

Managing Events Both Planned and Unplanned

KANA.

Lagan Public Sector Solutions

Today's Presenters

- Steve Carter
 - KANA Public Sector Accounts Director

- Justin Holmes
 - Director of Constituent Engagement
 - City of Boston

Agenda

- Introductions
- Using Lagan CRM to manage resources and citizen engagement during major events
- City of Boston
- City of Winnipeg – Floods
- City of Vancouver – 2010 Winter Olympic Games
- City of Toronto – G20 Summit
- City of Minneapolis – Mississippi River Bridge Collapse
- Q&A

Lagan Use for Planned and Unplanned Events



Monitoring, and
Tracking of
events and
Activities



Communications



People and
Resource
Tracking

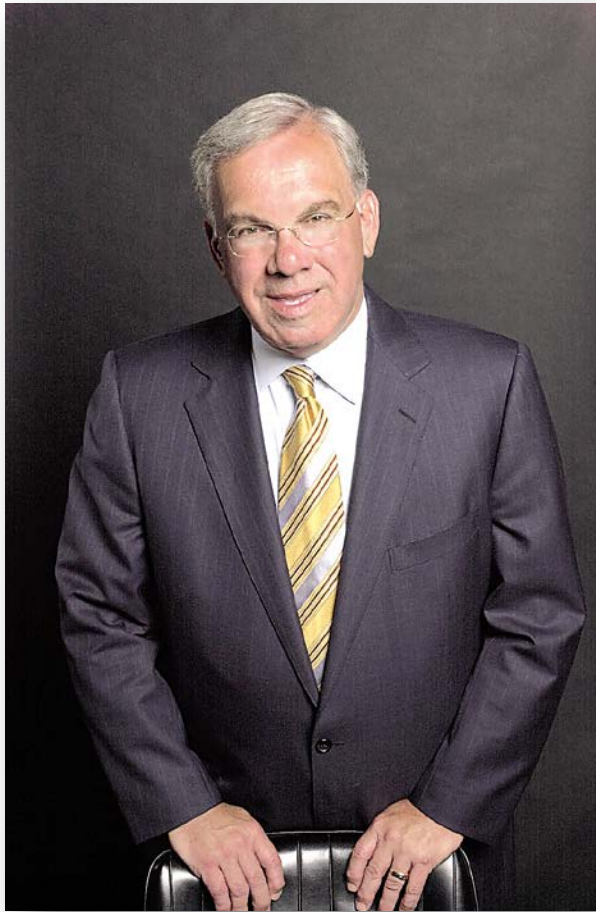


Reporting and
Auditable



Mayor's Office of Constituent Engagement

Justin Holmes



***“We are all
urban mechanics.”***

Smartphones, GPS, wireless technology, and a resurgent spirit of civic engagement mean that all of us are eyes and ears on the streets, that neighbors are our greatest source of data, and our citizens the best civic entrepreneurs.”

Mayor Thomas M. Menino

Inaugural Address

January 4, 2010

Boston and Super Storm Sandy



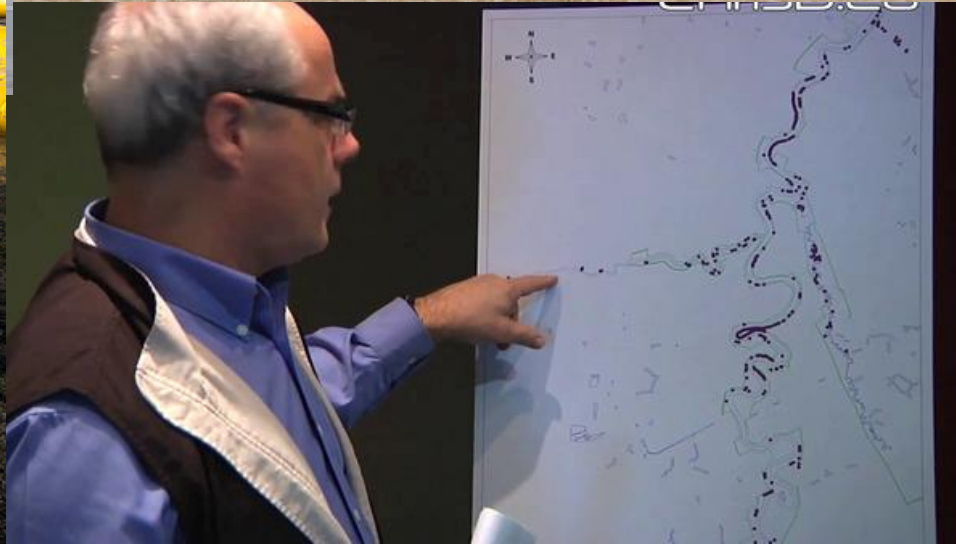
Winnipeg 311 and Floods



WINNIPEG



Winnipeg City Flood Fighting Efforts 2009 and 2011



311 Point of Contact for City Flood Fighting Efforts 2009 vs 2011:

2009 – 3 Months after Launching:

