

fyi

Rowlett Is Technology Innovator

Rowlett, Texas, was featured as a leading technology innovator in citizen relationship management in January 2005 by the North Texas Municipal Alliance.

During the "Leading Strategies for Citizen Relationship Management" symposium, City Manager Craig Owens represented the city in a case-study presentation on the research, implementation, and ongoing operation of Rowlett InTouch,TM the citizen relationship management system that allows Rowlett residents to quickly and easily share their concerns, requests for service, and suggestions online at the Web site www.ci.rowlett.tx.us

Other local governments featured at the symposium were Dallas, Texas; Las Vegas, Nevada; Lancaster, Texas; and Bellevue, Washington. Each of the case studies were selected to offer understanding and insight into the various aspects of citizen relationship management-including 311 calls-emergency phone notification, and citizen relationship management systems-to the participants from local governments.

Citizens now can provide information to the city through Rowlett InTouch at the city's Web site 24 hours a day. The database contains more than 60 standard issues and categories from which to choose. Each entry is forwarded to the responsible department or staff person.

Residents who submit their e-mail addresses receive automatic updates as the status of an issue changes or as a problem is resolved. Or residents may select the online option "Click here to track and view the status of your request" at any time.

When a request is submitted, residents are given an issue number, which is used, along with the phone number entered, to track the status of the request. Through Rowlett InTouch, residents also gain online access to the city's policy and procedures for these issues, so they will know what to expect in terms of turnaround time on their requests and will learn more about their city services.

Since the implementation of Rowlett InTouch in September 2004, more than 7,300 issues have been entered by citizens and resolved by the city.

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