

GETTING IT DONE: WHEN DOING MORE WITH LESS ISN'T AN OPTION

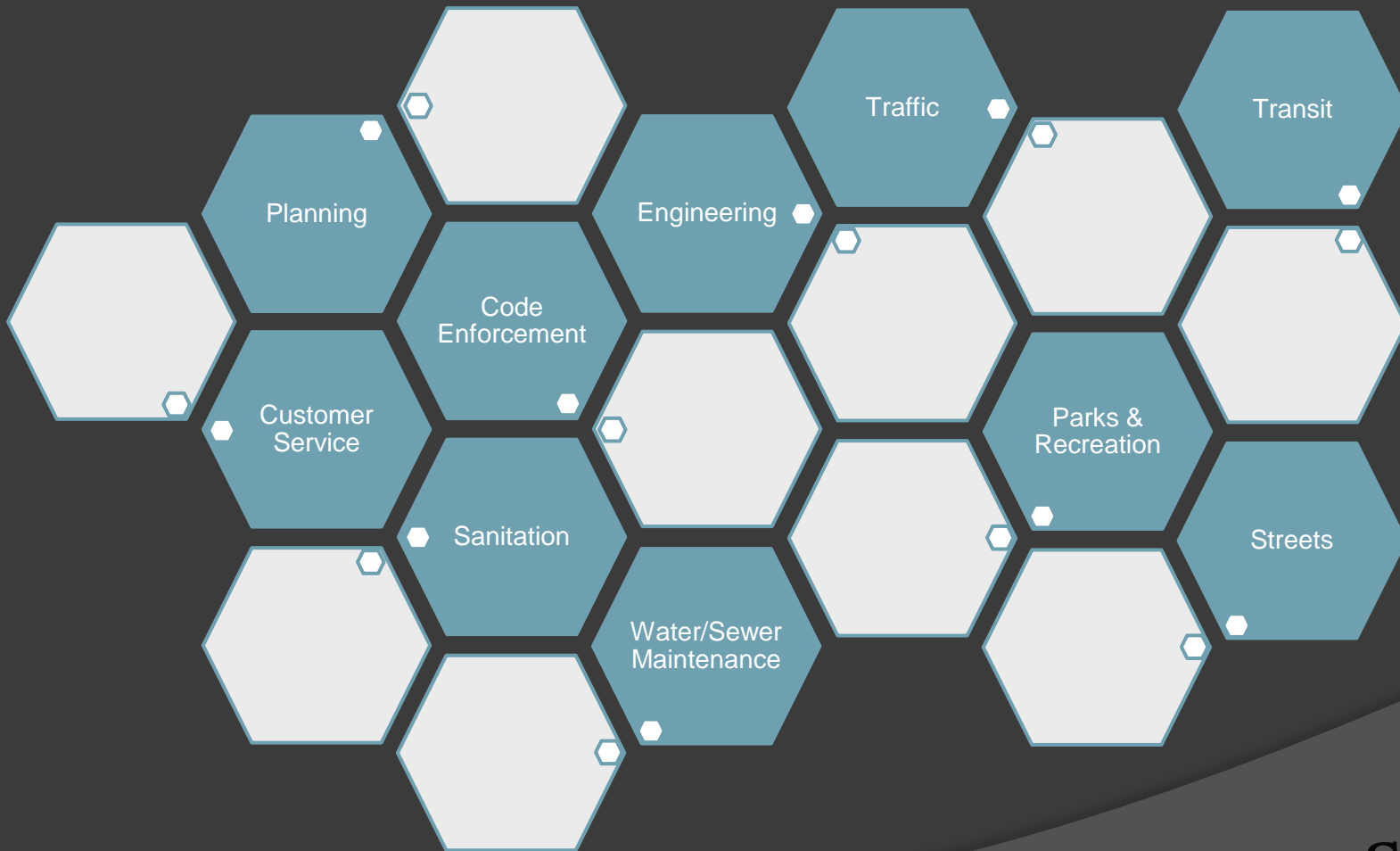
Kathryn Clifton, GISP, CTT+
City of Salisbury, NC

