



Citizen Engagement

Georgia Digital Government Summit

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What is Civic Engagement?

- ▶ "Individual and collective *actions* designed to identify and address issues of public concern."
 - Decision making, or governance about how and by whom a community's resources will be allocated.
 - Basic principle of *democratic governance*
 - People defining the public good



What does citizen engagement look like?

ACTIONS!

But actions only occur when citizens have information and vessels by which action can take place.

Discussion Outline

- ▶ How do we get citizens engaged?
- ▶ How do we keep them engaged?
- ▶ How do we improve the citizen engagement model
- ▶ How do we remain consistent across departments and agencies?
- ▶ **And through it all, lower costs - ??**

How do we get citizens engaged?

- ▶ It's a two way street
- ▶ Let's ask them how they want to communicate
- ▶ Not just calls into our departments or a website to hand out information
- ▶ Let's use some technology that is already working – Social Media
- ▶ Key - Integration to our data systems



OVER 1 B

**people worldwide
interact with social
media, daily**



93%

of consumers believe that a company today should have a presence on social media



Social Media Landscape



Chicago and OPEN 311

Open 311

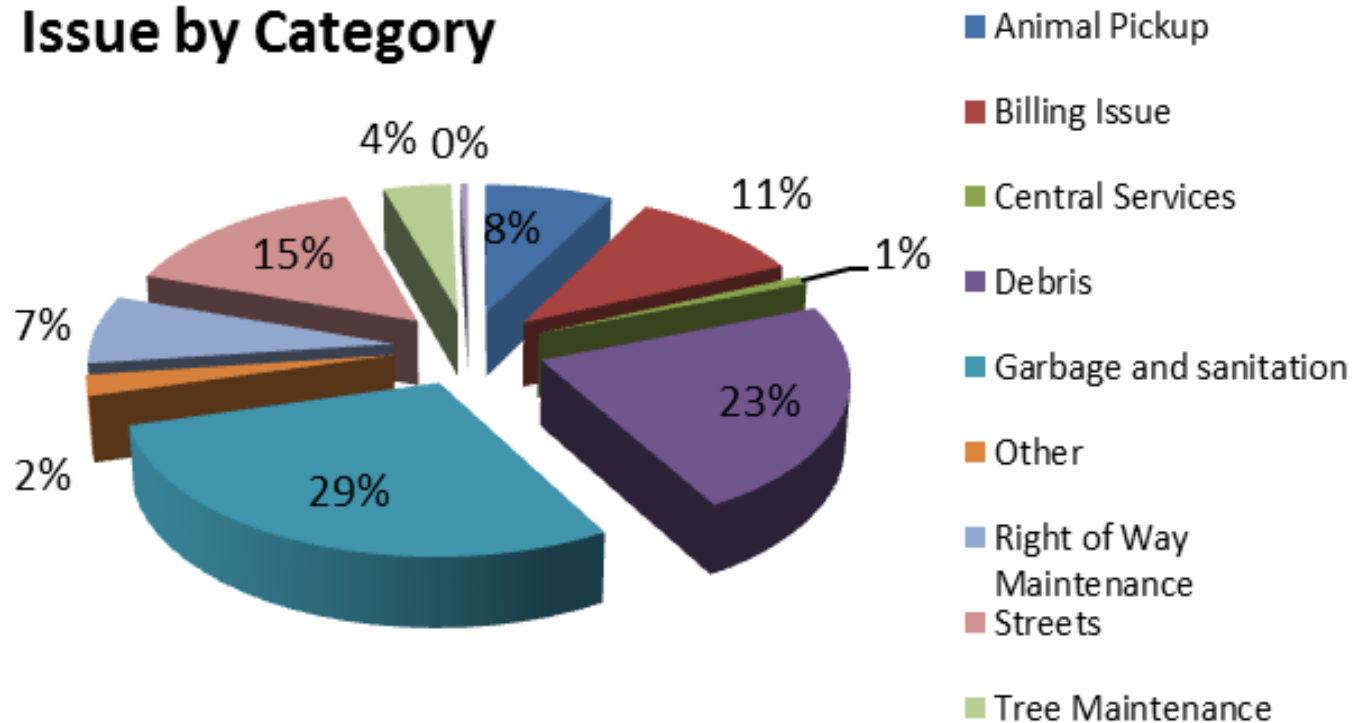
SeeClickFix

- ▶ New way for the public to place service requests
 - Easy
 - Receive real time updates
 - Can report neighborhood concerns quickly
- ▶ Smartphone, City Website SeeClickFix Website, Facebook, or just give us call



Now I know this!