- 311 refers Homeowner's at risk to the Public Works Dike Operating Centre (DOC) – Take and Transfer
- Non 311 City of Winnipeg Employees assist with incoming calls on Flood Situation and Citizens offering to Volunteer
- 311 Leadership Team assists Non 311 City of Winnipeg Employees with coordinating Volunteer Sandbagging Efforts
 - Citizens call 311 to advise availability
 - Citizen Information documented on “paper
 - Volunteer Coordinators deploy citizens to properties at risk

311 Point of Contact for City Flood Fighting Efforts 2009 vs 2011:

Spring 2011 – 2 Years after Launching:

- 311 starts meeting with Public Works in January to prepare
- 311 becomes Point of Contact for Flood Situation
- 311 responds to Homeowner's at risk with Information from the Public Works DOC & Service Requests for specific concerns:
 - Disaster Emergency Information
 - Flood Evacuee Information
 - Property at Risk Inquiries
 - Homeowner's Contact Info for Public Works

311 Point of Contact for City Flood Fighting Efforts 2009 vs 2011:

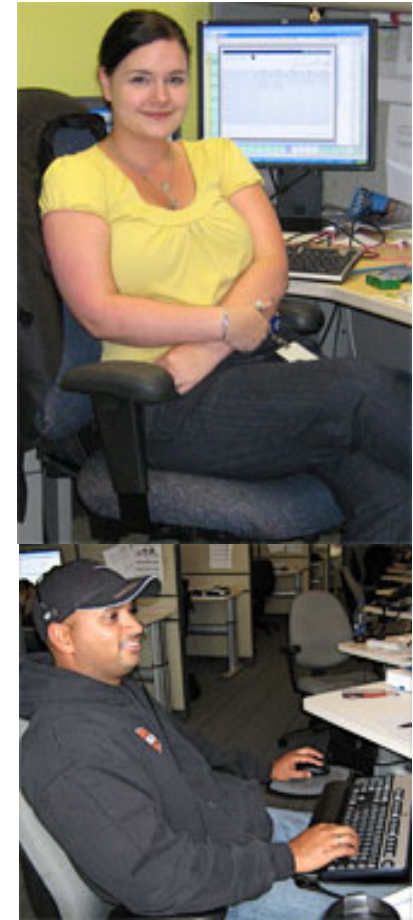
2011...

- 311 responds to all incoming calls on Flood Situation and Citizens offering to Volunteer
- 311 Team Coordinates Volunteer Sandbagging Efforts
 - Citizen Calls 311 to advise availability
 - Citizen Information captured in Service Requests
 - Day and Time of availability entered in Title Section for easy sorting
 - 311 Deploys Volunteers to Properties at Risk

311 Point of Contact for City Flood Fighting Efforts 2009

Information Requests

• Disaster Emergency Information Inq	597
• Flood Donations Inquiry	242
• Flood Evacuee Information	43
• Flood Preparation Volunteer Inq	1120
• Flood PW Call Back to Sandbag	44
• Property at Risk Inquiry	194
Total	2,240