May 7, 2014

Overview

- Work Order Needs
- Multiple Processes
- Single Solution
- Results

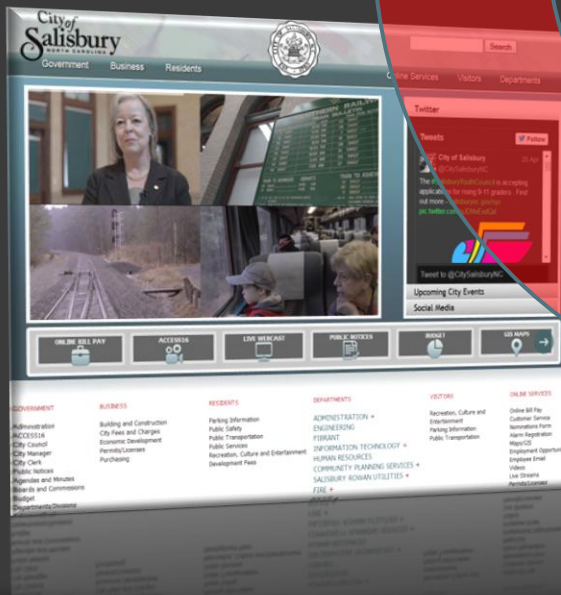
Work Order Needs



Multiple Processes. . .



Multiple Processes. . .



Issues with Multiple Processes

- Location
- Location
- Location

- Duplicated Effort
- Disjointed Implementation
- No Clear Understanding by Users

Begin with Location!

The screenshot displays the 311 GIS web application interface. At the top left, the logo features a '311' in a blue circle next to the text 'GIS', with 'Powered by GEOGRAPHIC TECHNOLOGIES GROUP' below it. On the top right, the text 'SEE A PROBLEM REPORT A PROBLEM' is displayed. Below the header, there are navigation buttons for 'CREATE REQUEST' and 'FIND ADDRESS', and a map style selector with 'Streets' and 'Aerials' options. The main map area shows a street grid in Salisbury, NC, with a blue location pin on N Shaver St. A sidebar on the left contains two request cards. The top card is titled 'SALISBURY, NC Excellent Customer Service' and includes details for request ID 2014501-1575, which is 'Completed' and was created on 05/02/2014. The bottom card is titled 'SALISBURY, NC Abandoned Housing / Bad Housing Conditions' and includes details for request ID 2014501-1568, which is 'Out for service' and was created on 05/01/2014. A map navigation toolbar is visible on the left side of the map area.

311 GIS
Powered by GEOGRAPHIC TECHNOLOGIES GROUP

SEE A PROBLEM
REPORT A PROBLEM

Guest (Log In)

SALISBURY, NC
Excellent Customer Service

Request ID: 2014501-1575
Request Status: Completed
Created on 05/02/2014 - 3 Days ago at 9:39:28 PM

Follow Comment

wspny(Salisbury, NC) (Request Status Changed from Pending Approval) - Thank you for your comment. I will submit it as a nomination for a customer service award under our program "Keys To Excellence."
05/05/2014 8:12:05 AM

Birdsey Codes Administration Staff has been doing a great job and improving the Park Avenue Neighborhood!! Thank you!
05/02/2014 9:39:29 PM

SALISBURY, NC
Abandoned Housing / Bad Housing Conditions

Request ID: 2014501-1568
Request Status: Out for service
Created on 05/01/2014 - 4 Days ago at 8:59:45 AM

CREATE REQUEST | FIND ADDRESS

Streets Aerials

Map labels: E Liberty St, N Long St, E Cemetery St, Franklin St, N Clay St, N Shaver St, Park Ave, E Innes St, E Council St, N Shaver St, N Clay St, E Liberty St, Cannon Park, King Jr Ave, Park Ave, N Martin Luther King Jr Ave, N Green St.

Bringing It All Together...