Issue by Category



And people are engaged!


How do we keep citizens engaged?

- ▶ Notify citizens automatically on important events via automated voice, SMS, email
- ▶ Smart phone apps to better engage and enable citizens to communicate
- ▶ Monitor Social Media and respond to pertinent “mentions”

We Respond and Innovate showing them their opinions are important!

Code for America Commons

UNDER CONSTRUCTION: WE'RE IN BETA YOU SHOULD HELP US BUILD: [ADD AN APP](#) [ADD AN ORG](#)



CODE for AMERICA
COMMONS


SHARING TECHNOLOGY FOR THE PUBLIC GOOD

[ABOUT](#) [COMMUNITY](#) [CONTACT](#)

[HOME](#) [APPS](#) [PLACES](#) [WIKI](#)

Q

[My account](#) [Log out](#)



Let's find out what's working, where.


158825 reads

The CfA Commons is a marketplace for open innovation in government, tracking **641 apps** in **250 cities**.


MOST ACTIVE GOVS

City of Bloomington	20 Apps
City of San Francisco	19 Apps
City of Philadelphia	12 Apps
NYC Department of Information Technology and Telecommunications	10 Apps


TRENDING APPS



SeeClickFix
mobile phone and web tool for citizen reporting



CitySourced
A real time mobile civic engagement platform



Socrata Data Hosting
An open data platform

HELP BUILD THE COMMONS

ADD AN APP

TELL US WHO DID WHAT

WRITE A STORY

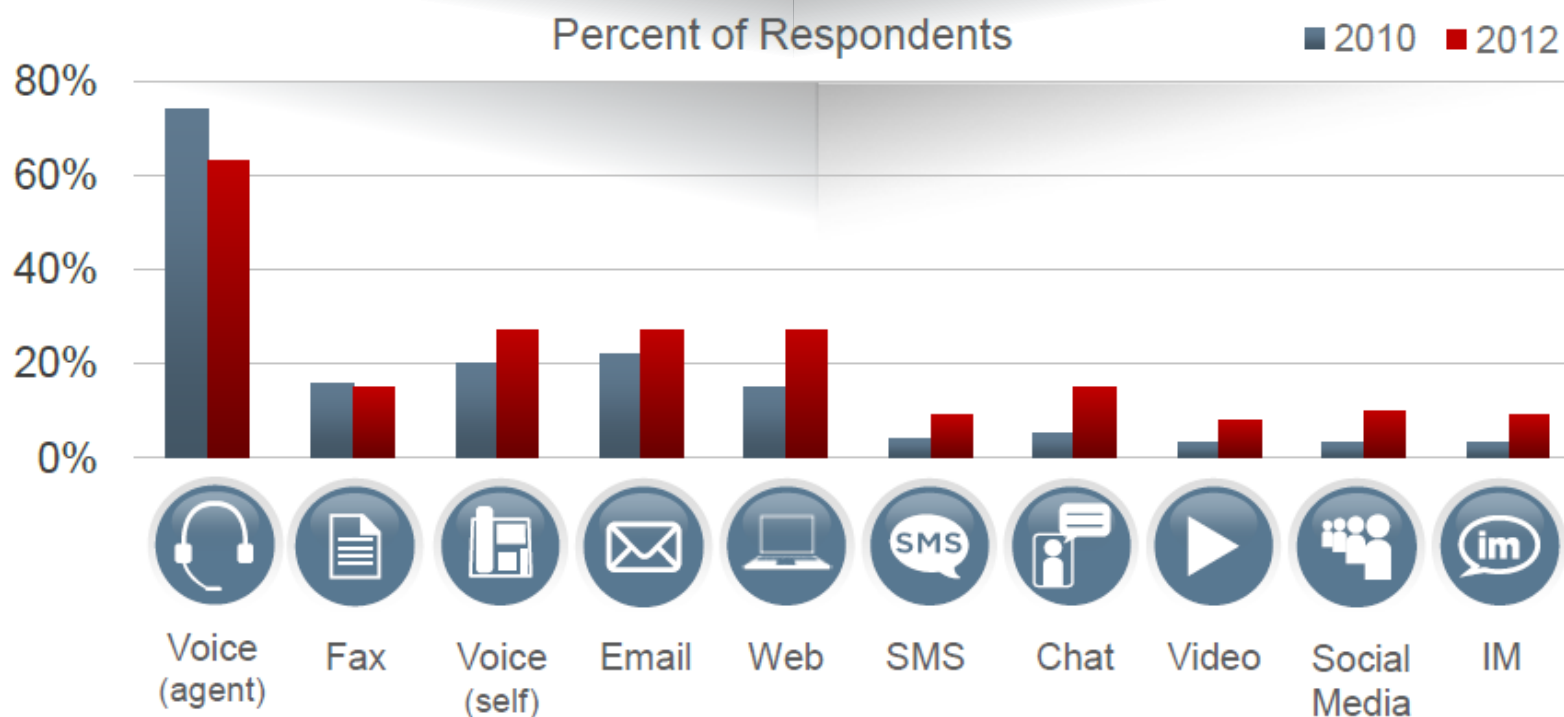
Anyone can (and everyone should) help build the Commons. [Chat with us!](#) +

