



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: DECEMBER 13, 2016
FROM: INNOVATION & TECHNOLOGY DEPARTMENT WARDS: ALL
SUBJECT: ENHANCED 311 RIVERSIDE MOBILE APPLICATION – PROJECT UPDATE

ISSUES:

Receive an update on the enhanced 311 Riverside mobile application.

RECOMMENDATION:

That the City Council receive an update on the enhanced 311 Riverside mobile application.

BACKGROUND:

In June 2010, the City launched the 311 Riverside mobile application. This application allows the public to submit a request and a photograph to the City's 311 Call Center. While this application version had limited functionality, it proved to be very useful and popular with citizens. It also provided a fourth communication channel to contact the City for 311 services. Those four methods are phone, website-based application, email, and mobile application.

On April 28, 2015, the City Council approved the *Riverside 2.0 Strategic Plan – Implementing the City Council's Strategic Priorities*. The first Council Priority is Customer Service, including continuous improvement for systems and process. The plan also supports greater clarity of responsibilities and accountability and an expansion of transparency and civic engagement. A goal was established to improve the 311 mobile application experience for users and therefore enhance customer service.

DISCUSSION:

The enhanced 311 Riverside mobile application project is a major revision, which provides better usability and more functionality than the previous version. This application continues to support the two most popular mobile operating systems: Apple iOS and Android. It now includes the ability for users to review the status of all submitted service requests, not just submit them. Additional enhanced functionality includes instant account creation from the application, a fully integrated request submission and photograph upload process, the ability for users to view and search old requests, the ability for users to receive status update notifications (e.g. upon request closure), and the ability for all pictures taken and sent through the application to also be saved in

the user's photo gallery for later review. In addition to the enhanced 311 functionalities, the initial phase also includes the ability to quickly pay one's City utilities bill.

The enhanced 311 Riverside mobile application was initially launched for testing in November 2016. The application will be monitored for issues throughout December and a formal public outreach campaign is planned for January 2017.

The enhanced 311 Riverside application will serve as the foundation for additional functionality and future phases. A goal is to provide Riverside's citizens with one application that combines features from several existing Riverside City mobile and web applications. For example, future phases will include the addition of the City of Riverside's web-based events calendar, access to social media sites, integration of the "Explore Riverside" mobile application functionality, and integration of the "Riverside Tour Guide" mobile application's functionality. Future phases will enhance these functionalities and integrate them into one application, eliminating the need to download, install, and maintain multiple City mobile apps.

FISCAL IMPACT:

There is no fiscal impact associated with the receipt of this report.

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availability of funds:	Scott G. Miller, Chief Financial Officer /Treasurer
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Approved as to form:	Gary G. Geuss, City Attorney

Attachment:	Presentation
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