Esri News
for State & Local Government
Spring 2015

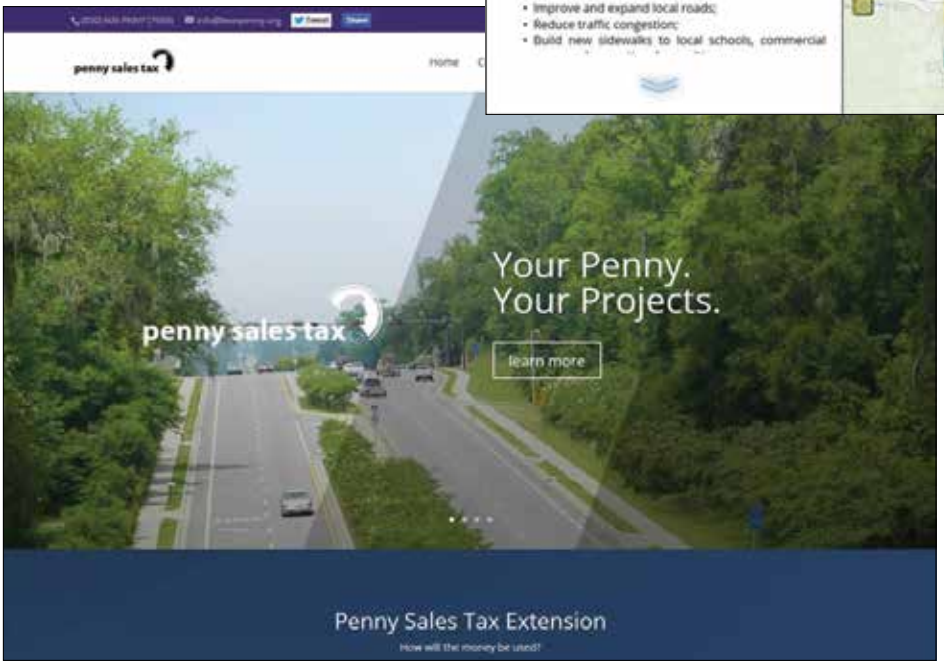
Penny Wise

Story Map Journal App Tells Voters How Sales Tax Monies Will Be Spent

By Carla Wheeler, Esri Writer

Leon County, Florida, voters faced a weighty decision: vote yes to extend a one-cent local government infrastructure sales tax for 20 years or vote no and stop shelling out the extra penny.

County staffers felt that such an important referendum demanded lively, engaging educational materials for the public to review before the vote in November 2014. So when they rolled out the visually appealing and user-friendly website leonpenny.org in August, an interactive Esri Story Map Journal app called Penny Sales Tax Extension was one of the main features.



↓ Leonpenny.org serves as the gateway to the interactive map.

↑ You can click an icon in the Story Map Journal app to learn more about a project funded by the penny sales tax.

Esri's Story Map Journal app uses a mix of media—maps; narrative text; video; images; pop-ups; and, in some cases, music—to tell a story. Though popular for topics such as history, political upheaval, travel, and conservation, the team from Leon County decided the mapping app at leonpenny.org was a perfect fit for answering the taxing question: How will the money be used?

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What Does It Take to Build a Smart Community?

By Christopher Thomas,
Director of Government Markets, Esri

The term *smart city* has been gaining quite a bit of attention lately. Known by many names—livable communities, sustainable cities, resilient cities, and even smart nation or subsets like safe cities, healthy communities, and coastal resilience—the objectives are fairly similar, that is, to build a government that is more responsive, productive, efficient, transparent, and more engaging with its citizens. At Esri, we have opted to embrace two terms: *smart communities* and *resilient communities.* Building smart communities reflects national, state, regional, and local governments' desire to improve quality of life. Building resilient communities relates to assisting governments in preparing for and recovering from man-made and natural disasters such as hurricanes, floods, earthquakes, economic collapse, or climate change.

There are a lot of "smart approaches" out there claiming to meet the needs of building a next-generation smart community. However, most approaches seek to only support large metropolitan areas or are focused on a single problem. After years of working in partnership with thousands of governments around the world and asking how we can really help, a clear path has emerged.

This approach will support governments regardless of size or geography. It delivers solutions that cover more disciplines across a government as a means of strengthening the entire government operations. Think of government as a platform. At its core, building smart communities involves working side by side with governments and professional trade associations to truly understand government needs.

There are four steps in creating a successful strategy to support smart communities:

1. Start with a world-class geographic information system (GIS) platform. The primary reason governments the world over have embraced GIS is that location is the most common denominator looked at when addressing a problem. The solution needs to serve GIS professionals, the professional that simply uses GIS, field-workers, decision makers, and citizens. It also needs to support the five major government workflows: collecting data, analyzing and performing what-if scenarios against the data, improving operational awareness, improving field operations, and enabling civic engagement.

2. Develop a location strategy that allows governments to prioritize the GIS applications they need. This needs assessment indicates a government's readiness to incorporate new solutions and at what rate. The government can begin with analyzing the entire organization's issues department by department, or it can tackle a single department, such as law enforcement or health, to meet goals of more limited scope such as smart infrastructure, smart buildings, healthy communities, or safe cities.