How do we improve the citizen engagement model?

- ▶ Allow Citizens to communicate with us their way
- ▶ Allow Citizens to select the way they want us to communicate with them
- ▶ Enable all departments with necessary Citizen information
- ▶ Ensure consistency across all departments. Everyone can know them and assist

Government calls centers will need to evolve, interactions are changing

No Single Interaction Channel is enough,
Need to be Proficient in all Channels



Source: Webtorials Editorial/Analyst Division

Code For America



Fellowship Process



January
Institute:
Training



February:
City
Residency



March:
Inception



April
Onwards:
Sprinting



What's
Next?

Help me lower my costs to do this!

- ▶ Many citizen engagement tools are inexpensive and have positive budget impacts.
- ▶ Some ideas can easily be adopted



Reduce Costs by Automating Constituent Communications

- ▶ Provide inbound Self Service options
- ▶ Automate voice, email, text alerts, notifications, and campaigns
- ▶ Reduce and shape inbound contact center traffic
- ▶ Serve constituents more effectively through lower cost channels
- ▶ Utilize Interactive Voice Response (IVR) as a common platform



Government Use Case Examples

- ▶ Municipal utility – outage notifications and bill reminders
- ▶ Emergency medical services (EMS) collections
- ▶ Parking citation collections
- ▶ Traffic violation fine collections
- ▶ Tax collections
- ▶ Court fines
- ▶ Collecting child support and alimony
- ▶ Victims of crimes notification system



CPS Energy

Proactive Outreach for Outages, Bill Reminders

Challenge

- ▶ Provide efficient self-service automation for all incoming calls
- ▶ Establish an effective proactive outreach system

Solutions

- ▶ VoIP, IVR, Outbound Notification ...

Value Created

- ▶ Call center traffic increased more than 11%, yet calls routed to agents have decreased by 10%
- ▶ Cost avoidance
- ▶ Improved revenue flow
- ▶ Up to 50 home-based agents
- ▶ Improved business continuity



Largest municipally-owned energy company in the US, gas/electricity to > 1.0 M people

Read case study: <http://www.avaya.com/usa/resource/assets/casestudies/UC4479.pdf>

University of Alabama HSF



University of Alabama
Health Services Foundation, P.C.
A Member of the UAB Health System

Automated Patient Collection

Challenge

- ▶ Collecting on the numerous outstanding patient accounts with small balances not cost effective.

