There's an App for That

Panelists:

Amy Brown, City of Campbell
Kristie Bartlett, City of Santa Rosa
Lily Liu, Public Stuff

League of CA Cities, January 31, 2013

Today's Session

1. Apps – Using them and finding them

   Covering four different categories of Apps

   - Productivity/Efficiency
   - Personal Health and Family
   - Social/Travel and Entertainment
   - Community/City Related Apps

2. Policies and Pitfalls regarding Apps, the Cloud and iPads for Council/Staff

3. Q & A and audience experience

Top 10 Apps

Amy Brown, City Manager for the City of Campbell

League of CA Cities, January 31, 2013

Crime Reports

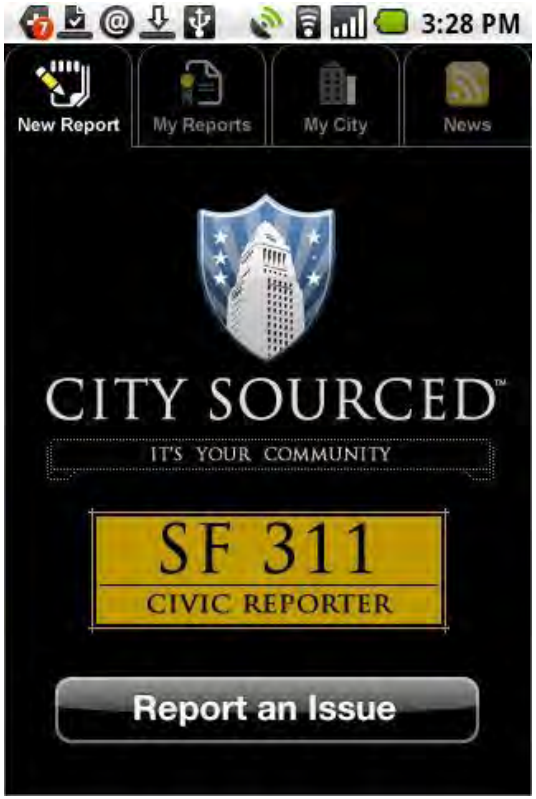
The CrimeReports iPhone app allows you to:

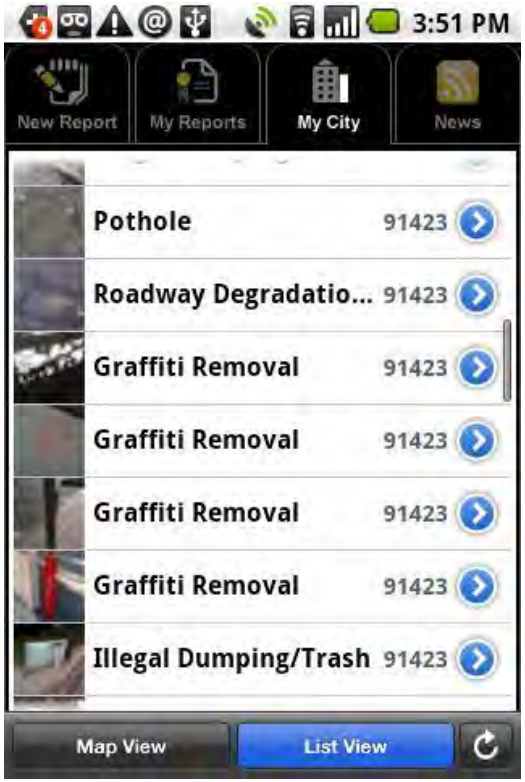
- Filter crimes by location or address, crime type, and customizable date range
- View data on the crime map or in a list view
- View national sex offender data alongside crime in your neighborhood