3. Deliver real solutions that serve government priorities. Governments know that their biggest challenges are often improving infrastructure, efficiency and productivity, and local economic conditions as well as delivering green solutions. They hear regularly from or are polling businesses and citizens on what their priorities are. They do not always have the quickest answer as to how to solve these issues.

We have found that working side by side with governments and asking, What apps do you wish technology companies would build? results in the development and delivery of apps that successfully meet their needs. These apps are honed by working directly with governments on design and testing. Once completed and tested, the solutions are extended back to governments at no charge. These apps can be deployed immediately and tailored over time.

4. Develop strong relationships with business partners. Partners can deliver sophisticated solutions for permitting, crime analysis, asset management, and climate analysis, for example, that are built on top of a strong GIS platform. They can extend customized solutions that scale with a state, municipal, or regional government over time.

To see the results of this approach, explore these smart community offerings at esri.com/smartcommunities. Begin building a smart community today.

Pennywise continued from cover

"The map tells an engaging story," said Vincent S. Long, Leon County administrator. "We wanted a way to communicate not only the nuts and bolts of each penny sales tax project but also the story of how this extension would shape our community for generations to come."

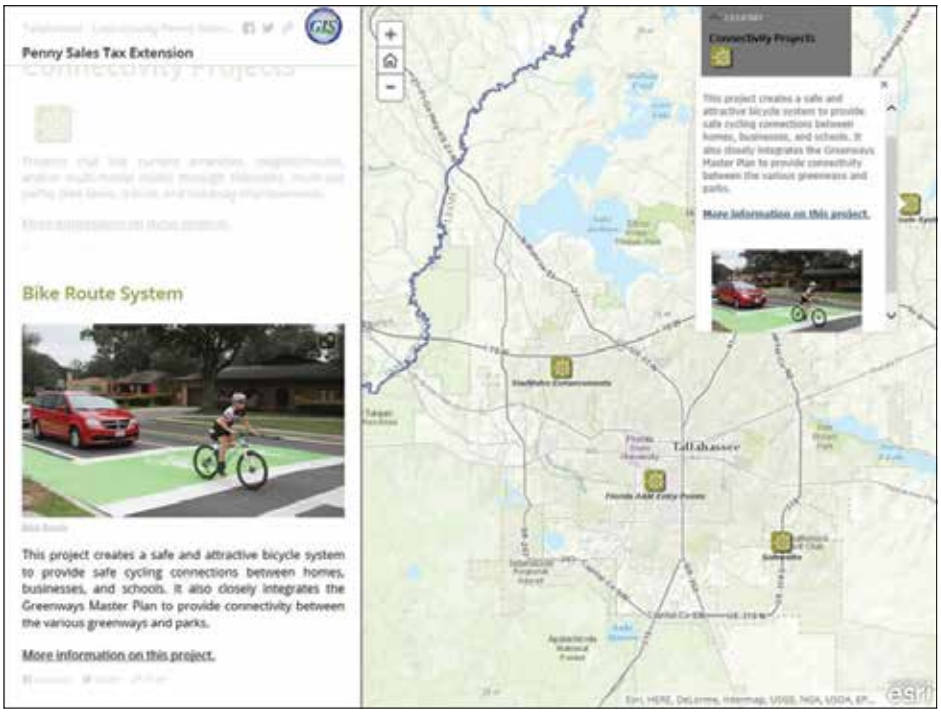
A User-Friendly Mapping App

The mapping app's left panel displays text and images that summarize and illustrate 29 infrastructure improvement and economic development projects in Leon County that would be paid for with the penny tax. These include street and sidewalk improvements, new bike lanes, revamped bus stops, county fairgrounds beautification, and added park and green space.

As you are scrolling down to each new section (e.g., Connectivity Projects), a map on the right displays icons that show the general location of each individual project (e.g., Bike Route System). Clicking the icon brings up a pop-up with a short description of the project and a related image (such as a photo or artist's rendering). In both the story and the map, you can click a link to obtain estimated project costs, a PDF with a more detailed map, and a form to fill out to connect with Leon County staff.

Cristina Paredes, the county's intergovernmental affairs and special projects coordinator, said voters are fans of leonpenny.org and the interactive map, whether or not they support the penny tax. "They say, This website is user-friendly and we love the interactive map [and] being able to visualize where the projects are located," she said.

The interactive map, which has garnered more than 2,900 views so far, also is a more compelling way to present information than a printed document alone, such as a PDF, according to Paredes. "We just didn't want to hand people a booklet," Paredes said. "We wanted people to interact [with] and visualize it."



↑ As you scroll through different sections of the Story Map Journal app, a description about each penny sales tax project appears.

↑ Colorful icons and photographs populate Leon County's Story Map Journal app.

Mathieu Cavell, the county's public information specialist, said Leon County thinks outside the box to get people engaged in civic affairs. "Old, stale government reports are not the way to relate to people," he said, adding that the app is appealing, accessible, and "pretty fun."

The Story Map app also emphasizes the geographic diversity of the projects in 702-square-mile Leon County. Each

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Is something missing from your GIS applications?

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ArcGIS 10.3 Now Certified OGC Compliant

Esri Users Benefit from Interoperability Standard

As part of Esri's ongoing support of GIS interoperability, the latest ArcGIS 10.3 release is now certified as Open Geospatial Consortium, Inc. (OGC), compliant.