Solution

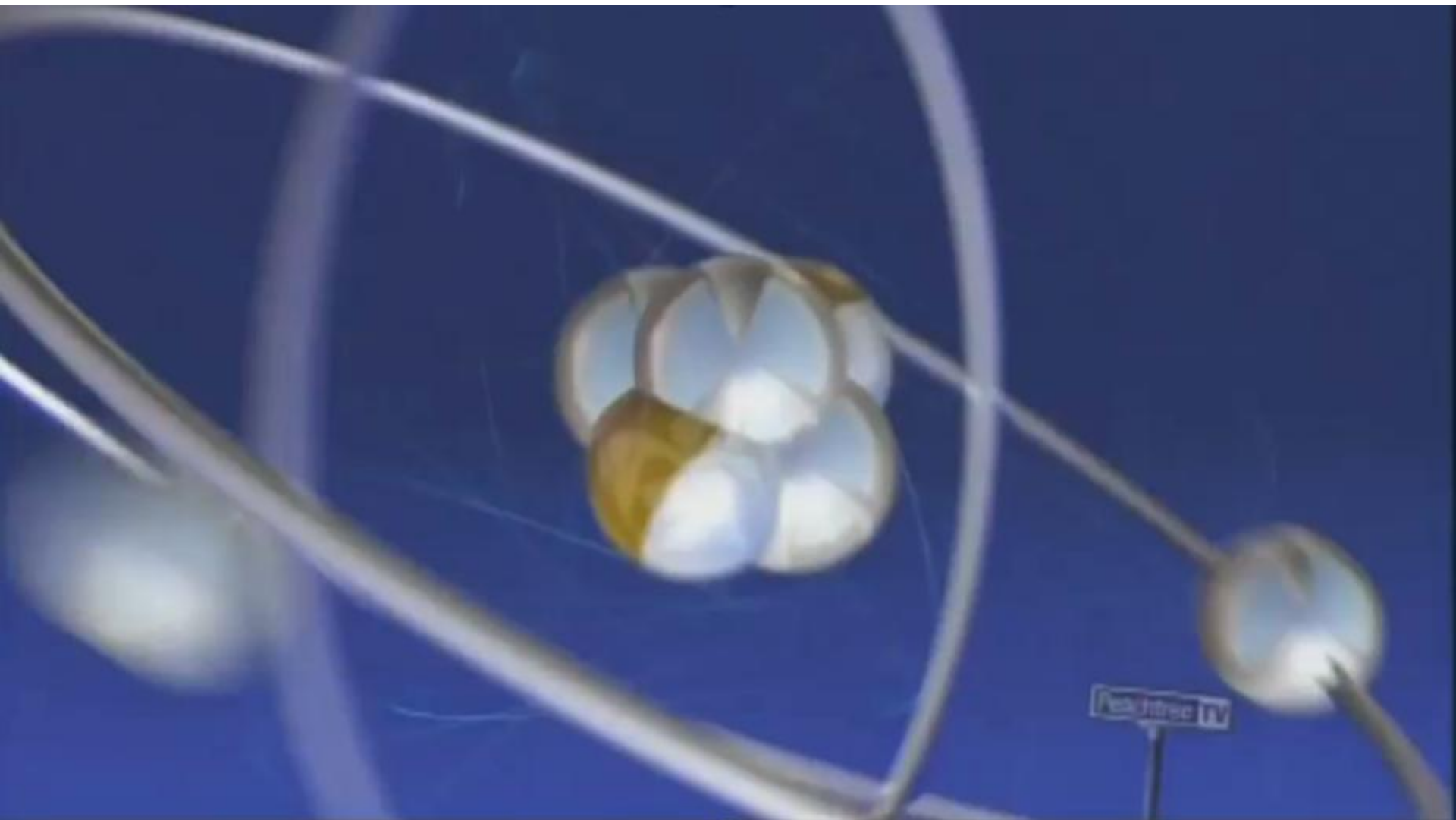
- ▶ Contact Center Solution offering virtual collection campaign: proactively contact low-balance accounts, self-service to pay credit card.
- ▶ Self-Service via IVR for incoming calls: account status or balance, reducing the amount of time-consuming agent interactions.