SF311

San Francisco 24/7 Customer Service Center

•Apps available for Android, Blackberry, iPhone

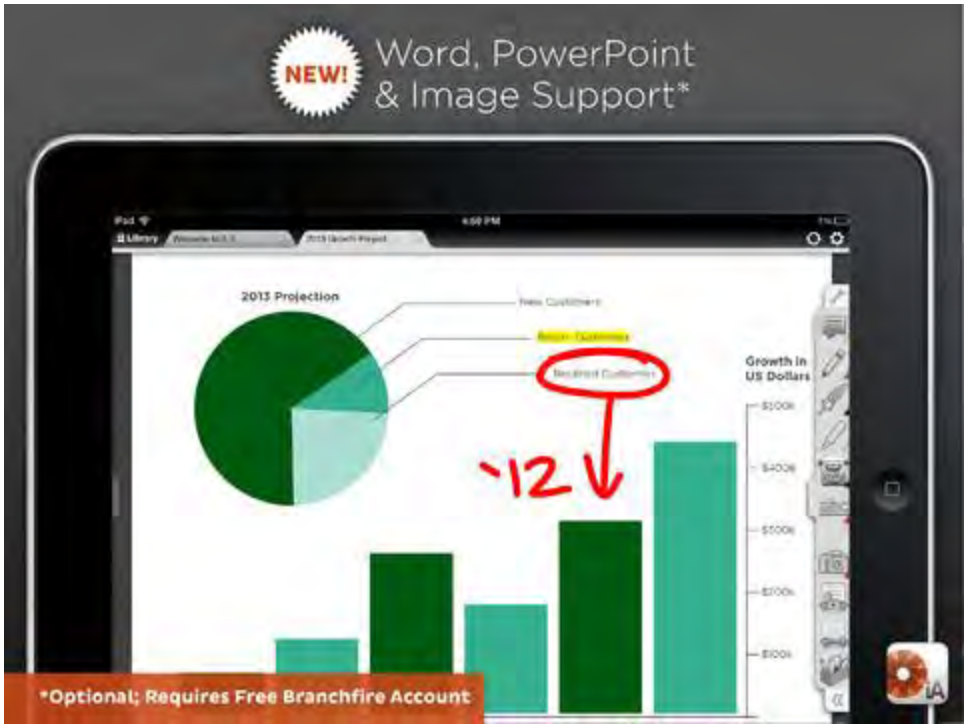




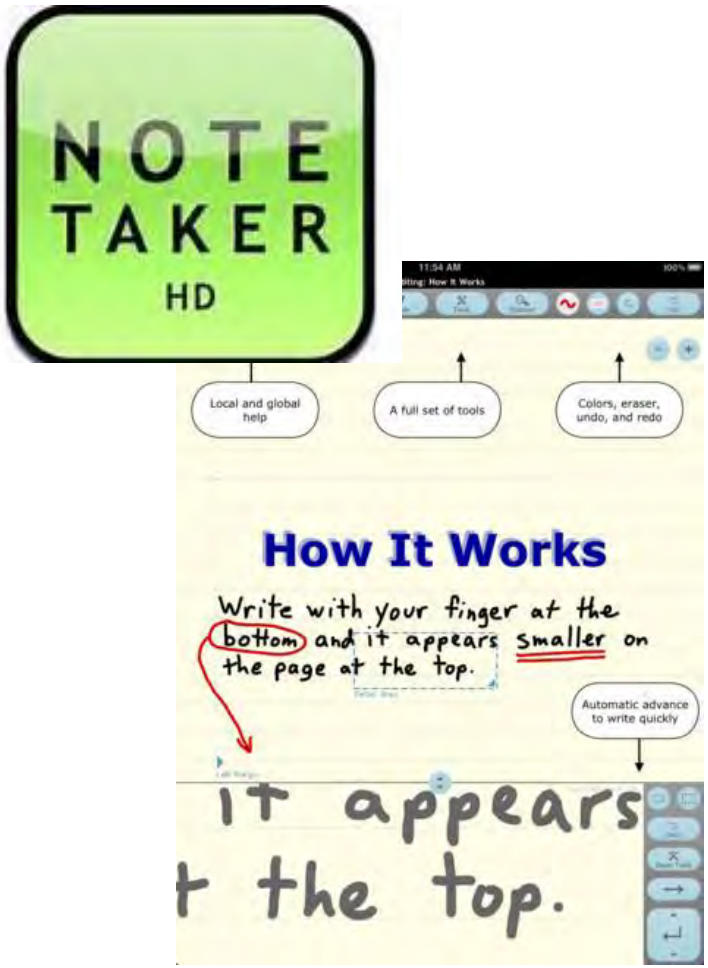
iAnnotate

Allows you to:

