County Engineers' Workshop

COMMUNICATION APPS FOR LOCAL AGENCIES

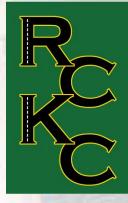
February 13, 2018





a conference hosted by... Technology & Training

Michigan's Local Technical



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.



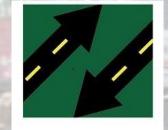
WHAT IS RCKC CONNECT ?

- **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



RCKC CONNECT RCKC ALERTS SIGN UP NOW

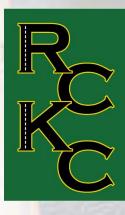
It's that easy!



RCKC CONNECT SIGN UP FROM WEBSITE

Select RCKC CONNECT Logo
 Create your user profile
 Enter your contact information
 Enter your preferred alert locations

Road Com	mission of	Kalamazo	bo County
Your Local Road Professi	onals since 1909		
Home About Us -	Permits	Purchasing	Maintenance & Construction -
Commissioners Meetings Our Team	Purchasing Projects Engineering		
Job Openings Publications News FAQs Links	Maintenance Maps Road Data Contact Us		RCKC Connect



Sign Up

EVERBRIDGE MOBILE APPLICATION SIGN UP



RCKC CONNECT RCKC ALERTS SIGN UP NOW

gin	Sign up	Overview 0	FAQs

 \mathbf{v}

? Help & Answers

Sign up

Username

First Name
 Last Name
 Password

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.

User Name
Usemames must be a minimum of 4 acceptable 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.

Password must be 8 to 64 characters long and contain at least one letter and one number. Special
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 Confirm Password 	

Security Question

Answei

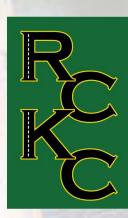
Registration Email

gisu	auon	Email	

I accept the <u>Terms of Use</u>	

What is your maternal grandmother's maiden name?

Create Your Account >



CHOOSE HOW YOU WANT TO BE NOTIFIED

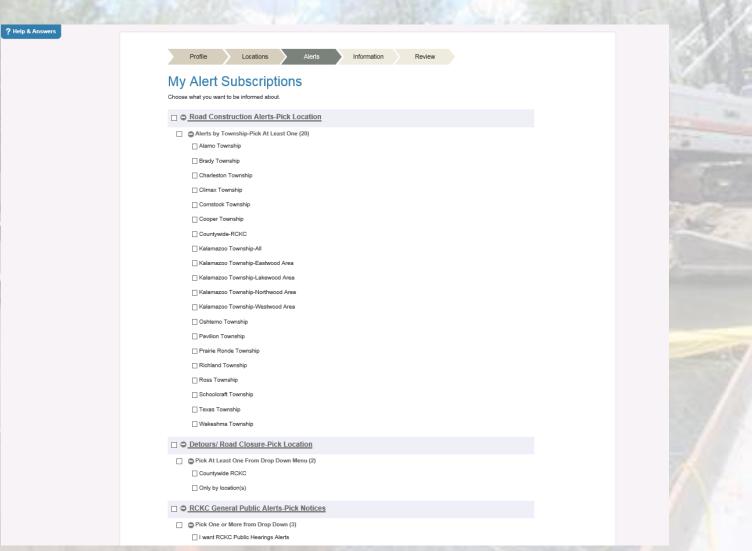
? Help & Ans

Profile Locations	Alerts Information	Review
My Profile		
* First Name	rokc	
Last Name	test	
Middle Initials		
Suffix		
 Registration Email 	rokctest@gmail.com	
Here's how to contact me.	Complete at least 2)	
Move up or down to change the order.		
 TEXT#1 (10 Digit #) 	United States	(201) 555-5555
2) Mobile Phone #1	United States	(201) 555-5555
🔺 💌 3) Personal E-mail	rckctest@gmail.com	
 • 4) TEXT#2 (10 Digit #) 	United States	(201) 555-5555
🔺 💌 5) Business E-mail	email@email.com	
S) Mobile Phone #2	United States	(201) 555-5555
▲ 💌 7) Home Phone #1	United States	(201) 555-5555
▲ ▼ 8) Home Phone #2	United States	(201) 555-5555
9) Business Phone	United States	(201) 555-5555
	Ex	t 5555
 10) TTY / TTD Device 	United States	(201) 555-5555
ContactBridge App	Not logged in	

Download the Mobile Member App from Google Play 🍞 or the iTunes App Store 👩



CHOOSE AREA YOU WANT TO BE NOTIFIED





THAT WAS EASY!