Value Created

- ▶ ROI in few months, \$600,000 in additional revenue annually.
- ▶ Reduced agent staffing by 27 percent. 10 percent increase in collections of patient payments.
- ▶ Provides personalized interactions with customers
- ▶ Customers guided the self-service process and execute payments securely and confidentially.



Social Media Revolution



Social Media Revolution

YouTube

Social media revolution

Search

Browse

Movies

Social Media Revolution 2012

SocialNomics09 21 videos

Subscribe

If Facebook were a country it'd be the world's 3rd largest

facebook

0:45 / 2:35

360p

Demographics Are Changing

Major Citizens' Demographics are Changing
with Different Customer Satisfaction Expectations

78M

Baby Boomers

55M

Generation X

80M

Generation Y

**25% of
population =
Generation Y**

Sources:

PricewaterhouseCoopers LLP and Retail Forward, Owned by Kantar Retail

Baby Boomers: born from 1946 to early 1960s; Gen X: born from 1960s to 1970s; Gen Y: born from 1980s to 1990s

Generation Y:

A completely new generation

Birth Dates: 1980 – 2000

Current Age: 32 – 12

Global

Interdependent

Empowered

Multi-tasking

Think email is passé

Mobile

Instant information

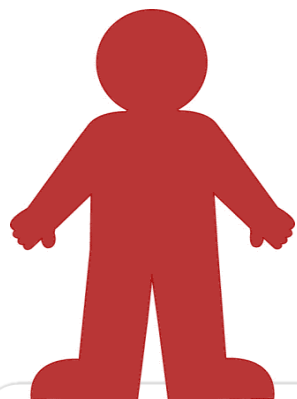
Expecting (NOW! Not 5 minutes from now)



Impatient if delayed... but highly adaptable.

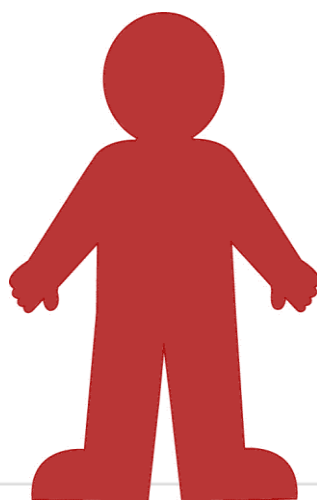
The Growing Trend

Social media isn't just for teens



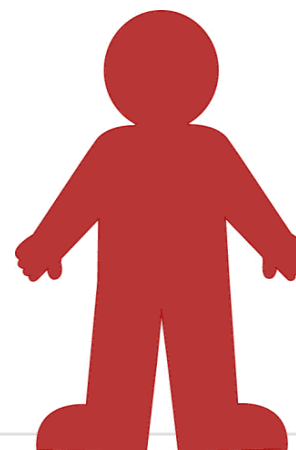
Visiting social sites is now **more popular** than personal email

Nielsen, Global Faces & Networked Places, 2009



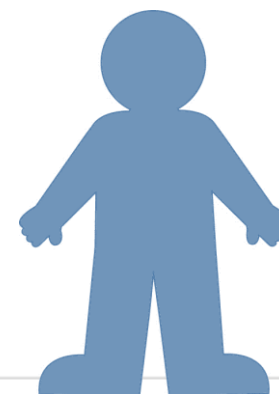
85% of technology customers are reading, viewing or contributing to social content