- comment or edit PPT/PDF slides
- Take notes during a meeting



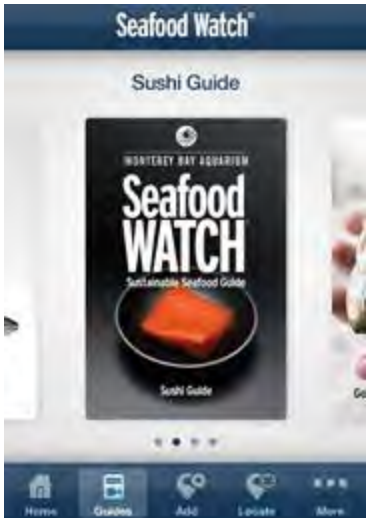
Note Taker HD and Instagram



Seafood Watch

From the Monterey Bay Aquarium

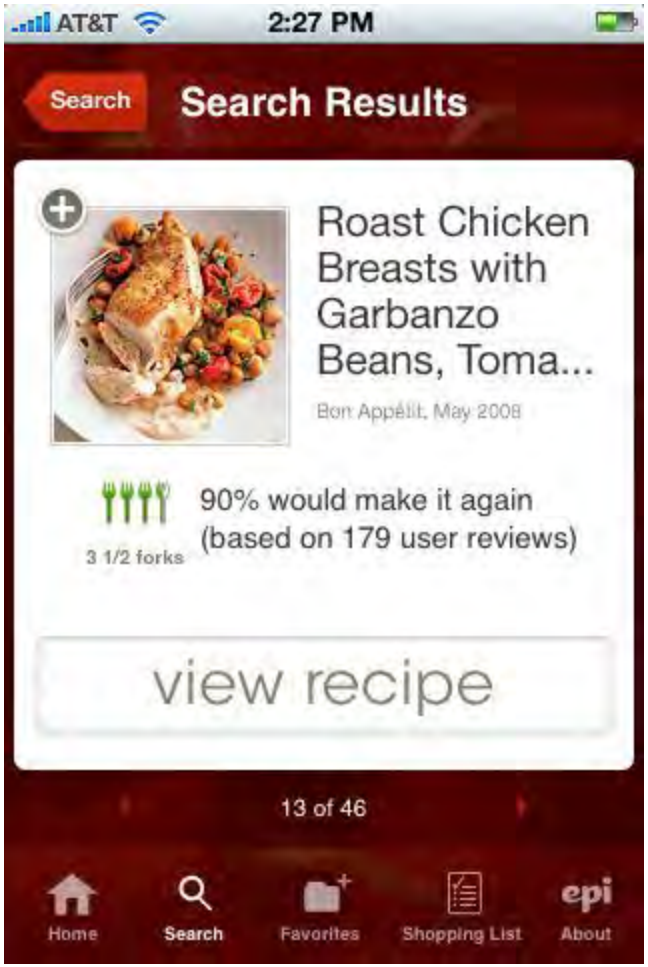
•Up to date recommendations on ocean friendly seafood and sushi



Epicurious

Food App available for:

- iPhone
- Android
- iPad
- Kindle Fire
- Nook



The Guardian Eye Witness

The Guardian Eyewitness app for iPad showcases the world's most striking and beautiful photographs, providing a daily, visual reflection of global events

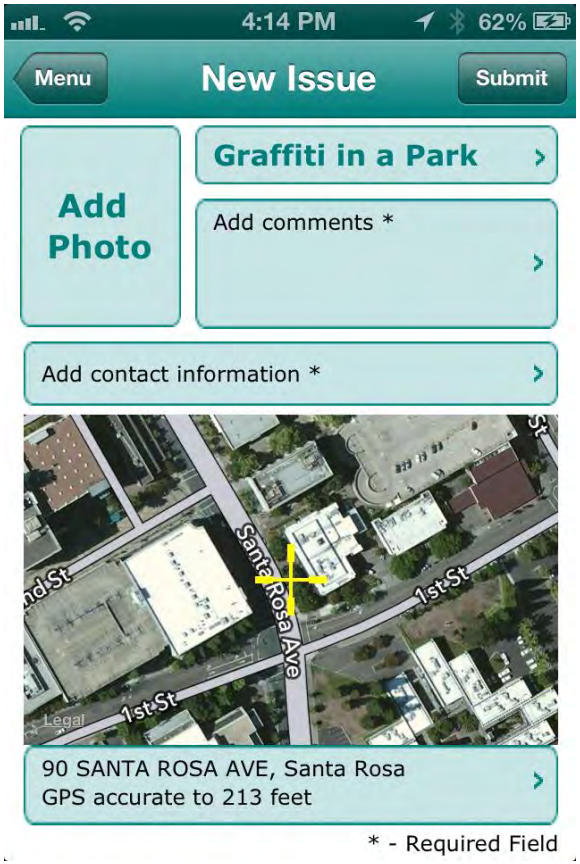
Starbucks and Yelp

THERE'S AN APP FOR THAT

Kristie Bartlett
City of Santa Rosa
January 2013

REPORTING COMMUNITY ISSUES

- My SantaRosa
  - Citizens can alert City staff of specific issues
  - Add photos, comments, contact info for follow-up.
  - GPS location added



CREATING & EDITING FILES

- Office2
  - Create and edit Microsoft Office files from ipad
  - Access files from Cloud using these services

NEED WI-FI….

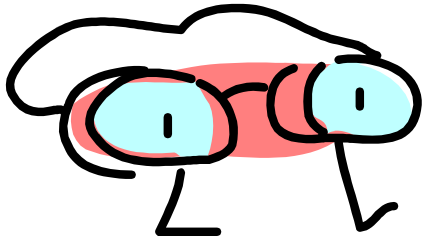
- Wi-fi finder
  - Find free and paid wi-fi options
  - Filter by location type (coffee shop, Store, downtown)
  - GPS directions and phone number
  - Download wi-fi finder database to view when offline
  - Can use with iphone, ipad or Android devices

Missing your iPhone….