You will be able to edit it any time.				
My Profile		Edit	My Alert Subscriptions	and the second second
Username: First Name: Last Name: Registration Email: TEXT#1 (10 Digit #): Mobile Phone #1: Personal E-mail:	rokotest roko test rokotest@gmail.com (209) 381-7131 (209) 381-0423 rokotest@gmail.com		Road Construction Alerts-Pick Location > Alerts by Township-Pick At Least One Alarmo Township Brady Township Charleston Township Climax: Township Comstock Township Countywide-RCIKC Kalamazoo Township-All Kalamazoo Township-Laskwood Area Kalamazoo Township-Laskwood Area Kalamazoo Township-Northwood Area Kalamazoo Township-Northwood Area Kalamazoo Township-Northwood Area Calamazoo Township-Westwood Area Calamazoo Township-Westwood Area Calamazoo Township-Northwood Area Calamazoo Township-Westwood Area Calamazoo Township-Westwood Area Calamazoo Township-Westwood Area	
My Locations work:	3801 E. Kilgore Road	Edit	Pavilion Township Prairie Ronde Township Richland Township Ross Township Schoolcraft Township Texas Township Wakeshma Township	
My Information RCKC Relationship:	Citizen	Edit	Detours/ Road Closure-Pick Location > Pick At Least One From Drop Down Menu Countywide RCKC Only by location(s) RCKC General Public Alerts-Pick Notices > Pick One or More from Drop	Town 1
			Down I want RCKC Public Hearings Alerts I want RCKC Public Meeting Alerts I want RCKC Other News Alerts	



SUBMIT A SERVICE REQUEST



RCKC CONNECT RCKC ALERTS SIGN UP NOW

? Help & Answers

Login Sign up Overview FA

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.kalamazoocountyroads.com/servicerequest.php

sername	Forgot usernam
1	
assword	Forgot passwor
Password	

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

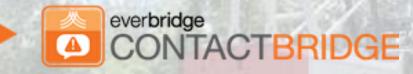
Mobile member application Everbridge CONTACTBRIDGE is available in the Apple Store and Google Play Store





MOBILE MEMBER APPLICATION













The RCKC is committed to providing a safe and convenient road system for our county motorists. As our customers and as residents of Kalamazoo County you are also entitled to excellent service from us at all times.

We aim to provide answers to all your service requests. We encourage our residents and the motoring public to report road conditions that need attention using our service request system. To make sure our service to you is prompt and courteous we strive to continually improve our methods of contact.

For more information: The Road Commission of Kalamazoo County will be happy to answer any

concerns.



Proud to be Your Local Road Professionals further questions or



Road Commission of Kalamazoo County 3801 E. Kilgore Road Kalamazoo, MI 49001

Phone (269) 381-3171 Fax (269-)381-1760

Find us on Facebook

www.kalamazoocountyroads.com



ROAD COMMISSION

OF KALAMAZOO COUNTY

(RCKC)

Since 1909





RCKC CONNECT Have You Signed Up Yet?



CONNECT TO ROAD COMMISSION OF KALAMAZOO COUNTY ALERTS Road Construction, Closures/Detours & General Public News Alerts provided to your choice: Emails Home Phone Tes

Mobile Phone SIGN UP NOW On Mobile devices visit RCKC Website (automatic mobile application upon sign up) On your desktop visit RCKC website to register. The o to the Mobile Member Application "Everbridge ONTACTEREDGE" to CONNECT on your Mobile hone tool

On-GOING MARKETING

What is RCKC CONNECT?