311 GIS
Powered by GEOGRAPHIC TECHNOLOGIES GROUP

SEE A PROBLEM
REPORT A PROBLEM

Guest ([Log In](#))

SALISBURY, NC
Trash Not Picked Up

Request ID: 2014401-1415
Request Status: Completed
Created on 04/10/2014 - 3 Days ago at 8:05:03 PM

[Follow](#) [Comment](#)

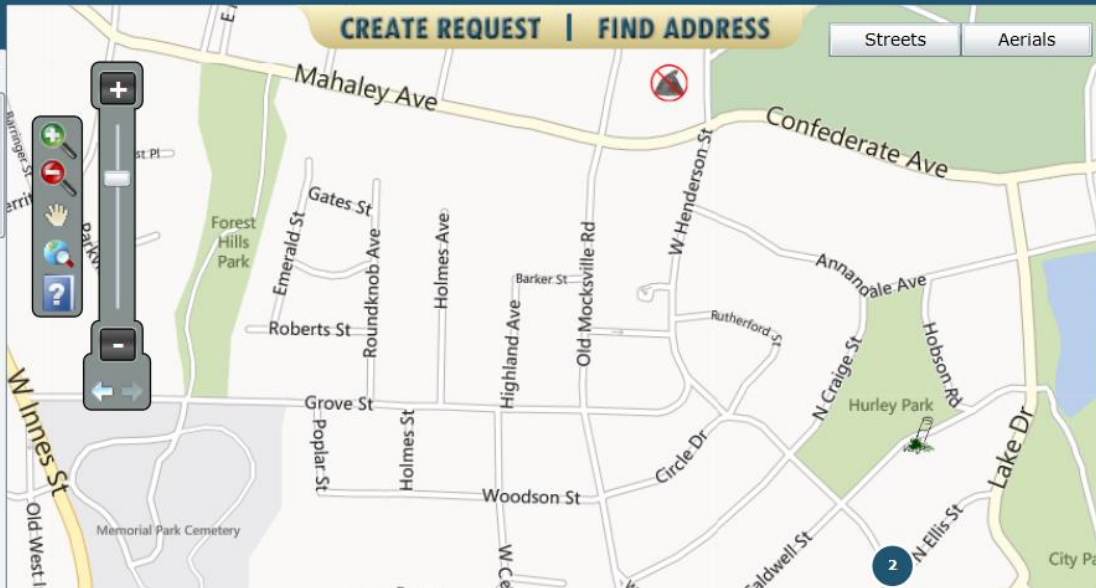
droge(Salisbury, NC) (Request Status Changed from Pending Approval) - Recycling day for this address is next Tuesday Green week!
04/11/2014 7:43:36 AM

SALISBURY, NC
Illegal Dumping

Request ID: 2014401-1394
Request Status: Completed

CREATE REQUEST | FIND ADDRESS

Streets Aerials






Using 311GIS is simple.

gis IN THE NEWS

APRIL 2014 VOLUME 11 NUMBER 1

Turning Good Ideas into Solutions!



311GIS enables residents, business owners, and visitors to submit non-emergency requests about problems, issues, or concerns in the community. 311GIS is supported in a desktop environment, as well as on Apple and Android devices.

311GIS Usage Key to Quick Response

311GIS is a public mapping application that promotes interaction between local government agencies and their citizens.

The application was developed by Geographic Technologies Group of Goldsboro, NC to provide local government agencies with a way to allow the public to submit requests and complaints regarding such issues as missing road signs, pot holes, abandoned vehicles, illegal dumping, and abandoned housing / poor housing conditions, etc.

Have you ever tried to contact a department or division to report a problem, only to be told that "someone else takes care of that...just a moment, and I'll transfer you..."? All too often, that person is not there, and you get their voicemail (if you are lucky). Frustration may ensue. 311GIS takes this completely out of the equation!

Users of 311GIS can access 311GIS.com through their smart phone, tablet, or personal computer. Submitting an item to the correct department has never been easier!