- Find my iPhone/iPad
  - Device needs to be on and connected to the internet
  - Make sure it's turn on from Settings-iCloud
  - Remotely play sound is device is close by
  - Find with GPS
  - Lost Mode
  - Remotely wipe/lock
  - Push notifications
  - www.icloud.com/find

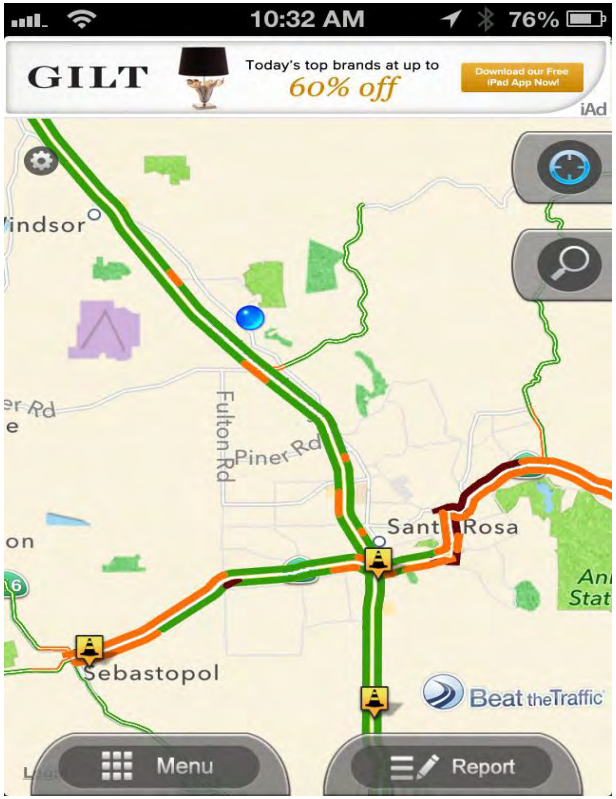
MANY WAYS TO USE YOUR CAMERA

- Google Goggles/Search
  - Great way to add business cards to your contacts
  - Get information on Landmarks, Artwork or books
  - Translates languages
  - QR codes for online shopping
  - Voice search



TRAVELING….

- Beat the Traffic



Get alerts on accidents and delays

- GasBuddy

Find Cheapest Gas

Energizing civic engagement

The only DIY app management system.
5 Simple steps to get started.

Engaged citizens…*

- Are **50%** more likely to vote
- Are more likely to **invest and volunteer** in their communities
- Make for **lower unemployment**
- Can be your biggest **advocates**!

*@National Conference on Citizenship Data, September, 2012

The communication gap

#Residents

It's impossible to get in touch with the right people in my local government

I never get updates on service requests, city happenings or alerts

#InsideGovernment

Processing requests is tedious

It's difficult to report our work and follow-up with residents with timely information

GTX

CMX-6627

"MORE STUPID GRAFFITI"
04
YES YOU ARE STUPID
Bysh is

PONDEROSA DR
STOP

FRI
WETERBROKEN
INSERT VALID COINS ONLY
DISPLAY INDICATES
TIME PURCHASED

Look Familiar?

PublicStuff can help you...

Spend less time handling service requests and more time helping your community

Seamlessly communicate progress and information to citizens

Help citizens send service requests to the right people

Community Portal

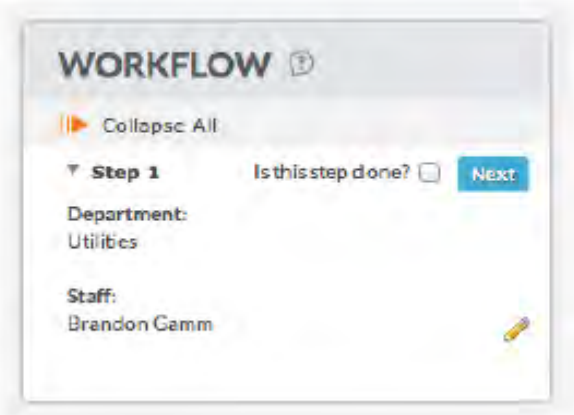
SMS Text | Toll Free Number | Web | Windows Mobile

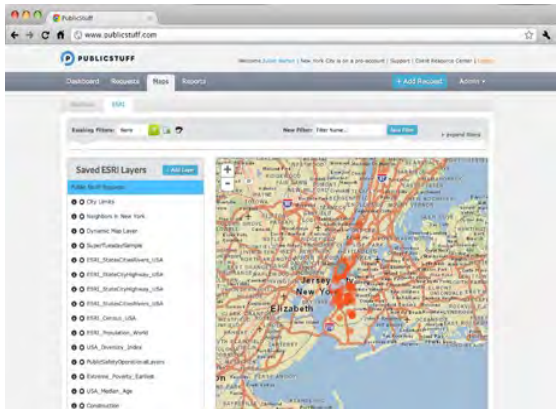
3G
9:41 AM

The result? It really works!

