



Esri-ICMA White Boarding Exercise Thursday, April 25, 2013 (Long)

The Esri-ICMA #LocalGov Technology Alliance held the first in a series of activities on April 25th on the Esri Campus in Redlands, California. Twelve ICMA members from around the country discussed the kinds of apps that would help their organizations better serve their communities as well as those that would help them do their own jobs. Participants represented local governments ranging in size from Lake Isabella, Michigan (Population - 1,681 in 2010) to Montgomery County, Maryland (Population - 989,794 in 2011).

The group began by defining what the characteristics of a good app should be. For example, apps that address a gap in local government services or automate paper processes, thereby increasing efficiency. The ability to provide two-way communication with citizens was another key characteristic. The group also indicated they want apps that are easy to maintain and can be administered without taking much staff time.

From there, the group opted to consider the type of apps local governments need by using seven basic categories:

- Public Reporting
- Public Information Sharing
- Citizens as Scientists
- Citizens as Sensors
- Citizens as Volunteers
- Public Input/Solicited Input
- Unsolicited Comments

What apps should help with Public Reporting? Voting results in ()'s

- County/City perspective
- Dumping on county roads
 - Dropdown of options
- Environmental health issues (1)
 - condition of bathrooms with pictures, Pools, restaurants
- unattended or overgrown homes (2)
- Crime
- Fire danger
- Potholes
- Neighbors in need (2)
- Wildlife tracking i.e., coyote tracking (1)
- Plant or human disease
- Cigarettes to minors, elders abuse
- Solution based app- what citizens can do (4)
- Avoid dump info & run, then expert action- engage them/the citizen in helping (1)
- Matching interest to needs – (i.e. Scouts to clear weeds/ cut grass) tie to volunteering (6)
- Must reach out to process to address the need/issue
- Mine social media content to make it useful. Crawler combines different sounds (10)
- Map sentiment with crime, CIP, graffiti (1)
- Pull info together for neighborhood gathering
- Unanimous vs. profiled by FB acct (1)
- Missed trash truck

What apps should help with Public Information Sharing? Voting results in ()'s

- Events around town
- Road work/hazardous areas (1)
- Weather conditions
- School events
- City calendar of events by locations
- Public meeting notices
- HOA's events/notices
- New Construction
- New Permits
- New development
- Physical characteristics of park bldg.
- Emergency manage
- Seasonal conditions
- Operations status of harbors/airports
- City tweets (1)

- Where parking spots are available
- Navigating to available parking spot
- Navigating in & out of a structure
- Behavior patterns for meters
- Redirecting parking locations related to merchants (2)
- School bus tracking/ snow plow tracking (3)
- PR app city's version of public info-bomb threat, leading in at school (4)
 - Reverse the chatter
- Already have the app in a disaster downloadable (1)
- Parks & Rec parking, city parks reservations (1)
- Trash pickup when, top for 311, recycling, special pick up (1)
- Left out cans, trash truck tracking, street sweeps

What apps should support Citizens as Scientists? Voting results in ()'s

- Plant a tree, health and condition of trees (1)
- Storm water management (3)
- Flu tracking and other diseases
- Air quality
- Water quality
- Pollen levels
- Traffic by type/options
- Storm tracking
- CICADA Tracking
- Wildlife Deer (or other) population tracking
- Flooding/lightening (2)
- Global Warming trending
- Cancer Clusters
- Seismic Concerns , road conditions (Street bump)
- Lake maintenance
- Weed conditions
- Algae levels
- Real time impact of Storms- Flooding trees down (2)
- Hiker App-trail conditions (1)
- Address related seed/plant suggestions
- Snake watch

What apps should support Citizens as Sensors? Voting results in ()'s

- Where is homeless population --Overkill: Lots out there!
- Specific to your community
 - Reminder

- Trust builders
- Filter in traffic patterns
 - Walkability sensor
 - Adjust speed, put on lights & crosswalks
- Natural disasters/emergency response /damage assessment/SAR aid
 - Filter-None - message may be over-inflated
- Where trees could be planted
- How to leverage the population for information needed by government
- Wait times-polling places, DMV, security line, traffic (1)
- Broadband/speed bump (2)

What apps should help Citizens as Volunteers? Voting results in ()’s

- Read to someone
- Cook a meal
- Mow a lawn
- Support vets
- Neighborhood initiative programs in response to “reporting”
- City services- library police
- Citizen expertise (7)
- Citizen availability (duration, day/time, frequency)
- Creating app
- Data collection for city facilities assets
- Clearing house for non-profit needs, public service, US city. Hour bank-collect (3)
- Brokering- volunteer nation need w/ services sources
- In an emergency, managing the crowds that want to help. Notification of what’s needed (3)
- Library book donation management
- Give qualifications to city (1)
- 211 non-profits & others volunteer matching (1)
- Special event volunteers
- Knowledge volunteers- thinking that financial experts help with budgeting (i.e. help w/ city citizen committee’s (5)
- Mind mixer personalize cost of service (1)

