Tools for Citizen Engagement

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ICMA Conference Presenter

ICMA
97TH ANNUAL CONFERENCE
Milwaukee
WISCONSIN SEP 18-21 2011

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citizennet
COMMUNITY • GOVERNMENT • BUSINESS
C O N N E C T I O N S

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Community

FISHERS, INDIANA
INVOLVE
Interested Neighbors Volunteering Valuable Energy

- INVOLVE
  - Interested Neighbors Volunteering Valuable Energy
- HOA Presidents Forum
  - Quarterly Meetings
  - Officers Legal Workshop
  - HOA Google Group
- Neighborhood Walks

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Community

- Community Workshops
  - Hail Storm Damage
    - Contractor Registration
  - New Trash Collection Operations
    - Automated Trash Collection
- Community Projects
  - Adopt-A-Road / Park
  - Google Ultra-Speed Fiber

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Community

- Community Events
  - National Night Out
  - First Night

- Special Events / Festivals
  - Flower & Garden Festival
  - Independence Day Celebration

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Community - Technology

- Fishers Alert
  - Email Notifications
- Blacksburg Alert
  - Email/Phone/Fax Notifications

- Fishers iPhone App

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Community – Social Media

- Facebook
- Twitter
- Manager Blog

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Government

- Government Academy
  - Alumni Group
- Police Department Academy
  - Alumni Group
  - Teen Academy
- Fire Department Academy
  - Teen Academy
- GIVE Committee
  - Generosity, Involvement and Volunteerism by Employees

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Business

- Business Connect
  - 4-week Government Academy
  - Government Structure / Departments
  - Business Assistance
  - Zoning / Permitting / Development Assistance
- Economic
Development Summit
  - Local Government
  Assistance
- Business Visitations

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Tools for Citizen Engagement

Jim Culotta
Administrator, Town of Cedarburg, WI
ICMA Conference Presenter

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Surveys & Citizen Engagement

- Growing Need To Be Heard
- Why Survey?
- Types of Surveys

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Survey Methods

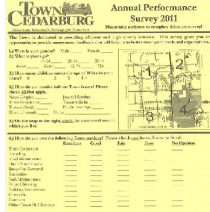|	Pros	Cons
Mail:	Familiar, Anonymous	Slow/No Response
Phone:	Fast, Assistance	$$$, Labor Intensive
Face-to-Face:	Assistance	$$$, Not Anonymous
Online:	Anonymous, Low $	Web Access/Comfort

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Preparation & Implementation

- Goal/Purpose of the Survey
- Who is your Audience?
- Survey Method?
- Creating the Questionnaire
- Pretest Questionnaire
- Conducting the Survey
- Entering & Analyzing Data

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Survey: A Tool To Govern

- Survey Data Users
- Types of Uses
- Town of Cedarburg Examples

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Tools for Citizen Engagement

David Doyle
ICMA Conference Presenter

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City OF Diamond Bar

David Doyle, Assistant City Manager

- Purpose of my presentation
  - Spotlight the City's Citizen Request Management
    - Process
    - Tools & Technologies
    - Success/Failures

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City of Diamond Bar

- Nearly 60,000 residents
- Approx. 15 sq. miles
- 55% Residential
- 22% Vacant
- 19% Parks/Facilities
- 3% Retail/Office/Com.

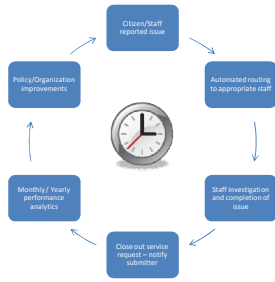**ICMA**

History with CRM

GOVPARTNER *Empowering Your Process*
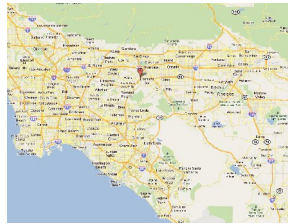
- Began with paper based process
- Implemented GovPartner's CRM system in 2002
  - Provides staff and citizen interfaces
  - Several upgrades over the years
- Deployed City Developed smartphone app in 2011
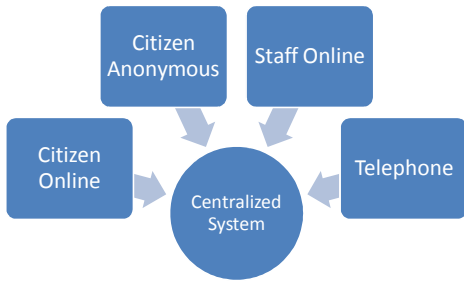 - Integrated with GovPartner's CRM system
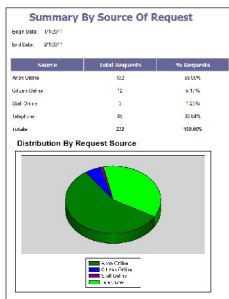
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## Request Management Process

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Service Request Channels

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History of requests from just this year

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Enterprise CRM System

- Support for Front/Back office
- City Wide use
- Requests from all channels are logged
- Simple yet powerful

Powerful Back Office

- Requests are assigned to appropriate staff
- Time sensitive automated workflow & rules
- Audit trail for staff and citizen activities/comments
- Manage all communication (letter, email, etc.)
- Capture all electronic files (images, letters, etc.)

Citizen Access

- Instant citizen access straight from the City's website

FAQ Database

- City's policies relative to service issues
- Helps educate public
- Deflects non-City issues
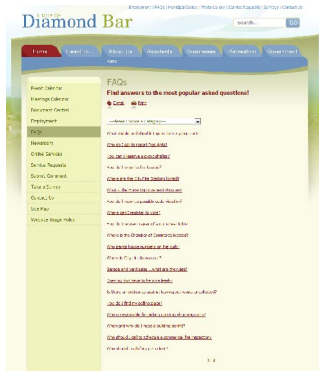
MyCity Connections the Community

- City Developed iPhone app by NEAD APPS LLC (No Ego App Development)
- Instant access to important City news and information, point to point directions to City facilities such as Parks, Community Centers, Trails, and other facilities, and ability for users to interface directly with contracted City service providers instantaneously from the field.
- Push Notification – Instant Public Safety Alerts, traffic information, or other emergency notifications received as text message by users.
- Ability to support tourism, local businesses, other community facilities or groups in town.
- Easy to use backend CMS for City staff to manage content and use of RSS feeds minimizes or eliminates duplication of staff effort.
- Support for Service Requests
  - Linked to central CRM

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SmartPhone and CRM

- Service "on-the-go "
- Easy to use anytime/anywhere access to City Hall
- All issues centrally captured, managed, and reported.
- City App is currently iOS only, but our CRM vendor supports iOS, Android, Blackberry.

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My Diamond Bar APP

52762991.wmv

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Questions/Comments?

Additional Information…

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