COMMUNICATION APPS
FOR LOCAL AGENCIES

February 13, 2018
WHY COMMUNICATION APPLICATIONS?

- Technology is changing how we do business
- Technology is changing how we communicate news
- More than 75 percent of adults use social media on a daily basis as the primary means of communicating and accessing information important to them.
- RCKC Connect provides another opportunity to connect with the public in regards to construction projects, road closures, detours and general news directly by email, home phone, text or mobile phone for whatever and wherever they want road related information.
- The RCKC Connect a means to also receive service requests.
WHAT IS RCKC CONNECT?

- RCKC CONNECT is a mass notification system for
  - Individuals or groups
  - Locations
  - Visual intelligence

- Alerts include:
  - Road Construction
  - Road Closures/Detours
  - General Public News

- Citizens pick where and how they wish to receive notifications

- Mobile Application available in the Apple Store and Google Play Store (Available only for Apple and Android users at this time)

- The initial cost for RCKC Connect was $5,000 and the annual renewal fee is $2,000. RCKC Connect was implemented in April 2015 as a mass notification system.
HOW DO YOU GET STARTED?

TO SIGN UP:

- Visit RCKC Website
- By Mobile Telephone
- Desktop Computer

It’s that easy!
RCKC CONNECT SIGN UP FROM WEBSITE

- Select RCKC CONNECT Logo
- Create your user profile
- Enter your contact information
- Enter your preferred alert locations
EVERBRIDGE MOBILE APPLICATION SIGN UP

Sign up
Creating a profile takes just a few minutes. Remember your username and password so you can log in and change your information at any time.

- **Username**
  - User Name
  - Usernames must be a minimum of 4 characters. Acceptable characters are: uppercase and lowercase letters, numbers, period, dash (-), underscore (_) and at symbol (@). No other characters or symbols are permitted at this time.

- **First Name**
  - First Name

- **Last Name**
  - Last Name

- **Password**
  - Password
  - Password must be 8 to 40 characters long and contain at least one letter and one number. Special characters are permitted, but bracketed by @#$%^&*().

- **Confirm Password**
  - Confirm Password

- **Security Question**
  - Security Question
  - What is your national.pandahot's middle name?

- **Answer**
  - Answer

- **Registration Email**
  - Registration Email
  - I accept the Terms of Use

Create Your Account →
CHOOSE **HOW YOU WANT TO BE NOTIFIED**
CHOOSE **AREA** YOU WANT TO BE NOTIFIED

### My Alert Subscriptions
Choose what you want to be informed about:

<table>
<thead>
<tr>
<th><strong>Road Construction Alerts Near Location</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Finance Township</td>
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<tr>
<td>- Selby Township</td>
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<tr>
<td>- Charlestown Township</td>
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<tr>
<td>- Stone Township</td>
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<tr>
<td>- Galloway Township</td>
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<tr>
<td>- Cooper Township</td>
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<tr>
<td>- Courtyardale RDIC</td>
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<td>- Yankowski Township</td>
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<tr>
<td>- Yankowski Township-Eastwood Area</td>
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<td>- Yankowski Township-Colewood Area</td>
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<td>- Yankowski Township-Ridgewood Area</td>
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<td>- Yankowski Township-Woodland Area</td>
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<td>- Olmsted Township</td>
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<td>- Pavilion Township</td>
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<td>- Prairie Farm Township</td>
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<td>- Windmill Township</td>
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<tr>
<td>- Ross Township</td>
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<td>- Schoolcraft Township</td>
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<td>- Tracey Township</td>
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<td>- Wellness Township</td>
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<table>
<thead>
<tr>
<th><strong>Detroit Road Closure Pick Location</strong></th>
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<tbody>
<tr>
<td>- Pick 1 or More from Drop Down Menu (2)</td>
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<tr>
<td>- Courtyardale RDIC</td>
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<tr>
<td>- Only by location(s)</td>
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<table>
<thead>
<tr>
<th><strong>R2KC General Public Alerts Pick Locations</strong></th>
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<tbody>
<tr>
<td>- Pick 1 or More from Drop Down Menu (5)</td>
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<tr>
<td>- unread R2KC Public Heritage Item</td>
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</table>
THAT WAS EASY!
Welcome to RCKC CONNECT.
Please log in to update your profile and contact information.
The Road Commission of Kalamazoo County (RCKC) announces a new Mass Notification service that allows us to alert you.
Register your contact information and subscribe to notifications you care about based on your location.
The information you provide is protected and will not be used for any other purpose.

To submit a service request, click this link: http://www.kalamazoo-countyroads.com/service_request.php

Login to your account

Username

Password

Remember me

Login

Don't have an account? Sign up
MOBILE MEMBER APPLICATION

- *Everbridge CONTACTBRIDGE* App when using a desktop computer is an option for download upon completing registration.

- *Everbridge CONTACTBRIDGE* is downloaded automatically upon registration from your mobile telephone.

- Mobile member application *Everbridge CONTACTBRIDGE* is available in the Apple Store and Google Play Store.
MOBILE MEMBER APPLICATION

- Secure mobile application
CONNECT TO ROAD COMMISSION OF KALAMAZOO COUNTY ALERTS

Have You Signed Up?