This certification from OGC reaffirms Esri's continued commitment to standards-based interoperability. Through its support for OGC specifications, ArcGIS users can access data and services from many different sources, regardless of the technology used by those sources. In addition, users can share their content with others, including non-Esri users, thus contributing to the larger goals of the open data movement.

"Our goal is to help our users be successful, and Esri sees technical interoperability as a key driver to successful implementations," said Dr. Satish Sankaran, Esri product manager for interoperability and member of the OGC Architecture Board.

The OGC leads the development of geospatial interoperability standards. Esri is a long-standing, active OGC participant, helping GIS users to seamlessly work together.

Esri's first OGC compliancy certificates were granted in 1999, and many more Esri ArcGIS platform products have met OGC compliancy since then.

See the full list of OGC-compliant products from Esri at opengeospatial.org/resource/products/compliant#ESRI.

Fixed Pricing on ArcGIS for Server in the Cloud

Neil Tomlinson, Esri

If you ever find yourself questioning how much it will really cost to move ArcGIS for Server to the cloud, then I have some good news for you.

Esri has removed the guesswork from pricing the cloud solution, which hopefully makes your decision to migrate a bit easier. We've worked closely with our product development team to build common self-managed cloud architectures at a fixed cost, all offering flexible usage terms; choice of ArcGIS for Server licensing; and for those who already have licenses, we support a BYOL (Bring-Your-Own-License) option (esriurl.com/fixedpricing).

Our approach is based on feedback we get from GIS practitioners, CIOs, and CTOs feeling pressure to move their GIS applications to the cloud. Their situations all share the same common denominator—fear of unknown costs.

When migrating to the cloud where services are consumption based, users have to guess which cloud services are applicable to their workload, then decide on machine type, location, and utilization. This can still leave users scratching their heads and wondering what their actual costs based on usage will be. Users will still not actually know how much it's going to cost them until they deploy their environment and receive their first full monthly bill.

Another discussion point I often hear about is Capex (on-premises data center) versus Opex (cloud infrastructure). The truth is most IT organizations do not have a clear understanding of the true costs of their internal data centers and fail to acknowledge direct costs such as power, location, storage, and cooling, let alone the indirect costs such as IT operations and staff. The majority of users tasked with figuring this out will simply take the cost of a new server, divide that by 36 months, which is a typical life-span, and quickly draw a conclusion that the cloud is much more expensive than their on-premises server. (Be honest—sounds a bit familiar doesn't it.)

Take a look at the fixed pricing we've established to make moving to the cloud feel less risky. If you do not find what you're looking for, let us know. We can build a custom fixed price offering specific to your needs.

For more information, contact ntomlinson@esri.com, or visit esriurl.com/fixedpricing.

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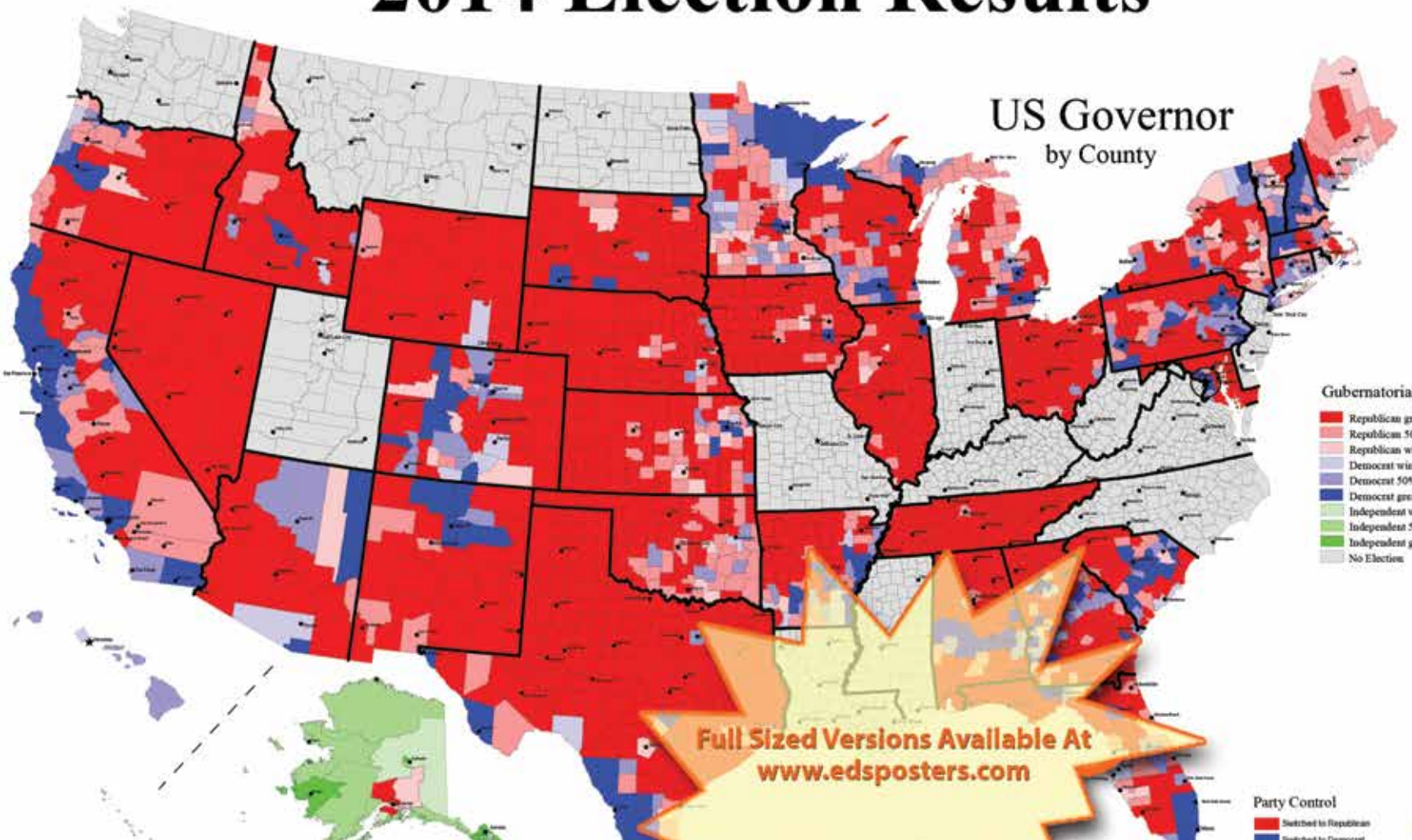
The Washington Post