**24 hours a day,
7 days a week**

311

City of Salisbury, North Carolina GIS Division | 704.638.5245 | gis.salisburync.gov


- 1 Register to use 311GIS
- 2 Create request
- 3 Submit request
- 4 Track status

<http://gis.salisburync.gov/news.html>

Register to Use 311GIS

The screenshot displays the 311GIS web interface. On the left, there are two request cards for Salisbury, NC. The top card, titled "Excellent Customer Service", has a request ID of 2014501-1575 and a status of "Completed". The bottom card, titled "Abandoned Housing / Bad Housing Conditions", has a request ID of 2014501-1568 and a status of "Out for service". The main area features a map with a "Register" modal form overlaid. The form includes fields for "User name", "Password", "Password Confirmation", "Email", "First Name", "Last Name", "Agency Name" (set to "Salisbury, NC"), and "Phone Number". It also has a "Back to Login" link and an "OK" button. The map background shows streets like E Innes St, N Liberty St, and N Green St.

Create a Request



Powered by GEOGRAPHIC TECHNOLOGIES GROUP

SEE A PROBLEM
REPORT A PROBLEM

katclif (Log out / Edit) Only Following

SALISBURY, NC
Excellent Customer Service

Request ID: 2014501-1575
Request Status: Completed
Created on 05/02/2014 - 3 Days ago at 9:39:28 PM

Follow Comment

wspry(Salisbury, NC) (Request Status Changed from Pending Approval) - Thank you for your comment. I will submit it as a nomination for a customer service award under our program "Keys To Excellence."
05/05/2014 8:12:05 AM

Birdsey Codes Administration Staff has been doing a great job and improving the Park Avenue Neighborhood!! Thank you!
05/02/2014 9:39:29 PM

SALISBURY, NC
Illegal Dumping

Request ID: 2014501-1573
Request Status: Completed
Created on 05/02/2014 - 3 Days ago at 5:33:42 PM


Follow Comment


mhann(Salisbury, NC) (Request Status Changed to


CREATE REQUEST | FIND ADDRESS

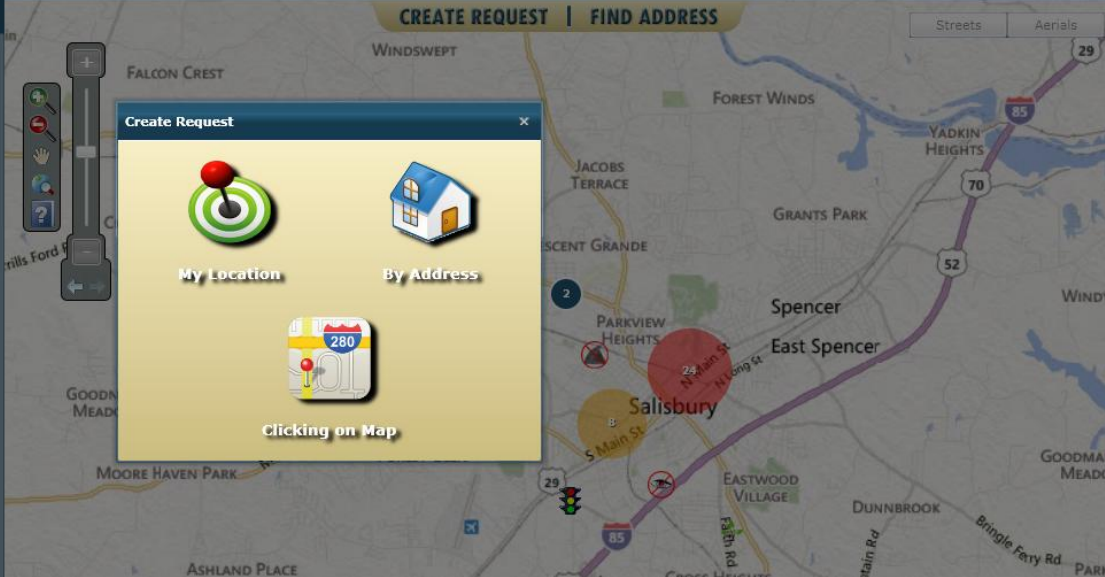
Streets Aerials

Create Request

 **My Location**

 **By Address**

 **Clicking on Map**



THE CITY OF
Salisbury
— North Carolina —

Submit a Request

311 GIS
Powered by GEOGRAPHIC TECHNOLOGIES GROUP

SEE A PROBLEM
REPORT A PROBLEM

katclif (Log out / Edit) Only Following

CREATE REQUEST | **FIND ADDRESS**

Streets Aerials

SALISBURY, NC
Excellent Customer
Request ID: 2014501-1575
Request Status: Completed
Created on 05/02/2014 - 3 Days ago at
Follow Comment