Receive Message Alerts for:
♦ Road Construction
♦ Road Closures/Detours
♦ General Public News

Visit: www.kalamazoocountyroads.com
RCKC Connect

• Sign UP:
  • From your Mobile Phone go to RCKC Website (automatic mobile application upon sign up)
  • From your Computer to RCKC website.
    • You can then go to the Mobile Member Application – “EverbridgeCONTACTBRIDGE” to CONNECT on your Mobile Phone too!
• Alerts provided to your choice:
  • Emails
  • Home Phone
  • Text
  • Mobile Phone
• Road Construction, Detours/Road Closures, & General Public News
Example Text:

S: August 7th Chip and Fog Seal Schedule
Chip Sealing:
XY Ave from US-131 to Portage Rd in Prairie Ronde Twp
16th Street from XY Avenue to Z Avenue in Schoolcraft Twp

Fog Sealing in Richland Twp
Sprinkle Rd from G Ave to FG Ave
24th St from D Ave to D Rd
Example Email:

From: info@kalamazoomcountyyroads.com <noreply@everbridge.net>
To: Mark Wordon

August 7th Chip and Fog Seal Schedule

Chip Sealing:
XY Ave from US-131 to Portage Rd in Prairie Ronde Twp
16th Street from XY Avenue to Z Avenue in Schoolcraft Twp

Fog Sealing in Richland Twp
Sprinkle Rd from G Ave to FG Ave
24th St from D Ave to AB Ave
STATUS

- **2016 IMPRESS Award – Excellence in Communications** from County Road Association (CRA) for RCKC Connect
- **COSTS remain unchanged**
- **STARTED MARKETING IN 2016 AND ONLY HAD 182 USERS**
- **TODAY WE HAVE ??***

- We know there is more work to do in this area as the communication tool takes off. We are pleased that this is yet another “mix of fixes” in our communication tool box.
- Positive outreach in the community and helped enhance the RCKC’s communication efforts with the public. The feedback from both local officials and residents has been positive. Residents may only choose to be enrolled during a current project and then choose to remove themselves once it is completed.
- The RCKC can also utilize RCKC Connect internally for emergency services to contact RCKC personnel.
- More marketing on service requests entry from the App.
ENHANCES OTHER RCKC COMMUNICATION

• Updated Website www.kalamazoocountyroads.com
  • “Contact Us” - Service Requests, Agenda, Minutes, Project Information, Newsletter, Annual Report, Road Data, Budget, Purchasing, etc.

• Telephone 269-381-3171
  • Service Requests logged and tracked
  • We want your service requests!!
  • Emergency after hours call 9-1-1 Dispatch

• Television
  • RCKC Board meetings televised on Public Media Network or watch from our website link

• Facebook www.facebook.com/kalamazoocountyroads
  • Daily updates on roadwork around the county
  • “Contact Us” Button to submit a Service Request

• Twitter www.twitter.com/RCKCROADS
RCKC CONNECTing the Communication BRIDGE Within Our Community
WCRC Fix It

Improving Customer Service
Customer Service Requests

- In the old days…Phone-O-Gram
  - Concerns mainly received by phone
  - Receptionist documented and distributed
  - Slips of paper, black hole
  - Directional request, no feedback loop or status
Customer Service Requests

• Precision Computer Solutions
  – Added Service Request Module 2002, SQL database
  – ~3,000 requests received per year
  – Major advance in documentation, but…
    • Lacked field technology, still circulating slips of paper
    • Required significant staff data entry
    • Feedback loop and status still inadequate
Precision Service Request Module
Customer Service Requests

- Need efficiency
- Need transparency
- Need metrics
- There must be a better way!
SeeClickFix

• About 10 years ago in New Haven, Connecticut Ben Berkowitz began asking local officials for infrastructure repairs, tree trimming and other public services
• Berkowitz was frustrated by the difficulty of communicating with government employees and a lack of a mechanism for follow up
• Berkowitz conceived a civic engagement website where citizens could pinpoint issues like broken streetlights and potholes on a map and forward the repair requests to local officials
• Problems could be publicly documented and their progress toward repairs tracked through a geographic information system
SeeClickFix

• In the spring of 2008, Berkowitz launched SeeClickFix with partners Miles Lasater, Kam Lasater and Jeff Blasius
• Berkowitz and his collaborators were among the earliest programmers to use the Google Maps API (application programming interface) to create a third-party software as a service (SaaS) product
• SeeClickFix was well-suited for a new wave of hyperlocal media. Smartphones and social media brought further acceptance, enabling SeeClickFix users to document and share repair requests on the fly.
• The SeeClickFix client base spread to local governments, as municipalities began using the service to compile citizen requests and manage repair projects

• According to the SeeClickFix website, its service covers more than 25,000 municipalities and 8,000 neighborhoods in the United States and internationally

• By October 2016, it surpassed three million cases reported
SeeClickFix

- The Washtenaw County Road Commission learned of the product in 2015
- Cities of Detroit, Ann Arbor, Ypsilanti and Saline were already users
- Enrolled as user and went live in Fall 2016, ~$16,000 per year
- Data entered by application, browser, or staff
- Concerns are geo-spatially located
- The public becomes an active partner in identifying and communicating concerns
- Requests are limited to jurisdiction and filtered to be assigned directly to appropriate personnel
January 1, 2017 and January 1, 2018

- 4,269 requests were opened
- 2,854 requests were acknowledged
- 3,648 requests were closed
- The average time to acknowledge was 5.9 days.
- The average time to close was 37.0 days.

December 12 – January 12, 2018

<table>
<thead>
<tr>
<th>GEOGRAPHY</th>
<th>OPENED</th>
<th>ACKNOWLEDGED</th>
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<th>DAYS TO ACK.</th>
<th>DAYS TO CLOSE</th>
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WCRC Fix It
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Total Requests by Yard
September 2017

Top 10 Requests in Yard
September 2017