RCKC CONNECT is a mass notification service for community outreach communications. Messages from RCKC CONNECT include road construction updates, unexpected road closures, detours, and other important RCKC news. Citizens receive important time sensitive messages where they specify such as home, mobile, or business phones, email, text messages and more. Citizens pick where and how they wish to receive notifications.

How It works:

When there is an unexpected road closure, detour or road construction project, RCKC will send you a notification message by voice, email or text communication by your chosen method.

Sign up for notifications:

Sign up for RCKC CONNECT at www.kalamazoocountyroads.com. Create an account by entering your contact information and registering for notifications. You chose where and how you wish to receive notifications. Once you register you may also download the Mobile Member Application Everbridge "ContactBridge" from the App Store or Google Play Store.

Everbridge Mobile Member Application "CONTACTBRIDGE"

Secure mobile application with two-way communication which allows RCKC to deliver text message alerts to residents directly on their smartphones using CONTACTBRIDGE and allows residents to submit service requests, pictures, and free-form text to RCKC.

ROAD COMMISSION OF KALAMAZOO COUNTY

Applications and Social Media

Statistics show that 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. The RCKC incorporates social media with its overall communications to provide citizens options to communicate and do business with the RCKC.

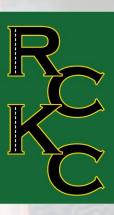
Website: www.kalamazoooountyroads.com







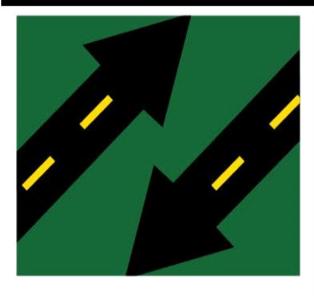








CONNECT TO ROAD COMMISSION OF KALAMAZOO COUNTY ALERTS



RCKC CONNECT

RCKC ALERTS SIGN UP NOW

Have You Signed Up?

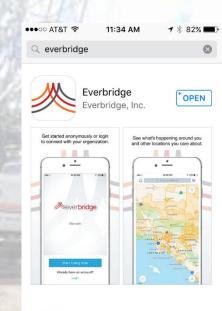
Receive Message Alerts for:

Road Construction
 Road Closures/Detours
 General Public News

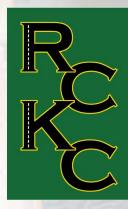
Visit : www.kalamazoocountyroads.com

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









RCKC CONNECT RCKC ALERTS SIGN UP NOW

RCKC Connect

• Example Text:



●०००० AT&T 穼

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

9:29 AM

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



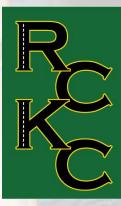
Text Me... 个

イ ∦ 97% **■●**

i







RCKC Connect

• Example Email:

😋 Reply 🛛 Reply All 🔤 Forward



Mon 08/07/2017 8:30 AM

info@kalamazoocountyroads.com <noreply@everbridge.net> August 7th Chip and Fog Seal Schedule

To Mark Worden

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





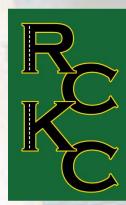
STATUS

- 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 COMMMUNICATION

- Updated Website <u>www.kalamazoocountyroads.com</u>
 - "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 <u>www.facebook.com/kalamazoocountyroads</u>
 - Daily updates on roadwork around the county
 - "Contact Us" Button to submit a Service Request
- Twitter <u>www.twitter.com/RCKCROADS</u>