wsprry(Salisbury, NC) (Request Status: Pending Approval) - Thank you for your submission as a nomination for a customer under our program "Keys To Excellence" on 05/05/2014 8:12:05 AM

Birdsey Codes Administration Staff has a job and improving the Park Avenue Neighborhood! on 05/02/2014 9:39:29 PM

SALISBURY, NC
Abandoned Housing Condition
Request ID: 20131101-0532
Request Status: Out for service
Created on 11/07/2013 - 179 Days ago
Follow Comment

Open
Look in: images_submittal
My Recent Documents
Desktop
My Documents
My Computer
My Network
File name: high_grass.png
Files of type: All supported images (PNG, Bitmap, JPEG)
Open
Cancel

Create Request
Select Request Type: Salisbury, NC Abandoned Housing / Bad Housing
Notes:
High grass behind plastic laid for driveway and around side on Shaver St side
Upload Image or Video
OK Cancel


Track Status

311
GIS

SEE A
PROBLEM

REPORT A
PROBLEM

CITY OF SALISBURY, NC



QUICK REFERENCE ID 2014401-1549

A new request of type 'Abandoned Housing / Bad Housing Conditions' has been created for 311GIS.

Name: 311 GIS User

Email: 311gisuser@concernedcitizen.com

Phone: 704-555-1212

High grass behind plastic laid for driveway and around side on Shaver St side

Your request is important to us and we will respond as soon as possible. Please continue to use 311GIS.com to share your requests with us.

CONNECTING CITIZENS TO LOCAL GOVERNMENT
24 HOURS A DAY • 7 DAYS A WEEK

- Automated response to user when status of request is changed

39 Request Types, 10 Departments . . . Only 1 Application!

311GIS.com SEE A PROBLEM REPORT A PROBLEM

311GIS Request Types City of Salisbury • North Carolina

- Report abandoned housing / bad housing conditions
- Report an abandoned or illegally parked vehicle on the street
- Report an abandoned, junked or nuisance vehicle on property
- Report an animal carcass in the roadway
- Report a broken meter box
- Report broken or uneven sidewalk
- Report broken playground equipment in a park
- Report a building construction violation or complaint regarding
- Report a problem with the cleanliness of a bus shelter
- Report a business operating without a business license
- Report a clogged storm drain
- Report a complaint regarding rental property
- Report a downed tree in the right of way or street
- Report excellent customer service by a City employee
- Report failure to remove household refuse
- Report graffiti
- Report a complaint of grass being blown into the street
- Report possible illegal construction

GEORGAPHIC TECHNOLOGIES GROUP
www.geola.com • 1.888.757.4222 • 1202 Parkway Drive Goldsboro, North Carolina

- Report illegal dumping of trash
- Report an illicit discharge
- Nominate a property for Landscape of the Month
- Report a large pile of tree limbs that need to be collected
- Report a missing manhole cover
- Report a missing or damaged street sign
- Report open collection of water where insects tend to breed
- Report a complaint of weeded or overgrown residential lots
- Report bulky items needed picking up
- Report a pothole
- Report a question or concern about recycling
- Report issue with rollcart – damaged, missing, or left out
- Report a sewer leak
- Report a sight obstruction along a street or at an intersection
- Report a sign violation
- Report a problem with a street light
- Report a problem with a traffic signal
- Report trash not picked up on collection day
- Report upholstered or interior furniture, or appliances located in the open
- Report a water leak
- Report a possible zoning or setback violation