Before and After

Government Portal





Workflow Tools

Notify citizens on request status

Delegate tasks to your staff

Assign workflow steps

Connect with citizens to collect additional details on requests

Customized Branding

Fully branded mobile apps for your city

Give residents the information they need about your city

Create portals for your city news and staff bios

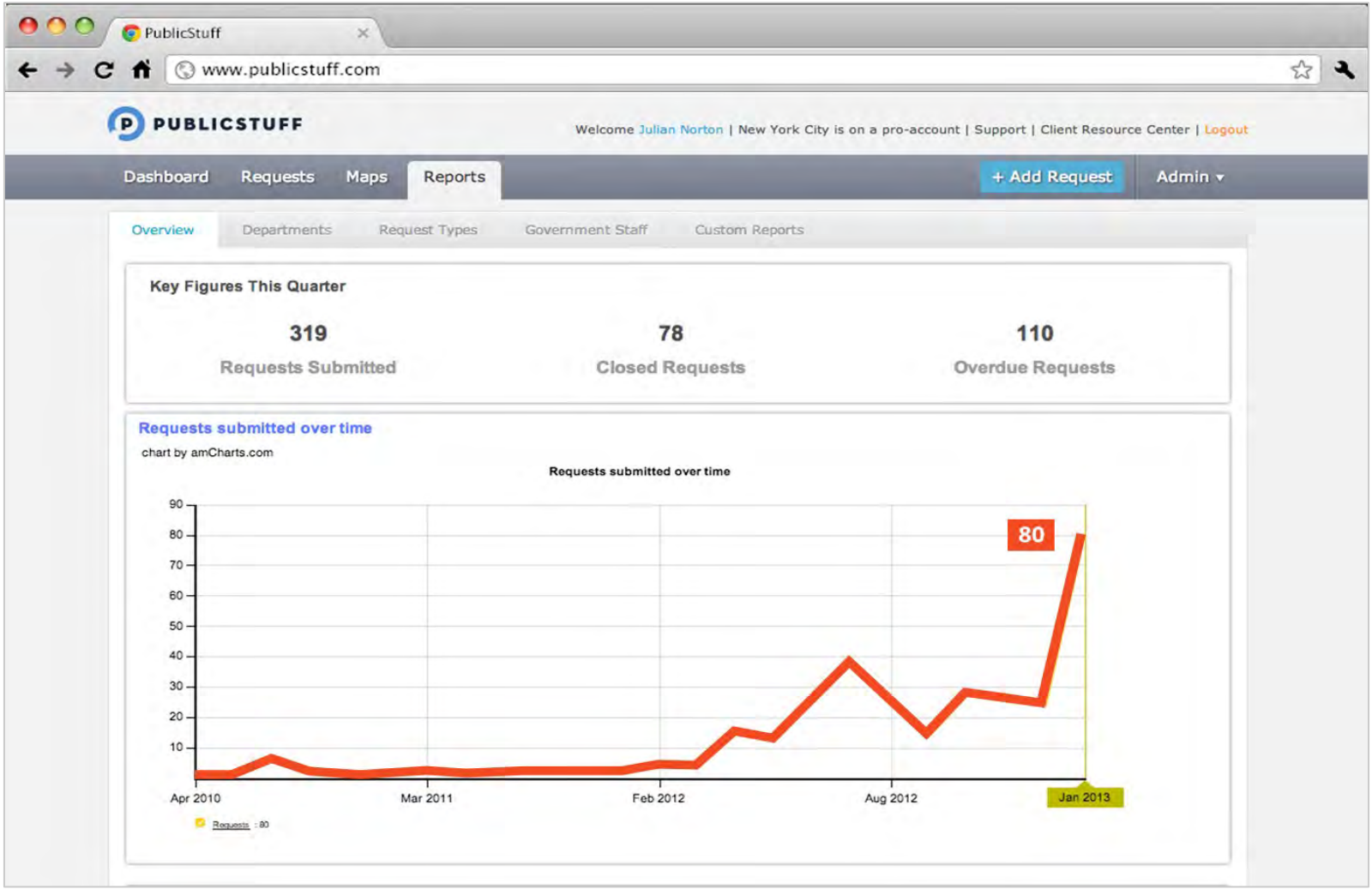
Mapping & Analytics

ESRI integration with GIS Mapping

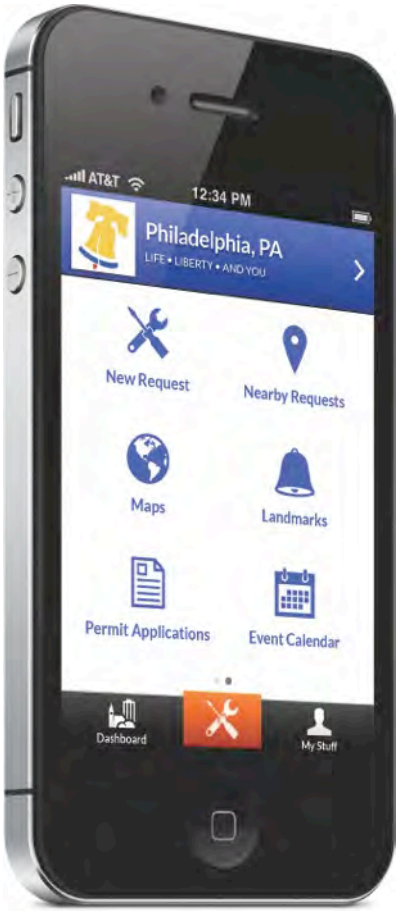
Import and sync multiple mapping layers for an informative view of requests

Custom reports allow for data driven decision making

Data driven decision-making



Just ask Philly...



Philadelphia, PA
Population: 1.5 million

> This app will bring city services to citizens' fingertips and will continue the transformation of government into a nimble customer service organization.
