual contract cost. However, with the PublicStuff product, the custom-branded application is included in the annual cost, with no additional fee. This distinction of the PublicStuff product makes it easier for residents to find, download, and utilize the City's smart phone application.

In addition to the tools available for the public in the mobile application, the PublicStuff product also includes an extensive internal administration dashboard that serves as the City's command and control center for the entire service request and work order system. The internet-based

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dashboard is where all service requests are sent and reviewed by City staff. Referred to as "Citizen Relationship Management" (CRM), the internal system has many features to control and analyze the service request workflow, such as establishing routing protocols, evaluating submitted requests, communicating with citizen reporters, viewing filtered maps of reported issues, producing instant reports of system data, and maintaining the mobile application functions. Furthermore, unlike any of the other products, the PublicStuff contract includes a full-time personal account manager for the City to handle all staff inquiries, technical assistance, troubleshooting, and system maintenance. The retention of a personal PublicStuff account manager would relieve the City's IT department from having to provide technical support for the system.

It is important to note that when implementing a mobile application and online work order management system, the City would be able to keep the traditional means of reporting nonemergency issues available to the public, in addition to the new technological avenues. The PublicStuff product has a "No Wrong Door Approach" that allows requests from walk-ins, phone calls, text messages, postal mailings, and emails to be entered into the City's online CRM system.

Some of the potential positive effects of implementing the PublicStuff mobile application and online work order management system for the City would be: enhancing communication between the City and local residents; improving the quantity and quality of service information for City personnel; increasing citizen participation in local governmental processes; expanding attendance at local events and programs; and engaging younger generations with the local community and civic life.

RECOMMENDATION: That the City Council accept the presentation of options for a City smart phone application, and provide staff direction.

ATTACHMENTS:
1. Chart: Product Comparison
2. Company Profile: PublicStuff
3. PublicStuff Product Overview

	CitySourced	SeeClickFix	Government Outreach	PublicStuff
Mobile Application	Generic CitySourced App* Android, iOS, Windows, Blackberry No "widgets" (buttons)	Generic SeeClickFix App* Android, iOS, Windows, Blackberry Unlimited "widgets" (buttons)	Generic GORequest App* Android; iOS 3 widgets (buttons)	Custom in-app-store application Android, iOS, Windows, Blackberry Unlimited "widgets" (buttons)
City User Accounts	Unlimited Users	Unlimited Users	Unlimited	50 Users Additional accounts may be added
Mapping	ESRI	Google Maps	Google Maps	ESRI Enhanced
Voice & SMS Features	None	None	None	Custom City-specific phone & text numbers
Reporting	Basic metrics & analytics	Enhanced reporting & analytics	Basic reporting & analytics	Enhanced reporting & analytics
System Setup	Assisted	Semi-Assisted	Assisted	Assisted
Support	Customer Service	Customer Service	Customer Service	Account Manager
Add. Features	Multi-jurisdictional service	Multi-jurisdictional service	Knowledge base on City website Google Translate support	"No Wrong Door Approach" Automatic "One Voice" Translations
Costs	One-time setup fee: $2,000 Annual license fee: $6,600** Custom App: Undisclosed add. cost	One-time setup fee: $2,000 Annual license fee: $7,000** Custom App: Add. $3,000 annually	One-time setup fee: $3,500 Annual license fee: $5,400** Custom App: Add. $2,000 per platform	One-time setup fee: $0 1 Year Agreement: $8,800 2 Year Agreement: $8,536 3 Year Agreement: $8,360

* Custom app in app stores available at additional cost
** Additional cost for custom app not included in annual fee

Company Profile: PublicStuff

PUBLICSTUFF

Background: PublicStuff promotes its product as a way to energize civic engagement by boosting citizen interaction, improving government efficiency, and helping governments respond quickly to citizen requests. PublicStuff is based in New York but serves clients nationwide. Founded in 2009, the company currently provides services for 200 cities, 30 of which subscribe to the full version of the product with custom apps in the app stores.

Platforms: Android, iPhone, Windows Phone, and Blackberry

Branding: Use of generic PublicStuff app: N/A
Custom application in app stores: **Included**

Main Functions:
- Mobile application service requests and nonemergency problem reports with picture attachments and GPS location services.
- User map view and list view of all reported issues.
- "Nearby Requests" function.
- Internal routing protocols and extensive workflow management to separate service requests into multiple steps among different departments and staff.
- Internet-based internal administration control dashboard (CRM).
- Ability to track citywide trends through map filters and data isolation in the administration dashboard.
- Real-time feedback and notifications for citizens with both pre-set and manual-entry reply messages.
- Extensive internal control over entire system.
- 50 user accounts with personalized dashboards for each user.

Mapping: Esri Enhanced and Google Maps

Add. Features:
- Unlimited additional buttons in app for city services and information.
- "No Wrong Door" approach with custom voice call and texting features.
- Personal PublicStuff account manager.
- Enhanced reporting and analytics.
- Spam monitoring.
- Knowledge base integrated with city website.
- Automatic translations via PublicStuff's "One Voice"
- Ability to "mute" users who abuse the reporting system.