What apps should support Public Input/Solicited Input? Voting results in ()’s

- Citizen voted projects
- Land use comments (2)
- Council comments-don’t have to be there (2)
- After permit, build, see the whole project life cycle (1)
- Citizen dashboard, city, school, permit (9)
 - Interact in one place

- Crossing jurisdictions
- Tree inventory- crowd source (3)
 - Picture of tree-let the city staff designate species
 - Is there a connection to maintenance of trees
- Crime reporting- text vs. call, goes to all for triage (1)
- Restaurant inspection – yelp ‘ist’
- Yelp & Code for America app in progress
- Testimonials for how government helped you (1)
- Let citizens subscribe to a geography i.e. permits crime, etc. like realtor.com
 - Inquired location with each transaction
 - RSS field outline what they consider their neighborhood (sub-division, etc.)
- Understand the connections other than whole city, Palo Alto, Rancho Cucamonga, next door
- App to understand legislation at all levels of government-geographic or profile, give as public app (1)
- Feedback based on vacate location & fee it to the property owners
- Site selection-for economic development
- Find people to match employer needs ‘Michigan talent map’ connecting universities (5)
- Geotriggers, notified of supporting “buy local” coupons, “buy regionally”, i.e. for jurisdictions that can’t expand fast enough-will the demand last
 - Man camps (temp/sometimes) i.e., welders, skilled trades
- Attracting developers, commercial brokers look at it regional
- Interconnecting to other areas of the region, interdependent, business to business-awareness of other developments, avoid surprises (1)
- Open sourcing site selection more publically available, employment available, real estate cost, quality of life
- Availability for housing-lowered, higher
 - What’s near to transportation?
- Advertising your community “the book” knowledge community, type of workers percent with internet/political/permitting city rating visible
- Locations of retailers adjacent-where are holes
- Survey of local businesses, include culture too
- Startups attracting-with proximity of like companies (quality of life), workability, bike-ability “indexes”, school (1)
- Storytelling w/ characteristics & draw attract people to check out your community (2)
- Capture inventory of open/available places
- Costar is used by many
- Promote reuse of existing site (1)
- One-stop shop for redevelop character (1)

What apps should help citizens provide Unsolicited Comments? Voting results in ()'s

- Issues around parking
- Crime issues – college community, holidays, games, be prepared (2)
- Transportation- Traffic, road construction, transit (1)
- Event parking
- Lost animals/pets (2)
- Housing-planning input what houses are needed
- Disasters
- Employment-what employees need/what people are looking for
- Parks & Rec status

Small teams of two to three people volunteered to brainstorm on the types of apps that would be desirable under each of seven categories. The results of this brainstorming exercise were impressive. Taken together, the small teams developed a list of between 150-200 potential apps that would be useful for local government work. From there, the full group began to narrow down the list down to the top priorities. The top priorities for local government apps were:

- Volunteers/Donations
- Mining Social Media
- Citizen Dashboards and Tracking
- Employees/Employer Matching for the Community/Region
- Advertising and Promoting the Community/Region

The group then defined the requirements for each of the top five priority apps, specifically looking at the following criteria:

- App “user”
- Information to be collected
- Information to be provided
- Scenario for use

Using the ideas and feedback generated by the group, Esri will be working with their solutions teams, business partners, and start-ups in order to develop these apps for the ability to implement in any community. On Sunday, September 22 from 7:00 am – 2:00 pm at the Hynes Convention Center, Esri and ICMA will invite start-ups and developers to work on developing prototypes for new apps that can

be picked up and used by local governments for their work. On Sunday, September 22 from 7:00 am – 2:00 pm at the Hynes Convention Center, Esri and ICMA will invite start-ups and developers to work on developing prototypes for new apps that can be picked up and used by local governments for their work. On Sunday, September 22 from 7:00 am – 2:00 pm at the Hynes Convention Center, Esri and ICMA will invite start-ups and developers to work on developing prototypes for new apps that can be picked up and used by local governments for their work. This list of app ideas will help drive the first ever hackathon, #Hackstock for LocalGov, at fall's 2013 ICMA Annual Conference in Boston. New apps and prototypes for new apps will be shared with conference participants in Boston.