>
> —Mayor Nutter

91%

Service requests closed per month*

*@Philly 311 Data 2012

Oh, and Oceanside!

Oceanside, CA
Population: 170,000

> *Based on the costs we found nothing in the same category which even came close to providing the same capabilities.*

— IT Director

$128K

Annual Savings*

*@PublicStuff-Oceanside Data 2012

Plano's not far behind

Plano, TX
Population: 270,000

> This software has elevated our service and response capabilities to our citizens as swell as the ability to manage our team and crews more efficiently.
>
> —IT Director

51%

Residents engage with city staff through request submission*

*@PublicStuff-Plano Data 2013

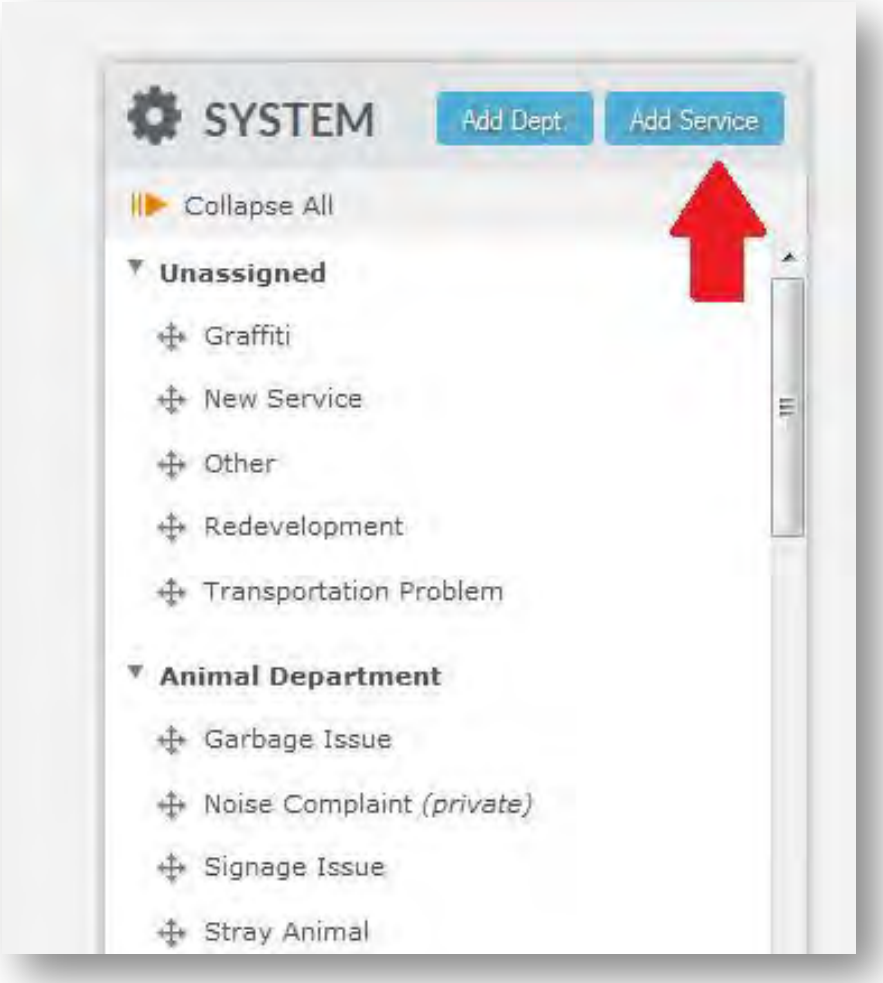
200+ Cities Onboard

Step 1: Brand your App

- Choose a city logo icon
- Select color scheme
- Name your app!
  - Fix It North Miami Beach
  - Access Fontana
  - Dayton Delivers
  - Ask Elk Grove

