

SUBJECT: CONSIDERATION OF IMPLEMENTING A LOCAL GOVERNMENT MOBILE APPLICATION

SOURCE: Administration

COMMENT: At its meeting on April 16, 2013, the City Council approved Council Member Ward's request that the Council consider the implementation of a local government mobile application that would allow and assist the public to interface and/or report problems in the community they observe. The Council's consideration of this Agenda item was continued from the May 7th meeting.

It is anticipated that by 2014, mobile internet-usage will overtake desktop internet-usage, which already in 2011 more than fifty percent (50%) of all "local" searches were done from a mobile device. Generally considered as Citizen Relationship Management (CRM), there are a number of local government mobile application products that have been developed to assist citizens in reporting the location of graffiti, street potholes and other road obstructions, traffic signal and street light outages, and other maintenance needs, which several examples include: CitySourced, Open311, PublicStuff, and SeeClickFix. As an alternative to a purchased CRM product, some local governments have developed their own (native) mobile applications. "SeeClickFix", one of the most popular CRM products, has some free introductory user features, however, most of the more administrative features and customization are available beginning at \$400 per month.

RECOMMENDATION: That the City Council consider the implementation of a local government mobile application, and provide staff direction.

ATTACHMENT: None

C/M



Item No. 16