



## Kriss Worthington

Councilmember, City of Berkeley, District 7  
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### CONSENT CALENDAR

December 3, 2013

To: Honorable Mayor and Members of the City Council

From: Councilmembers Kriss Worthington and Gordon Wozniak

Subject: June Budget Referral: \$40,000 to \$50,000 for Comprehensive 311 Mobile Application Upgrades

#### RECOMMENDATION:

Refer comprehensive 311 mobile and web application system upgrades to the June budget process.

#### BACKGROUND:

Many cities around the country, including San Francisco and Boston, have begun using a mobile application (integrated with a web application) to make their 311 service easier, faster, and more accessible to constituents. Berkeley should provide our own mobile and web applications in order to facilitate increased and faster communication from and with constituents. Building on the contract where the City of Berkeley entered with SeeClickFix, the City should explore the most comprehensive follow-up for additional enhancements such as a state-of-the-art interface with multiple companies.

A mobile application integrated with a web application would allow constituent complaints to be organized by district, department, and public works, as well as allow staff to easily communicate with individuals. Furthermore, this system will speed up internal communication among staff members and departments, giving them a platform to quickly communicate with one another, which in turn saves money. In the past, the cost to create and implement this system has been very expensive; however, the cost has dropped significantly in recent years.

In San Francisco, the comprehensive upgrade included the requirement to allow the City to allow the City to link it with approved apps with other companies. Given the abundant technological expertise in Berkeley, this would be an important component for Berkeley to include.

#### **Connected Bits**

The most comprehensive system that we have been able to identify so far comes from Connected Bits. In 2008, Connected Bits partnered with the City of Boston to develop and launch Citizens Connect, the company's first deployment of its Spot Reporters technology and one of the country's first mobile 311 applications. Currently, they are kicking off a new upgraded version 4.0 which they believe to be state of the art for new

cities adding this service. Their Spot Reporter technology has been implemented in 311 programs in San Francisco, California; Boston, Massachusetts; Grand Rapids, Michigan; Baltimore, Maryland; Brookline, Massachusetts; Calgary, Alberta; New Orleans, Louisiana; Seattle, Washington; and Tempe, Arizona.

Spot Reporters enables mobile users to become a local government's eyes and ears by citizens to report potholes, graffiti, and other non-emergency issues using their mobile phone.

Connected Bits works with city governments to customize Spot Reporters to fit their specific needs. By configuring the system with their service types and custom brand, they help clients provide a one-of-a-kind experience for their users.

Spot Reporters was designed to integrate seamlessly with existing CRM, EAM, and GIS systems. By extending the convenience and accessibility of existing services, they enable governments to "do more with less".

Their proven technology has been deployed by major cities and is used by tens of thousands of mobile users.

### **PublicStuff**

Public Stuff is another developer of integrated mobile 311 applications. Estimates cost for their services range from \$900/month to \$1300/month, with no set up/implementation fee, unless they need to integrate with an existing Public Works program, in which case there would be a one-time cost ranging from \$3,000 to \$8,000.

Selected case studies of Public Stuff's application implementations can be found at the following links:

- [Tallahassee, FL \(http://www.publicstuff.com/downloads/publicstuff-tallahassee-case-study.pdf\)](http://www.publicstuff.com/downloads/publicstuff-tallahassee-case-study.pdf)
- [Oceanside, CA \(http://www.publicstuff.com/downloads/publicstuff-oceanside-case-study.pdf\)](http://www.publicstuff.com/downloads/publicstuff-oceanside-case-study.pdf)
- [Elk Grove, CA \(http://www.publicstuff.com/downloads/publicstuff-elkgrove-case-study.pdf\)](http://www.publicstuff.com/downloads/publicstuff-elkgrove-case-study.pdf)
- [Plano, TX \(http://www.publicstuff.com/downloads/publicstuff-plano-case-study.pdf\)](http://www.publicstuff.com/downloads/publicstuff-plano-case-study.pdf)

### **CitySourced**

CitySourced has developed mobile applications for the Cities of Glendale, California and Corpus Christi, Texas, among others. CitySourced estimates costs to be \$1200/month with a set up cost of \$2000 (this a conservative estimate).

### FISCAL IMPLICATIONS:

Approximately \$40,000 to \$50,000 and a minimal annual fee.

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