Step 2: Create Request Types

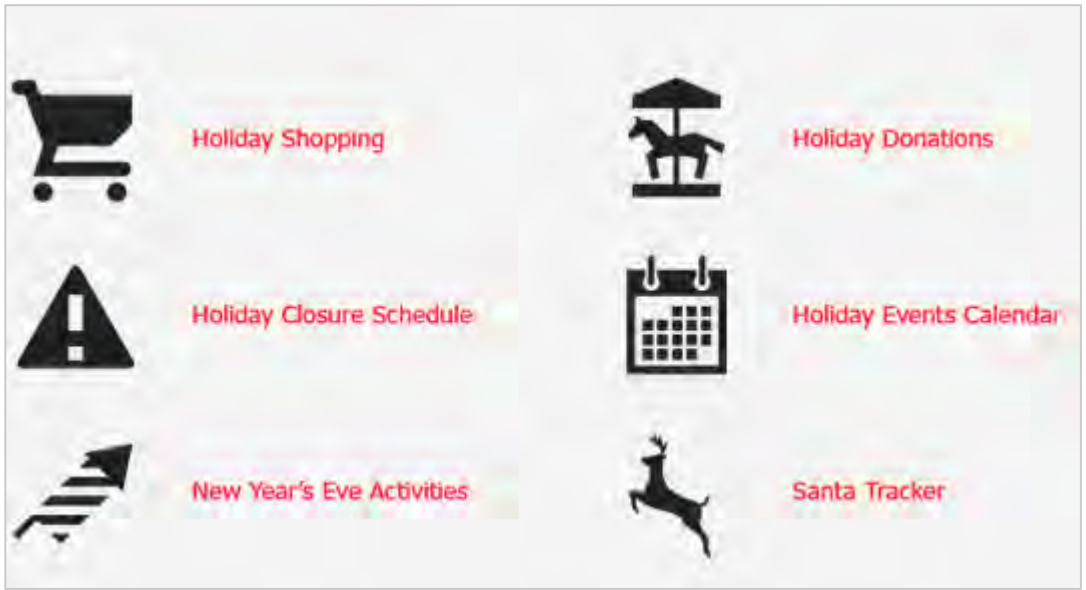
- Enter in request types and polling questions
- Enter a short description
  - Ex. “Vehicle must be parked on a city street with expired registration, appears to be undriveable, and/or has not been moved for one week”
- Enter a confirmation message
  - “Thank you for submission. The estimated response time to this issue is 7 business days.”



Step 3: Create Widgets

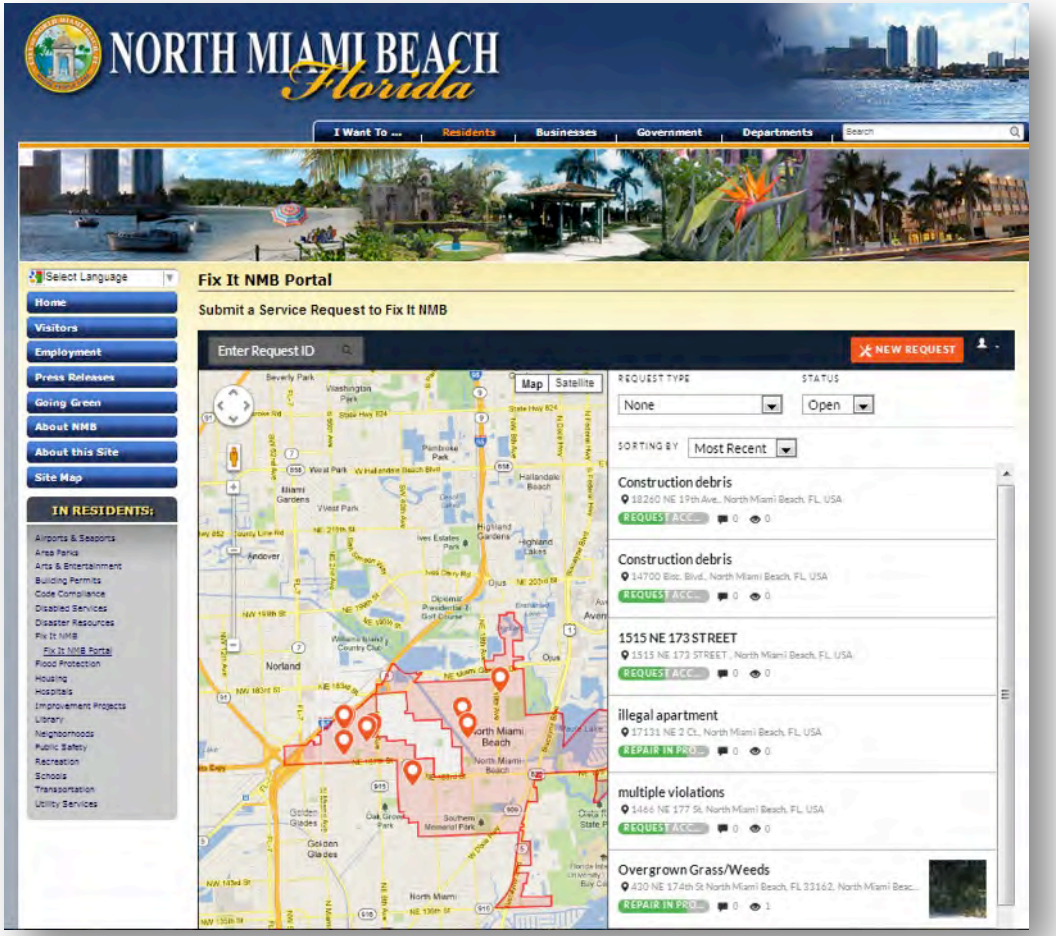
- Create **ANY** customized widget of your choosing
- Popular widgets include:
  - Business Promotions
  - City Holiday events
  - Bike Paths
  - Town Hall Meeting Info
  - Local Weather / News
  - Utilities / Bill Payment
  - Census Data