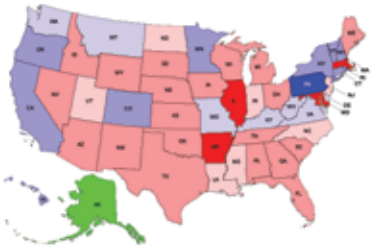
2014 Election Results



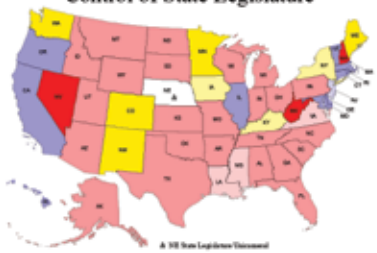
Switched to Democrat
Switched to Independent/Reform
Switched To Divided Control/Tied
Retained by Republican
Retained by Democrat
Retained by Independent/Reform
No Election - Republican Control
No Election - Democratic Control
No Election - Independent Control
No Election - Divided Control/Tied
Non-Partisan or Unresolved
No Election

Party Control of State Governments

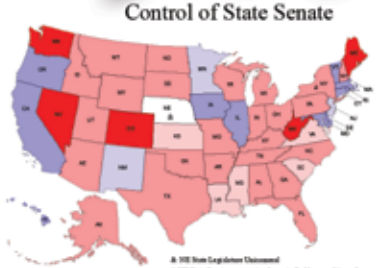
Governor



Control of State Legislature



Control of State Senate



Control of State House

Control of Highest State Elections Office

Secretary of State, Lieutenant Governor, or Electoral Board

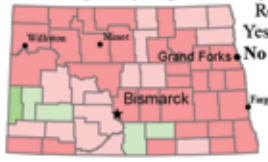
Referendums of National Interest

Anti-Abortion

Colorado - Amendment 67
Defines "person" to include unborn, making abortion murder

Result:
Yes - 35%
No - 65%

North Dakota - Measure 1
Declares "inalienable right to life of every human being at any stage of development."



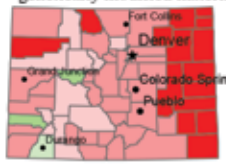
Result:
Yes - 36%
No - 64%

Tennessee - Amendment 1
Declares that state constitution does not provide right to abortion or require abortion to be publicly funded.

Result:
Yes - 53%
No - 47%

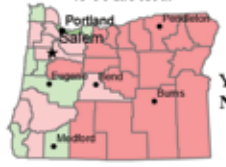
GMO Labeling

Colorado - Prop 105
Requires labeling of foods with genetically modified material



Result:
Yes - 34%
No - 66%

Oregon - Measure 92
Requires genetically engineered food to be labeled.



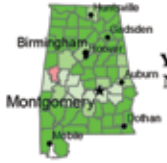
Result:
Yes - 49.5%
No - 50.5%

Legend

Yes	No
> 70%	>70%
60 to 70%	60 to 70%
50 to 60%	50 to 60%

Gun Rights

Alabama - Amendment 3
Declares a right to bear arms



Result:
Yes - 72%
No - 28%

Washington - Initiative 591
Prohibits government from requiring background checks.

Result:
Yes - 45%
No - 55%

Washington - Initiative 594
Requires background checks for sales at gun shows and online

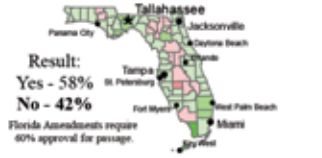
Result:
Yes - 60%
No - 40%

Marijuana

Alaska - Ballot Measure 2
Legalizes Marijuana

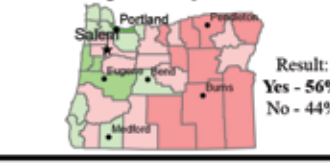
Result:
Yes - 52%
No - 48%

Florida - Amendment 2
Legalizes medical Marijuana



Result:
Yes - 58%
No - 42%
Florida Amendments require 60% approval for passage.