Forrester, June 2009



Time spent on social networks accounts for **10%** of all Internet time

Nielsen, Global Faces & Networked Places, 2009



60% of Facebook users are 26 or older, and nearly **20%** are 45 or older

InsideFacebook.com, 1/4/10

Social Identity SHIFT



From *Anonymous*

To ... *Real*



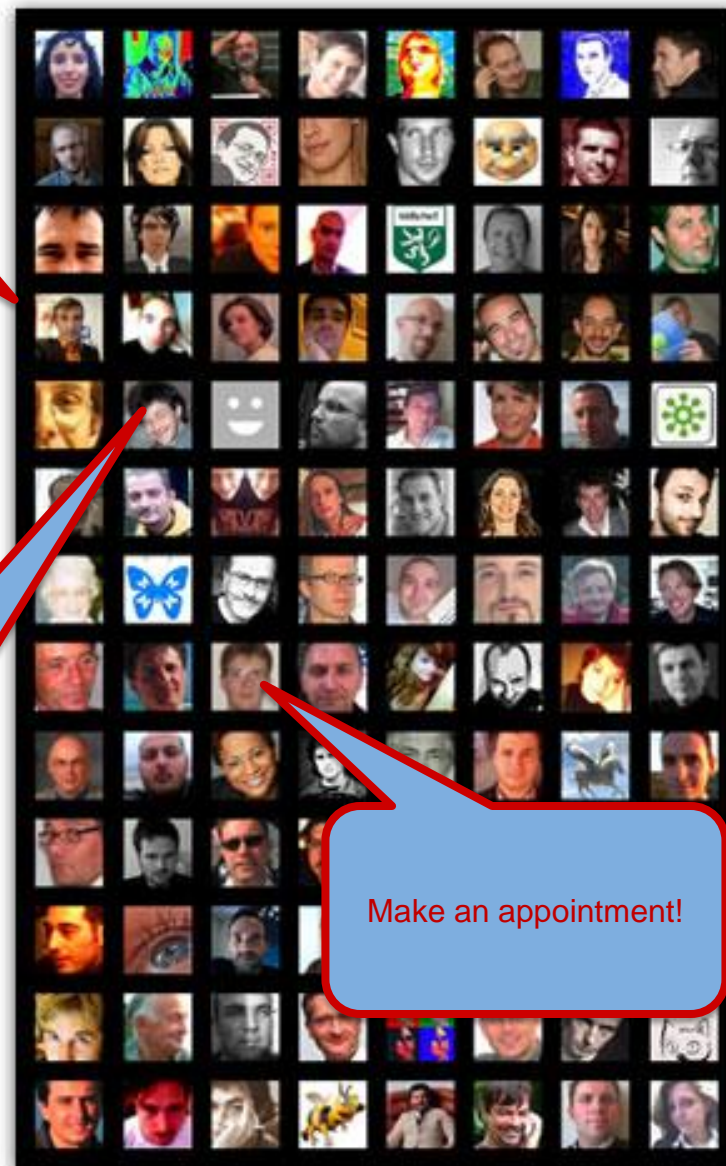
Peer Pressure ~~Pressure~~ SUPPORT

Getting my license on Tuesday! What do I need?

Don't forget your birth certificate and social security number.

