

REPORT TO CITY COUNCIL

DATE: OCTOBER 9, 2013

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: NATHAN HAMBURGER, ASSISTANT CITY MANAGER

**SUBJECT: INTRODUCTION OF CITY'S MOBILE APPLICATION THROUGH
 SEECLICKFIX**

As part of the City's established Technology Plan, staff was directed to look at the possibility of allowing the general public to submit service requests via the web and obtain City information via the various mobile devices that are commonly used now.

As part of the Fiscal Year 2013-14 budget, staff's work plan included the implementation of a customer request system, with the possibility of including it in a mobile application. Staff conducted live demonstrations with a variety of programs and applications that are currently offered and felt that one company had the best mix of options available, SeeClickFix. The application's main function is to serve as a service request system that allows mobile users in both the Apple and Android markets to report issues or service requests within the City through an application on their mobile device(s). This encompasses the ability to utilize a photo of the issue or request, as well, as a GPS marker from where the photo was taken or issue was reported from. It simplifies the interaction with the citizenry by allowing them to take several quick actions on their device, which, in turn provides City staff with a variety of important information to address the request, as well as, contact information to reply to the sender when the request has been completed. For those that do not have a mobile device or access to the application, the same features will be available via the City's website. The City's website has also been updated to be mobile-device friendly to insure easier access and interactions for the general public.

City staff will have the ability to track all incoming requests and produce a variety of reports identifying areas or hot spots where there is a high rate of certain issues, as well as track the response time to the various requests. Supervisors have the ability to be notified and view if certain submitted requests have not been addressed or closed out. This also helps City staff in utilizing certain performance measurement standards and assist in budget planning to address the most prevalent issues.

The SeeClickFix mobile application also allows for the City to add on additional features such as a community calendar, frequently asked questions section, City department contact information, trail maps, and certain business directory components that can

provide directions. Staff is seeking any further features that the City Council is interested in seeing, as we finalize the development of the mobile application. One of the great features about mobile applications is that they can be updated in a quick time frame and without the addition of data storage servers and other expensive equipment investments by the City.

Although the structural frame of the application is up for the presentation to the City Council and the community, staff plans to do a “soft roll out,” in which the final components of the application will be added and City staff is trained, so that they can efficiently respond to the general public when requests are received. It is anticipated that staff will market and promote the use of the application in the next 60 days.

There are no additional budgetary costs beyond what was already anticipated and included in the Fiscal Year 2013-14 Budget. The agreement with SeeClickFix has already been implemented, as it falls under the authority provided to the City Manager by the City Council. Annual maintenance and service fees are \$5,200.

RECOMMENDATION

It is recommended the City Council provide staff with any feedback regarding the utilization and features presented of the SeeClickFix mobile application.