



MEMORANDUM

Date: June 27, 2014

To: Parks & Community Services Board

From: Angela Ferguson, Parks Administration
Parks & Community Services

Subject: Presentation of MyBellevue Mobile App
(No Board action requested)

At your meeting on July 8, 2014, I will present an overview of the MyBellevue Mobile app project and a presentation of how you can download the app on your phone. This presentation is information, and we welcome your questions and feedback.

Background

As technology advances and more of our customers/citizens are carrying smart devices, the City would like to provide them the ability to use their devices to immediately (“in the moment”) report issues and concerns to the City of Bellevue. If a customer/citizen comes across graffiti or a pothole, as an example, the City would like to make it easy for them to “take a photo,” provide some basic information, and report it right away. Consistent with the City’s streamlined service delivery model, it was important for the City to do this as an enterprise solution so customers/citizens will only have one mobile means of reporting issues to the City. It was important to not flood them with smart device apps-- one to report graffiti, one to report abandoned vehicles, one to report noise, etc. Ideally, the City would like to find a solution that will also be used as means to push information out to citizens with smart devices so as to only require one mobile solution for all interaction with the City, across multiple lines of business.

The purpose of this project was to work interdepartmentally to develop a single, standardized reporting, tracking and data storage system that is simple to use, links with existing applications, provides 2-way communication of information, and capable of providing useful management information.

Current Status

The City implemented a mobile application that allows customers/citizens to report issues and request services using their smart phone or other mobile device. They can currently do this face-to-face, by phone, through email, and online. Now they have the option of using mobile

technology. The new system also includes the ability for the City to push out some information to customers/citizens using the application, reporting functionality, the routing of requests through the City, integration with Maximo; the city's maintenance management system; and storage of requests.

Attachments

MyBellevue FAQs



MyBellevue: A Mobile Application

What is MyBellevue?

A cross departmental project team worked on a mobile app (called “MyBellevue”) that allows customers to report issues, request services, and stay connected to the City using their smart phone or other mobile device. This application went live May 30th of this year.

Why is it important?

This is a service enhancement for customers. Council and others are excited to offer this new service channel.

➤ **Benefit for Customers**

- Easily report issues from any mobile device
- Report issues in "in the moment"
- Identify issues on a map
- Can “follow” an issue reported by someone else
- Can submit photos
- Receive information alerts from the City (i.e. emergency events, latest news)

➤ **Benefit For Employees**

- App will interface with MAXIMO; our maintenance management work order system; (eliminates double data entry)
- CRM system is being replaced with a new, more user-friendly system called “Public Stuff Pro”
- Photos submitted by customers make it easier to see and evaluate the issue
- Can easily re-direct issues to other employees or departments

What can customers report through this app?

We focused on things that citizens reported or asked about previously and looked at areas that may be called in while they are out in the city. That includes things like asking for property zoning, requesting public records, reporting code violations, cleaning up graffiti, repairing potholes, and repairing burned out street lights, etc.

Can customers still submit requests online through the web portal?

Yes. The mobile app doesn’t replace any current methods (i.e. phone, web, etc) that customers use to report issues, ***it just provides another method for them to use.***

Who will be responding to reported issues and requests for information that come in?

We anticipate employees across all city departments will be responding to issues and up to 550 staff using the application’s backend system. The backend system, called “PublicStuff Pro,” is very easy to use and we will be training employee users on how to use it. Project team members are identifying employees from their department needing to be trained to use the system.

MyBellevue: A Mobile Application

Won't this increase employee workload? How will we keep up with the volume of requests submitted by customers?

We have spoken to other municipalities who have implemented mobile apps. They say they saw a jump in volume during the initial launch but then it stabilized. They also say that their experience has been that customers, who used to call or contact the city through other means, now use the mobile app instead. The City of Tallahassee, Florida is comparable in size to Bellevue. They tell us that they average 10 service requests per day through their mobile app.

Can you tell me more about "widgets" and will they be available on this mobile app?

A widget is a link to a RSS feed, website or phone number that can be imbedded on a mobile app. We will have widgets on the MyBellevue mobile app. Included will be a Facebook widget and a YouTube widget as well as others (we are still developing these). We can also add temporary or seasonal widgets (ex: Snow/Ice Routes) to the MyBellevue app and then remove them once they are no longer needed.