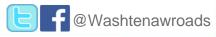


RCKC CONNECTing the Communication BRIDGE Within Our Community



Improving Customer Service







- 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

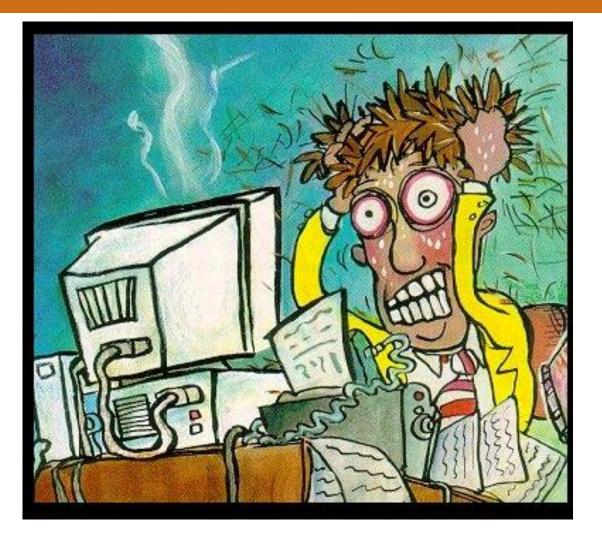
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	M John Sinther of York	
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and a state	Whispering fines all - 9326-	
	Corner Gutshere ell -	
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-	PHONE-O-GRAM for Charle	
	M_michael Lindnest	M michael Lindoer
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- 3	Will call again Please return the call and See me Message 4545 Marst Rad and Male -	
Car	large hole opening 1-2 opp Speline	Telephoned Returned your call Came in
	over a culnert West side	□ Will call again □ Please return the call 🕢 □ See me
C	Phone 426-4924 Date 421 Time 12:42 by Car	□ Will call again □ Please return the call □ See me
		Message 4345 Mast Rol and Walk -
		Message
	PHONE-O-GRAM for time	$\int A_{\alpha} = \int A_$
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1 crubs		
	PHONE-O-GRAM for	
Por She	m Saline avan Schools of	
And the second	Image: Telephoned Image: Returned your call Image: Came in Image: Will call again Image: Please return the call Image: See me	
a burns	Will call again Please return the call See me Message Martin Rd near Payella	
Se tro	Linb hanging dawn + hitting bp	
Contraction of the second		
	of bus	

- 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

Precision Road Software

ints Payable Accounts Receivable Equipment General Ledger	Human Resources Inventory Purchase Ord	der Service Requests						
SR - Maintenance								
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Request Response								
	Reason(s)							
Number 2016		Drag a column header	here to group by t	hat column				
Request 01/28/2018 2:41:08 PM		Request 🛓 Requ	est Request	Reason 1	Request	Road	Municipality	Division
		Year Num	er Sequence		Date			
Status Active		2011		1 Cross Rd Culvert	04/15/2011		Scio	1 District
				1 Gravel/Limestone 1 Tree/Brush			Saline	5 District
Contact First/Last	Additional Information	2011		2 Drainage	04/15/2011	Palisades Blvd	Various Pittsfield	Various (B. 2 District
Address	Request Printed	2011	23617		04/15/2011	Failsaues Divu	Fillsheiu	2 District
	Last Response			1 Drainage	04/15/2011	Summerdale Ct W	Vneilanti	2 District
City/State/Zip	Response Printed			1 Pothole	04/15/2011		Ypsilanti	2 District
Phone Mobile	Letter			1 Sign	04/15/2011		Pittsfield	Sign/Sgnl
E-Mail	Division			1 Grading	04/15/2011		Various	Various (B.
				1 Drainage	04/14/2011		Scio	1 District
Police Reported	Storm	2011		1 Tree/Brush	04/14/2011		Northfield	6 District
Location	Number of Calls	2011		1 Other	04/14/2011		Ypsilanti	2 District
Segment				1 Sign	04/14/2011		Scio	STL
Road	Called			1 Vision	04/14/2011		Scio	1 District
Between	By States	2011	23607	1 Sign	04/14/2011	US 23	Ypsilanti	STL
And	То	2011	23606	1 Pothole	04/14/2011	Roxbury Ct	Ypsilanti	2 District
Municipality		2011	23605	1 Shoulder Maintenance	04/14/2011	Whittaker Rd	Ypsilanti	2 District
Explanation		2011	23604	1 Dead Animal	04/14/2011	Pleasant Lake Rd	Freedom	4 District
		2011	23603	1 Sign	04/14/2011	US 23	Ann Arbor	STL
		2011	23602	1 Grading	04/14/2011	various	Various	Various (B.
		2011	23601	1 Obstruction	04/14/2011	Joy Rd	Northfield	6 District
		2011	23600	1 Shoulder Maintenance	04/14/2011	Hankerd Rd	Dexter	3 District
		2011	23599	1 Pothole	04/13/2011	Merritt Rd	Ypsilanti	2 District
		2011		1 Drainage		Jackson Rd	Lima	3 District
Assigned To Received By/Me	thod Telephone V	2011	23597	1 Drainage	04/13/2011	Bemis Rd	Ypsilanti	2 District
Assigned to Received By/we		41501 Ret						