Oregon - Measure 91
Legalizes Marjuana



Result:
Yes - 56%
No - 44%

Voting Rights

Connecticut - Amendment Question
Legislative amendment that makes it easier to vote absentee.

Result:
Yes - 48%
No - 52%

Illinois - Amendment
Prohibits denial of voting on the basis of membership of various categories, including income.

Result:
Yes - 71%
No - 29%

Missouri - Amendment 6
Allows in-person or absentee voting before election

Result:
Yes - 30%
No - 70%

Minimum Wage

Alaska - Ballot Measure 3
Increase Minimum Wage from $7.75 to $9.75 per hour

Result:
Yes - 69%
No - 31%

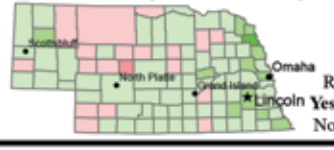
Arkansas - Issue 5
Increase Minimum Wage from $6.25 to $8.50 per hour

Result:
Yes - 66%
No - 34%

Illinois - Advisory Question
Increase Minimum Wage from $8.25 to $10.00 per hour

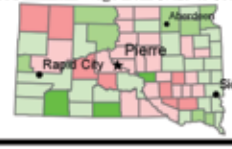
Result:
Yes - 67%
No - 33%

Nebraska - Initiative 425
Increase Minimum Wage from $7.25 to $9.00 per hour



Result:
Yes - 59%
No - 41%

South Dakota - Measure 18
Increase Minimum Wage from $7.25 to $8.50 per hour



Result:
Yes - 55%
No - 45%

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Eight Facts You Didn't Know about Community Maps

Don Cooke, Esri

ArcGIS now comes with so much free content that it has evolved into the Living Atlas of the World. Esri gets content for the Living Atlas from three sources:

- Partners including HERE (formerly NAVTEQ) and DigitalGlobe
- Open sources such as OpenStreetMap
- The community of ArcGIS users, many of whom serve as data stewards for important foundational themes

The Community Maps Program is critical to supporting ArcGIS users who want to contribute foundational content. That content is basic, universally useful information, not data on crime incidents or migration paths.

The program has evolved and is now much more user-friendly and robust. After reading these key facts about the current program, consider participating. In addition to contributing your authoritative data to the GIS community, you will make your data more easily accessible for your own GIS projects.

1. Community Maps is *not* just about basemaps.

The Community Maps Program is about *all content*: elevation; imagery; oceans; 3D buildings; hydrography; the Urban Observatory; and, of course, the basemaps.

2. It's easier than ever to participate.

Community Maps used to be a challenging exercise in varsity-level GIS. You had to attend a three-day Community Maps training session. There was a lengthy paper agreement to get signed. We required that you migrate your data to the Local Government Information Model. You had to come up with all the data layers for your area. You had to author the map and use ArcGIS for Server to create the map cache.

We've changed all that . . .

3. The Contribution Management Application (CMA) streamlines registration and more.

No more lengthy e-mail exchanges to get registered! The CMA lets you supply contact info, specify your area of interest, and name the layers you want to contribute. You can upload data, view edit results, and approve the test map cache through the CMA.

→ Community Maps contributors like Washington, DC, easily access their authoritative data in beautifully styled basemaps including this World Topographic Map.

4. Community Maps now uses a click-through legal agreement.

You don't have to carry a paper agreement to the county or city attorney. There's a click-through agreement within the CMA. This saves weeks or months for most participants. If you have a prior participation agreement with custom modifications, that remains in force.

5. You're not just contributing to the World Topographic Map.

Your content will be used in the World Street Map, the Light Gray Canvas map, and the World Topo Map. We have plans to add community content to other basemaps in the near future.

6. Your content will be visible at many more scales.

For years, we only used community content at the largest scales, between 1:1,000 and 1:9,000. This often created a discontinuity when people zoomed out to 1:18,000, and new streets in the contributor's data disappeared. Now we use community data all the way out to 1:288,000 scale.

7. There's a new, easy way to format your data for submission.

You no longer have to migrate your data to the Local Government Information Model. About a year ago, we introduced a free Data Prep Tools package—a suite of geoprocessing tools that you can tailor to migrate just the data we need to author the maps. This eliminates having to migrate data we don't need and, most importantly, sensitive name/phone data never leaves your shop.

Recently, we moved the Data Prep Tools out of beta status and combined the USA, International, and Campus versions. You just choose the Data Prep Tools for the theme(s) you want to submit. They're really easy to use; the "README" instruction is less than two pages.

8. You don't need to supply all the map layers to participate.

You can participate by contributing a single layer. A lot of participants are satisfied with the HERE streets but feel they can make their local basemaps "pop" just by adding building footprints and a tree layer. Get started with a single layer that makes a difference to the map, and add others as time goes on.

We're counting on you to participate in Community Maps and the Living Atlas.

Esri has invested millions of dollars getting the Community Maps Program launched in a wide spectrum of content areas. We're counting on the ArcGIS community to keep the content updated. We are currently seeking basemap and imagery contributions in particular. Take control of the appearance and timeliness of your area's data in three basemaps plus World Imagery.