2012 Holiday Widget ideas



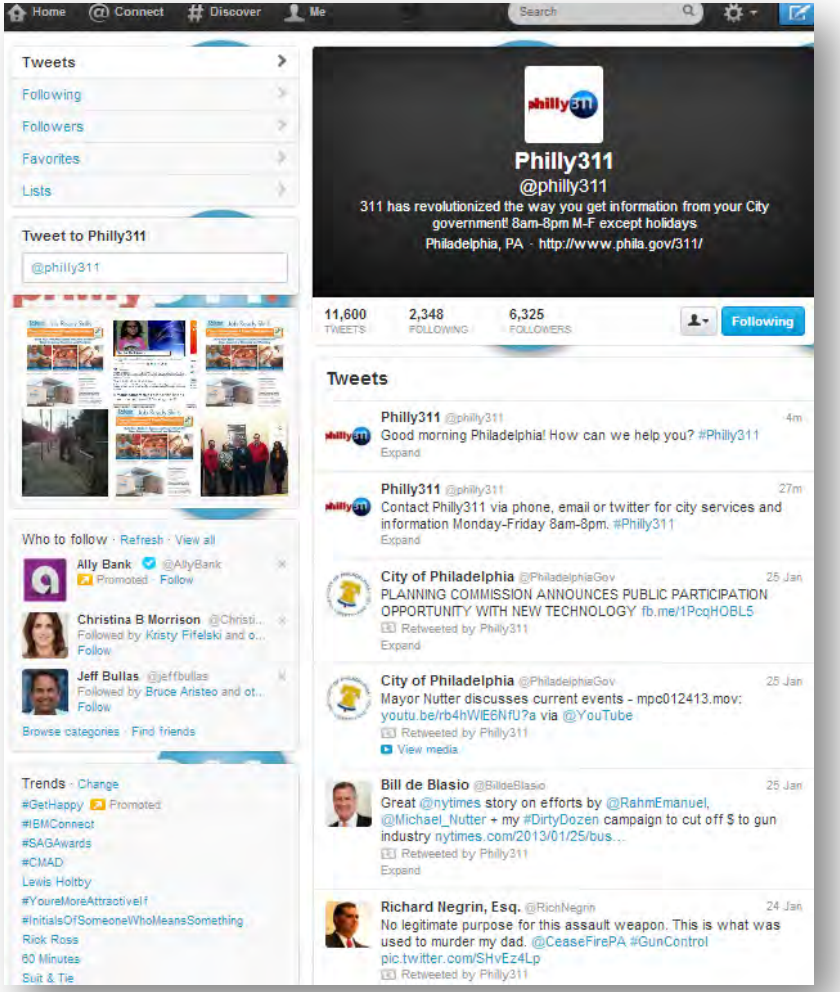
Step 4: Embed into website

- Embed the system into your website in less than 5 minutes
  - Request form
  - List of issues
  - Live map
  - Mobile app download links



Step 5: Publicize your App

- Send out press release
- Identify potential partners to utilize your system
  - Downtown agencies, Nonprofit groups, community groups, local schools, business associations.
- Social media
  - Create Twitter, Facebook and Pinterest accounts
  - Collaborate with local bloggers to create buzz



What are you waiting for?

Let's get started!

1. Download the PublicStuff App
   - Search for your city
2. Adopt your city
   - team@publicstuff.com
3. Launch internally or publicly

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