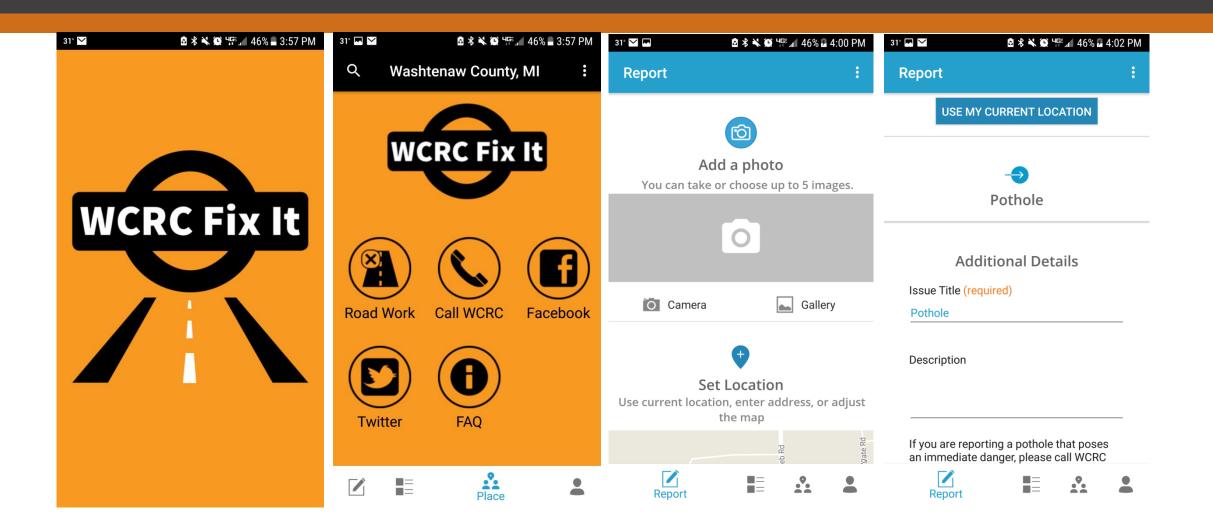
- Need efficiency
- Need transparency
- Need metrics
- There must be a better way!

- 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

- 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

- 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



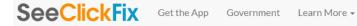
WCRC Fix It

January 1, 2017 and January 1, 2018

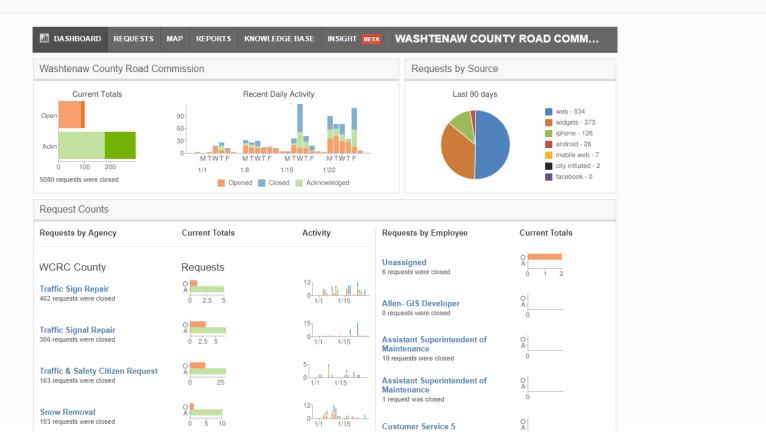
- 4,269 requests were opened
- 2,854 requests were acknowledged
- 3,648 requests were closed
- The average time to acknowledge was 5.9 days.
- The average time to close was 37.0 days.