Costs: One-time setup fee- $0.00
1 Year Agreement- $8,800
2 Year Agreement- $8,536*
3 Year Agreement- $8,360*

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* Fees are paid each individual year. A discounted rate for each year is available with 2- and 3-year contracts.

City References: Elk Grove, CA; Redwood, CA; Palo Alto, CA; Daly City, CA

Analysis: PublicStuff is by far the most robust and all-encompassing mobile app and CRM product on the market. The product offers extensive internal controls and customization. The company's "No Wrong Door Approach" allows residents to call or text their service requests to a custom city phone number and the requests are automatically translated into the CRM system. With a personal account manager, the city would have around-the-clock access to personalized support and assistance from the company. The advanced capabilities of the PublicStuff system offer the most user-friendly external and internal interfaces.

Build Your Best City Government

PublicStuff is the easiest way to engage your community and improve access to city services. Cities across the country are using PublicStuff's mobile app, web solution and internal staff CRM system to close service requests, connect residents to their representatives, and follow up directly with members of their community.
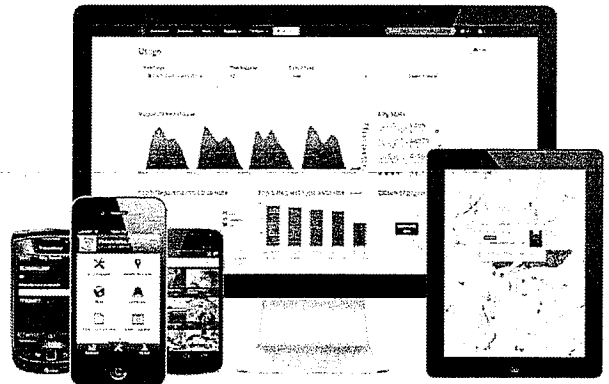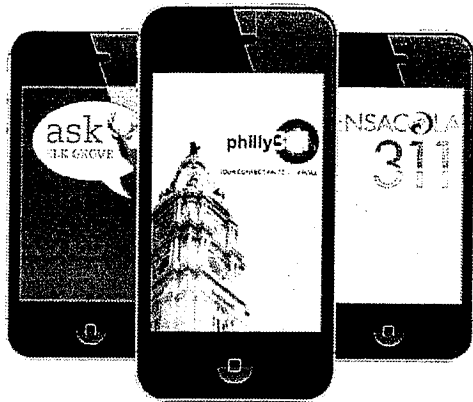
The result? Responsive governments, engaged residents, and thousands of dollars saved each year.

$128k
Annual Savings

Oceanside, CA

91%
Completed Requests

Philadelphia, PA

+51%
Resident Engagement

Plano, TX

Why do cities around the country love PublicStuff's mobile app?

Automatic Translations

Our "One Voice – Instant Translation" feature ensures PublicStuff is accessible to everyone. For example, if a resident submits a request in Spanish, your staff can opt to receive it in English and then send a reply that's automatically translated back into Spanish!

Completely Customizable

No one knows your city better than you. Brand your city's app and add information or updates that are relevant to your residents. Many cities also use our CivicApps feature to provide their residents information on animal adoptions, city events, transit data and other important information. You can also choose what types of service requests to include depending on the biggest issue areas in your city.
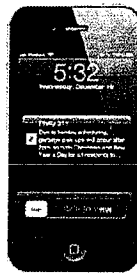
Communication & Notifications

Reach out to your residents directly with push notifications to keep them updated on the status of their service requests. Push notifications can also be used for city emergency alerts.

# How are PublicStuff cities saving money and reducing staff time?
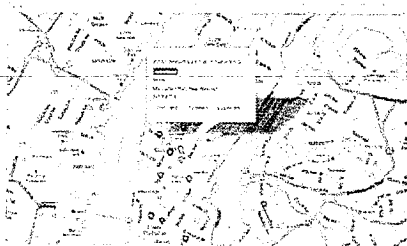
Easy-to-Use Mapping Tools

Our tools let you visualize service requests thanks to features like ESRI integration with GIS mapping. At a glance you can tell which areas in your city suffer the most from specific types of issues.

Improved Workflow

Incoming requests are automatically assigned to the right member of your staff, boosting efficiency and keeping the process transparent. Delegate individual tasks to specific people and assign workflow steps. Best of all, your residents are notified throughout the process, automatically keeping everyone up-to-date with automated notifications.
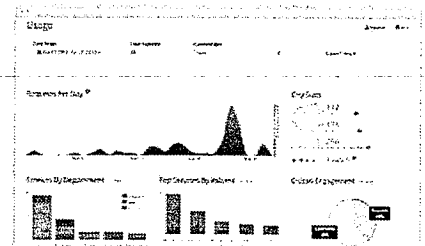
Data-Driven Decision Making

We provide custom reporting tools that allow you to make decisions based on the most accurate, relevant data available. For example, these tools can be used to report resident engagement levels or city staff response times.

Take the first step toward moving your community forward

contact sales@publicstuff.com for more information