Learn more at esri.com/communitymaps.

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icon on the map represents a project, and with the icons spread across a wide area, people can see how everyone benefits, Paredes said.

The App of Choice

Creating the interactive map was a collaborative effort by Tallahassee-Leon County GIS; Community and Media Relations; and DesignWorks, the Leon County Planning Department's urban design team.

GIS systems integration specialist Ned Cake said the original plan was to display the projects using the Esri Story Map Tour app or a custom version of a Story Map app with tabs. However, when Leon County GIS manager Scott Weisman saw Esri president Jack Dangermond introduce the Story Map Journal app at the 2014 Esri User Conference, Weisman was sold.

He quickly sent a text message to Cake back at the office in Florida. "'Check this [app] out. It's a game changer,'" Cake recalls Weisman saying.

Cake used Leon County's ArcGIS Online organization to launch the Map Journal Builder and create a skeleton app. He loaded the Esri World Topographic basemap into the app, along with narrative text and photos and other images provided by Cavell's office.

Cake created a web map with editable features. Community and Media Relations then populated the points on the map. "I worked with an intern to develop the pop-ups," added Cake.

DesignWorks created colorful custom icons for the map, which matched the colors of the section headlines in the narrative panel.

It's almost a work of art. "We love it," Cavell said.

Not only was the app created and launched using ArcGIS Online, but it runs on ArcGIS Online, too. It's a 100-percent cloud solution, Cake said.

For Leon County staff, it was important to showcase the results of two and a half years of work by the Leon County Sales Tax Committee and thousands of residents who offered their input about the penny tax projects. (The referendum passed November 4.)

"We wanted to impress upon the viewer that a lot of thought and energy went into each infrastructure or economic development project," Cavell said. "The Story Map application represented the perfect blend of narrative and analytics."

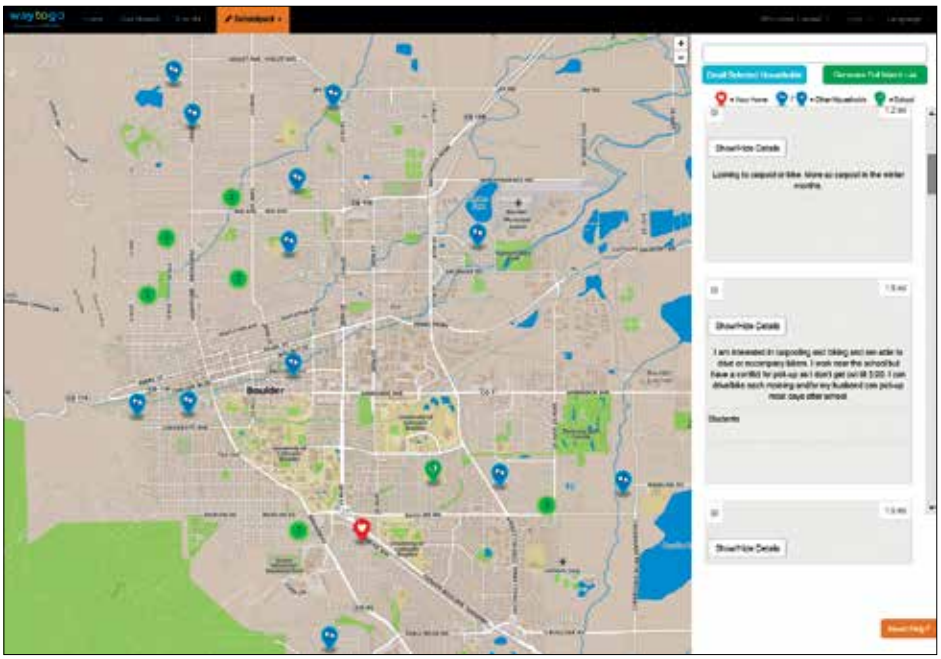
Schoolpool Tool Makes Getting to School Easier

Since 1955, the Denver Regional Council of Governments (DRCOG) has served as the regional planning and intergovernmental coordination agency for the Denver, Colorado, metro area. DRCOG brings city and county governments together to discuss and resolve common problems that affect the entire nine-county metropolitan region. One of DRCOG's responsibilities is to help reduce air pollution and traffic congestion through alternative commuter programs.

DRCOG founded its original commuter assistance program in 1975 to help people locate car pool partners. DRCOG leads the program, now known as Way to Go, in partnership with a dedicated group of transportation management associations and has expanded it to include vanpool matching services; public transit route planning; telecommuting assistance; and the Schoolpool program (waytogo.org/getting-around/schoolpool), designed to help people make car pool arrangements for school trips.

Launched in 1993, the Schoolpool program was created to offer relief to busy parents by encouraging carpooling among families with students in local schools. Schoolpool helps households save money by sharing driving costs and also helps schools reduce demand for their already limited parking spaces.

The Way to Go team works with participating schools to match students who live near each other and could share a ride. Schoolpool lets parents share driving responsibilities with neighbors and provides a list of people they can call on for full- or part-time carpooling. The program also serves as an effective way to find emergency transportation in cases of bad weather, illness, or car trouble. The Schoolpool program is free and available to all public and private elementary, middle, and high schools throughout the Denver region.