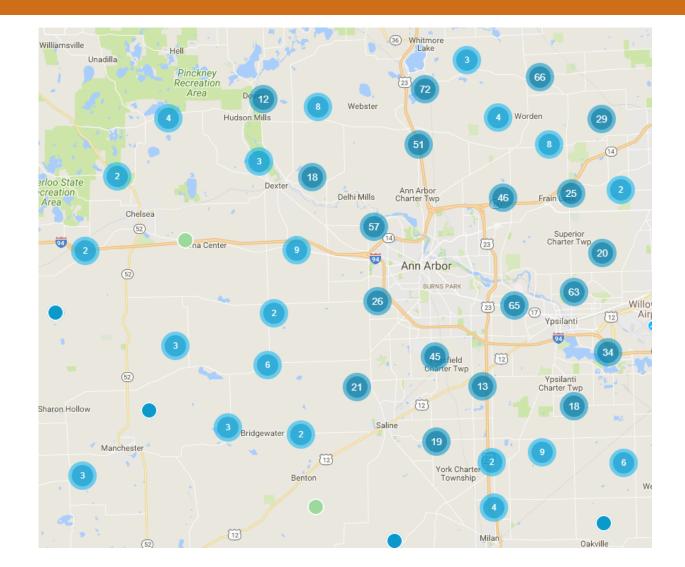
December 12 – January 12, 2018

GEOGRAPHY	OPENED	ENED ACKNOWLEDGED		DAYS TO ACK.	DAYS TO CLOSE
District 1	31	19	23	3.0	13.2
District 2	94	45	80	8.0	19.1
District 3	13	6	12	1.0	1.2
District 4	8	5	7	1.7	3.0
District 5	27	8	24	2.4	33.8
District 6	37	27	36	12.5	42.9
WCRC Trunkline	14	9	20	1.2	32.3



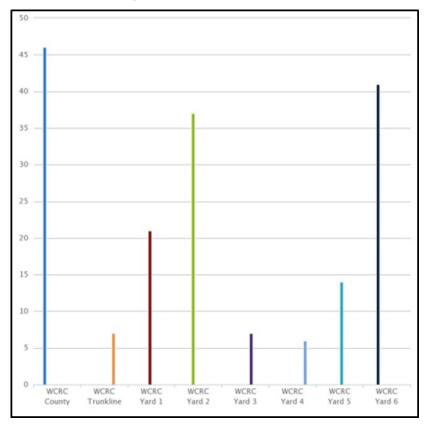
🚯 CRM Dashboard 🛛 🛔 🗍 🗸 🗸





SeeClickFix							Му Ас	count +
DASHBOARD ISSUES MAP REPORTS KNOWLE	DGE BASE	INSIGHT BETA	SETTINGS		Washter	naw County F	Road Comi	mission
Format Data Format Chart				Pie Bar		Column -	Line -	Area 🗸
Separate by	140 —	ls	sues Reporte	ed by Week	for Last 8	Weeks		≡
Service Request Category								,
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number of issues.	·							
Horizontal Axis	100 —							
the week they were reported.								
Reported Between	80 —							
December 3, 2017 - January 28, 2018	60							
Filter Data By _ Show Chart								
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			nole 🔳 Traffic S Roads 📒 Unpav		Snow Remo	val		

Total Requests by Yard September 2017



Top 10 Requests in Yard September 2017