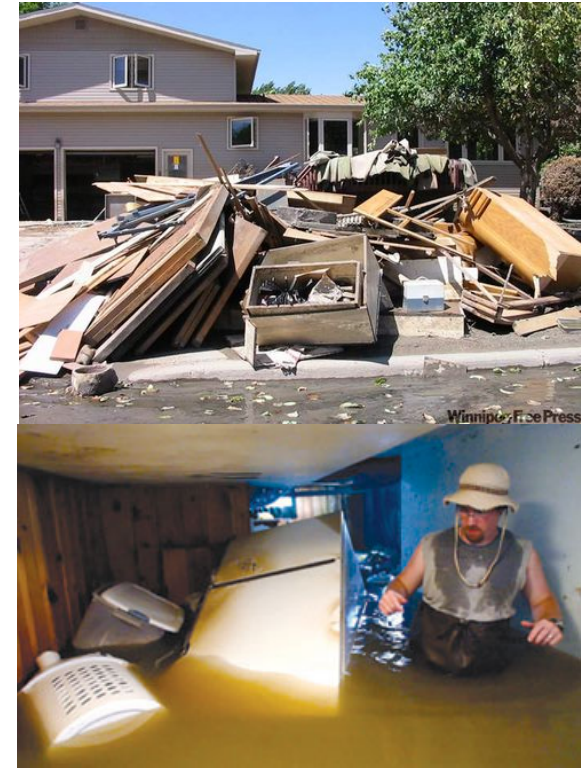


2011 Winnipeg 311 Flood Related Stats



Service Requests

• Cancel Flood Volunteer Offer	52
• Flood Homeowner Additional Assistance Request	29
• Flood Homeowner Assistance Initial Request	55
• Flood Homeowner Cancel Assistance Req (TT)	27
• Flood Out of Town Contact Info Letter Update	308
• Flood Technical Questions	82
• Flood Transfer Call to DOC (TT)	220
• Flood Volunteer Information Registration	3290
• Group Flood Volunteer Information Registration	99
Total	4,162





Minneapolis 311

Minneapolis I-35W Bridge Collapse

August 1, 2007



The Collapse



- Opened in 1967
- More than 1,900 feet long
- Main span: 458 feet
- Average daily traffic: 140,000 vehicles.
- Entire span collapses into the Mississippi and its banks during rush hour.
- 13 deaths
- 86 injuries
- Dozens of vehicles in the water.





Timeline – Day of Collapse



- 6:05 p.m. – first 911 call received
- 6:06 p.m. – 311 starts receiving bridge collapse related requests – traffic signals, power outages etc.
- 6:11 p.m. – first emergency units on scene
- 6:20 p.m. – Local media reports bridge collapse
- 6:20 p.m. – Emergency Operations Center (EOC) activated
- 6:36 p.m. – 311 receives first media inquiry from NBC New York
- 6:40 p.m. – 311 receiving questions about where injured being taken
- 6:45 p.m. – 311 emergency staffing
- 7:00 p.m. – 311 extends normal hours to midnight
- 7:55 p.m. – All survivors removed from scene

Impact on 911 Emergency

- 911 call volume more than tripled.
- A total of 505 bridge-collapse calls to 911 in first two hours.
- 51 of those calls from people at the scene.



Impact on 311 Contact Center

- 311 call volume doubled
- 311 video monitor system provided real time information to center
- City website provided 311 phone number to media
- 311 call center hours extended an hour



Timeline – After the Collapse



August 2 – Day after the Collapse

- Minneapolis 311 opened at 6:00 a.m.
- Minneapolis 311 to be open Saturday & Sunday
- Traffic Information
- Disaster Site Information
- Business As Usual for 90% of the City



Timeline – After the Collapse



Generic Service Request type for tracking collapse related requests.

- Media requests
 - Requests for interview
 - Photos
 - Information
 - Site Access
- Offers for Donations
 - Services
 - Materials, Supplies & Equipment
 - Financial
 - Advice or Expertise
- Offers for Fee Based Services
- Eyewitness Reports
- Victim / Injured
- Missing Persons
- Vehicles
- Personal Property
- Expressions of Condolences / Compliments





Lessons Learned

- Tighter Link between 311 / PIO / Media
 - 311 is the “Defacto” PIO
 - Have an inventory of standard city information available (Photos, city information, electeds etc..)
- City Website was not able to keep up with changing information
 - Define a knowledge base “Emergency Incident” community
 - Better identify process for keeping knowledge base current
- Tracking for FEMA Reporting and Emergency Funds Reimbursement when available



Lessons Learned

- Develop a battery of Service Request Types
 - Media requests
 - Requests for Information
 - Offers to donate
 - Fee based service offerings
 - Eyewitness reports
 - Victim / Injured Family request tracking
 - Personal property request tracking
 - Vehicle tracking
 - Incident related claims
 - Expressions of condolences & sympathy
 - Scam reports
 - Incident related traffic complaints
- 311 Staff well being
- 311 Capabilities Underestimated

Many Other North America Lagan Stories



CITY OF NEW ORLEANS

- New Orleans – multiple large events and Hurricane Emergency planning with Lagan, including 2013 NFL Super Bowl



- Houston – disaster recovery and Hurricane prevention



- Baldwin County – BP Oil spill recovery and information



- Hampton – Hurricane recovery and preparedness



**Are you
ready?**