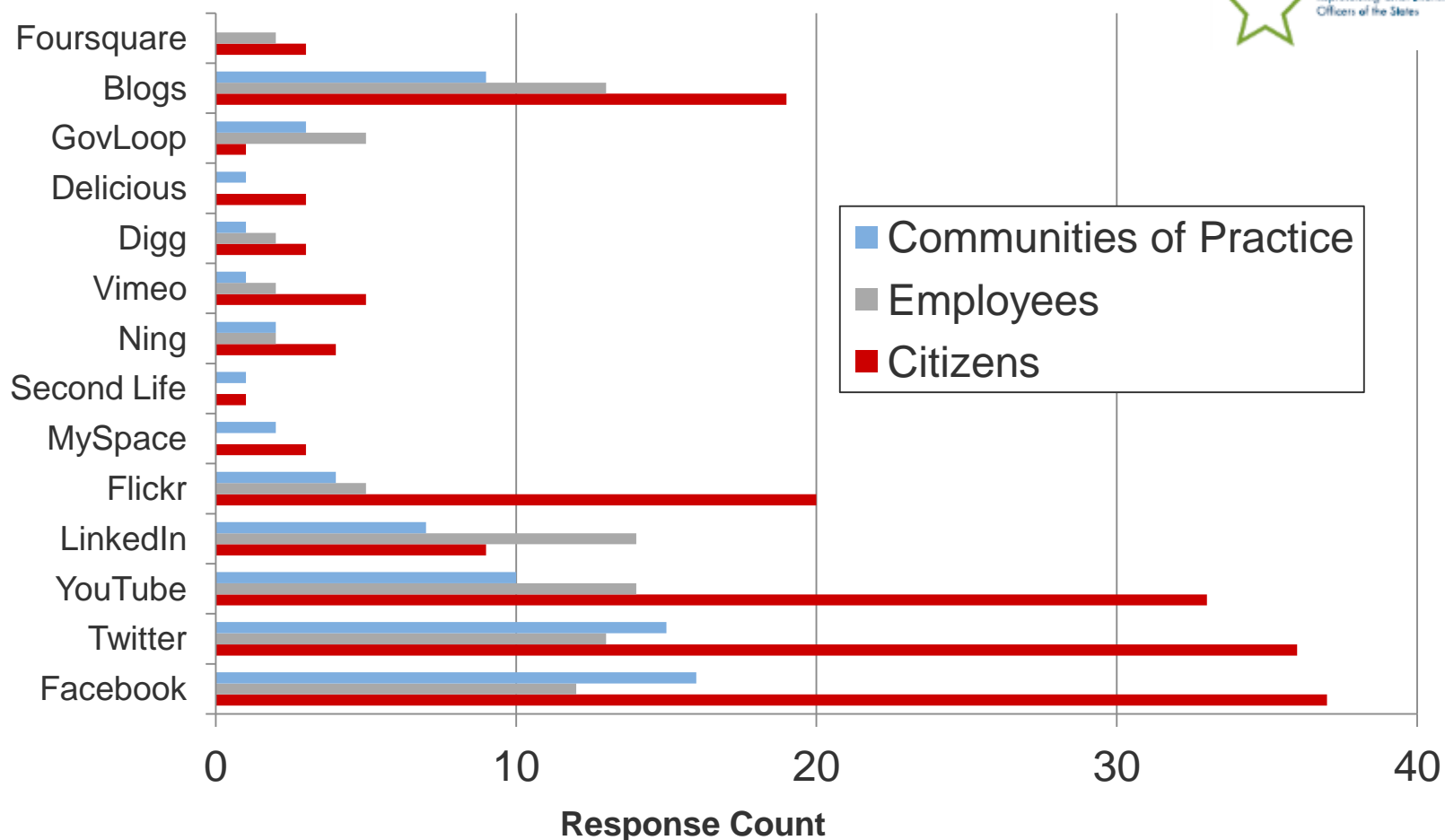
Check out the DDS website for the check list.
Good luck!

Make an appointment!



Social Media Examples in Government

Social Media Tools Used by State Agencies



Source: NASCIO "A National Survey of Social Media Use in State Government, [Friends, Followers and Feeds](#)"
September 2010

California DMV

DMV uses Twitter today

- ▶ Distribute Information
- ▶ Promote News
- ▶ Provide Customer Service and Support
- ▶ Control Corporate Branding
- ▶ Direct Traffic



Top Local Government Twitter Users

1. @311NYC
2. @SeattlePD
3. @CityMinneapolis
4. @MiamiBeachNews
5. @PhiladelphiaGov
6. @cityofokc
7. @MinneapolisSnow
8. @bouldercolorado
9. @RichmondPolice
10. @OkCountySheriff



Source: Code for America, Shortstack: The Top Twittering Cities & Counties
<http://codeforamerica.org/2011/04/19/shortstack-the-top-twittering-cities-counties/>

Public Safety Communications/E911

Public Safety Information Sharing through blogs and podcasts

E911 Talk PodCast

- ▶ E911 Talk PodCast: Weekly podcast on topics related next generation 9-1-1

<http://fletch.tv>

- ▶ Public Safety Communications blog

<http://avaya.com/Fletcher>



Mark J. Fletcher,
Emergency Number Professional
(ENP)

What are the Payoffs?



SHORTENS
Response
Time



INCREASES
Revenue and
Productivity



ENHANCES
Citizen
Satisfaction

Questions ?

AVAYA

The Power of We™