↑ Schoolpool gives families an easy way to find ride sharing options in their neighborhood.

A New Online Platform

In 2013, the program was at a crossroads. Having used different web-based platforms for online Schoolpool matching in the past, DRCOG found that the existing options were not as user-friendly or nimble as they needed to be for the program to succeed.

When DRCOG's Way to Go team members decided they needed a new online platform to modernize the program, they partnered with RideAmigos to develop the next-generation set of travel demand management tools. The two teams' collaboration produced an innovative suite of tools that benefit the Denver area and have been adopted in other areas of the country. To meet the needs of today's tech-savvy families, the Way to Go tools combine information provided by the end user with Esri's ArcGIS mapping technology to produce a multimodal analysis that displays transportation options between any two given points in a city. This innovation led to new enhancements for the Schoolpool program as well.

"Families want their children to be safe, and the Way to Go Schoolpool program provides a secure online system that connects families in a neighborhood and lets them coordinate their efforts in getting their kids to school and back via carpooling, walking, biking, or riding public transit or even the school bus together," said Mia Bemelen, Way to Go's Schoolpool coordinator.

Bemelen and her team partner with local schools using the Way to Go Schoolpool tool to visualize the distribution of families on a map. This information helps inform parents of opportunities to connect with other local families and create communities for their children.

Historically, the Schoolpool program has averaged 6 percent annual growth and has been marketed to schools on an

individual basis. The new smart city-based approach of combining end-user data with leading-edge mapping and analytical technology to enhance the lives of its citizens has already seen dramatic results for Way to Go Schoolpool in the Denver region.

With the new platform launch in 2014, the Way to Go team signed up the first entire school district in the history of the Schoolpool program with the Boulder Valley School District (BVSD). "We are excited to be partnering with the Way to Go Schoolpool program. It offers our families and students an easy way to connect with one another and provides them with real choices in the way they arrive and depart from our schools," said Peter Hurst, Transportation Options Program specialist with the BVSD.

Composed of 56 schools, the Boulder Valley School District had 754 families participate in its first year of the program. With the addition of the BVSD, the total number of schools participating in the Way to Go Schoolpool program increased from 76 to 131. According to a survey done by DRCOG, an estimated 6,415 families in 27 jurisdictions throughout the Denver region have created school car pools through the Way to Go program. The development of the user-friendly, next-generation Way to Go suite of tools has contributed significantly to the successful growth of the program.

For more information, please contact Nate Currey, Denver Regional Council of Governments, at NCurrey@drcog.org, or Prachi Vakharia, RideAmigos, at Prachi@RideAmigos.com.

311 App Gives Citizens Better Service

The City of Longview, in east Texas, has an estimated population of 80,500. Looking for ways to improve service to its residents, the Longview City Council investigated building out and deploying a traditional 311 citizen service center. The city hired consultants to analyze the project's feasibility and the resources required. While the projected outcomes were positive, the council ultimately realized that a traditional citizen service center, based on agents answering live telephone calls, would be too expensive.

Not to be discouraged, Justin Cure, information services manager at the City of Longview, saw an opportunity to implement a digital 311 service, which would allow citizens to report issues directly to the city from a smartphone or via the web. Cure believed he could accomplish many of the same goals of a traditional 311 citizen service center in an innovative manner by using a low-cost civic engagement application.

Understanding the Requirements

There were several important requirements for the solution. First, it needed to integrate directly into the city's existing systems, including Esri ArcGIS for Server and Cityworks, for service request and work order management. Second, it would have to reduce manual data entry and ensure existing processes would be impacted minimally. While increasing customer service was important, the solution would also need to increase the efficiency of taking in citizen service requests and benefit overall operations financially.

The City of Longview contracted with CitySourced, a real-time civic engagement platform that allows for branding and customizations, to provide a digital 311 service. The city deployed the application on smartphones and its existing website for staff and citizen services. The 311 application allows users to file service requests from both a native mobile application and the city's website. Residents simply take a picture or video of the issue, enter some basic information, and click Submit. Using the Cityworks service request API on the back end, CitySourced automatically converts the issue into a service request in Cityworks, which is displayed in the appropriate staff member's Cityworks inbox.

Seeing Results

The solution has many similarities with a traditional 311 citizen service center: direct, central communication to the city and automated routing to the correct department. However, in this solution, the data is received in a structured format without requiring a staff member to manually enter or clean data. According to Gartner, a leading information technology research and advisory company, this drives the cost of each transaction down from close to $10 per call for live agents to less than $1 per call for automated citizen reporting.

Within 12 months of the digital 311 app launch, 15 percent of the reports were submitted digitally and directly into Cityworks. Additionally, the new methods of communication resulted in no significant increase in total requests. By shifting away from more expensive telephone and in-person service request intake transactions, the City of Longview saved approximately $8,000. This efficiency, coupled with a centralized administration of the application, provides a hub for citizens and streamlines operations

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for city administrators. Cure states, "The 311 app was very well received by executive leadership at the city. This helped to drive acceptance from division managers. It has now become a part of how we do business." The app is also helping to unify city departments. Cure adds, "Some employees even use the app to report issues they find for other departments while they are out in the city."

Responsiveness and Transparency

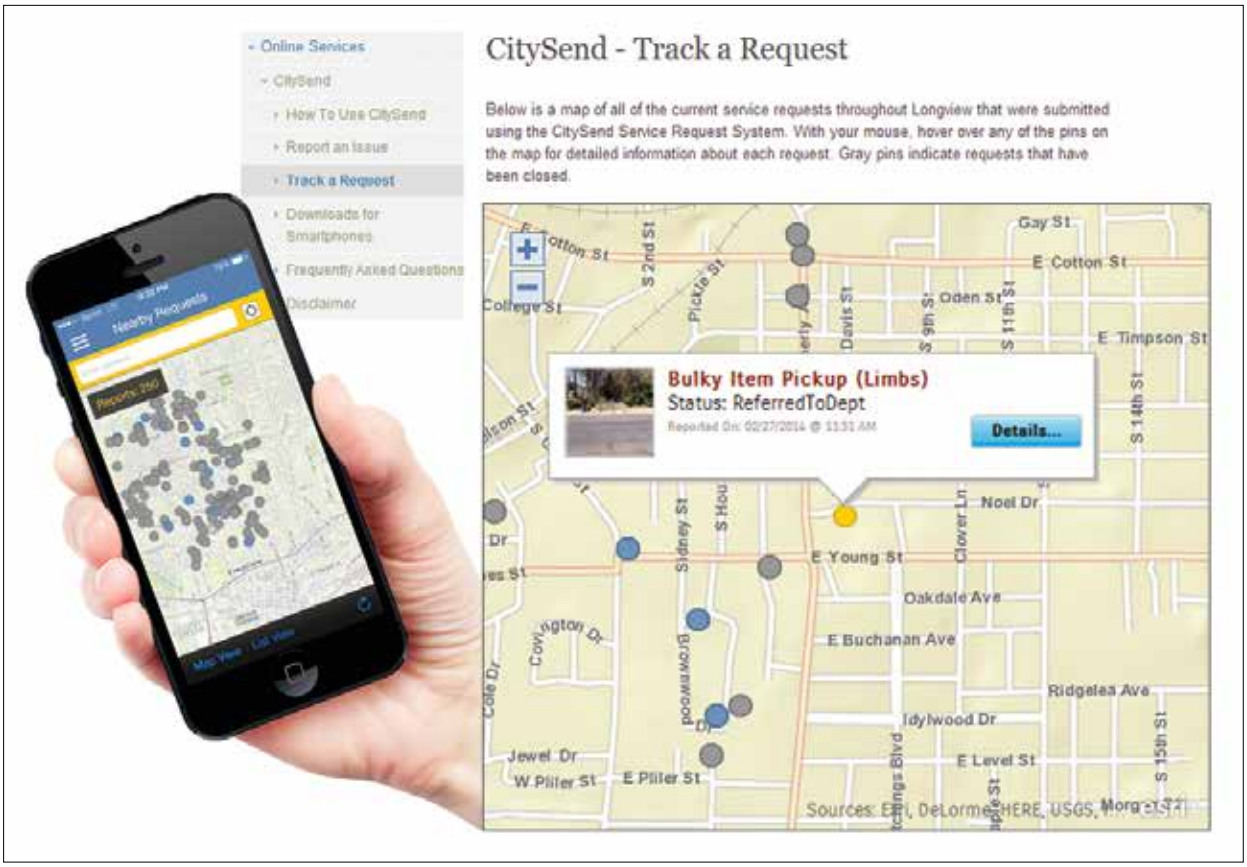
The Cityworks service request API allows for two-way information sharing, and as a result, the CitySourced platform automatically notifies users of status updates as staff members make updates in Cityworks. Once a report is submitted, a notification with the Cityworks service request ID is generated. This automatic communication feedback loop is one way in which the digital 311 customer service app is very different from traditional systems; using traditional communication methods, it would be nearly impossible for the city to pick up the telephone and call back residents each time a status update occurred.

The information sharing doesn't end with the one-to-one updates. The mobile and web apps offer the option to broadcast real-time information to the community by displaying existing service requests on the city's authoritative Esri maps within the smartphone or web apps. This interactive display increases transparency and allows the City of Longview to offer 24/7 access to information.

Additionally, the digital method is streamlined into the city's existing work order system to make it easier on residents and less expensive for the city, which has not experienced an increase in the total number of requests created.

With the success of the initial deployment, the CitySourced platform has since expanded beyond service requests to become a mobile city hall that includes access to any service for residents on the go. The City of Longview app now includes the ability to pay water bills and traffic tickets, view trash/recycling pickup times, and register for Parks & Recreation Department activities, just to name a few. By decreasing the communication gap, the civic engagement application is transforming the way citizens interact with their local government.

For more information, contact Andrew Kirk, VP, sales and marketing, CitySourced, at andrew@citysourced.com.



← With a focus on transparency and collaboration, the city's custom branded smartphone app allows citizens to view requests submitted by others, drilling down to see specific locations throughout the city. All citizen requests submitted through the CitySourced digital 311 platform are displayed with real-time status updates on the city's website, pulling in the city's own authoritative basemap layers directly from ArcGIS.

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