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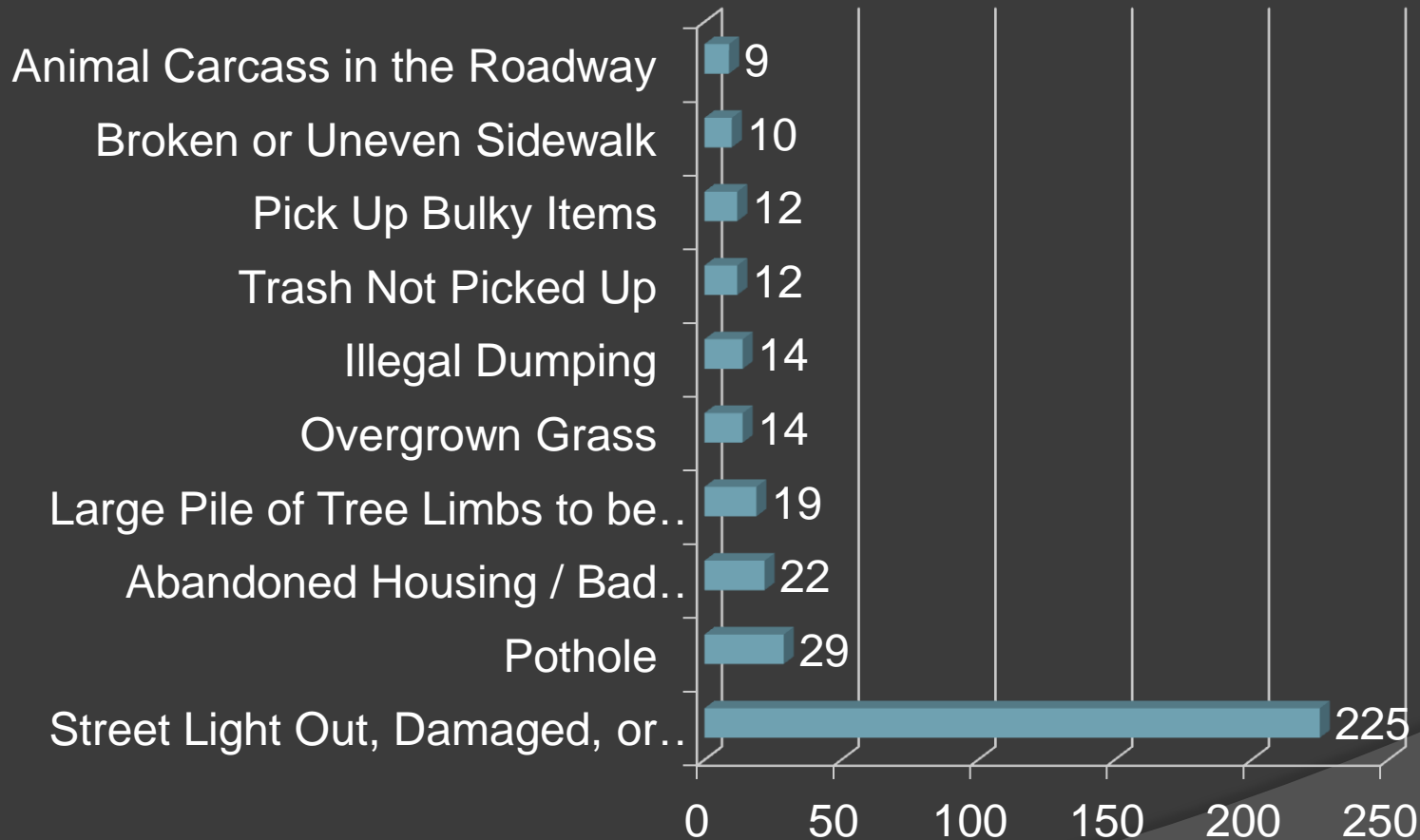
311GIS: Responding Dept/Div

- Customer Service Design Team
- Code Enforcement
- Planning
- Engineering
- Infrastructure Services
- Parks & Recreation
- Sanitation
- Streets
- Transit
- Water/Sewer Maintenance

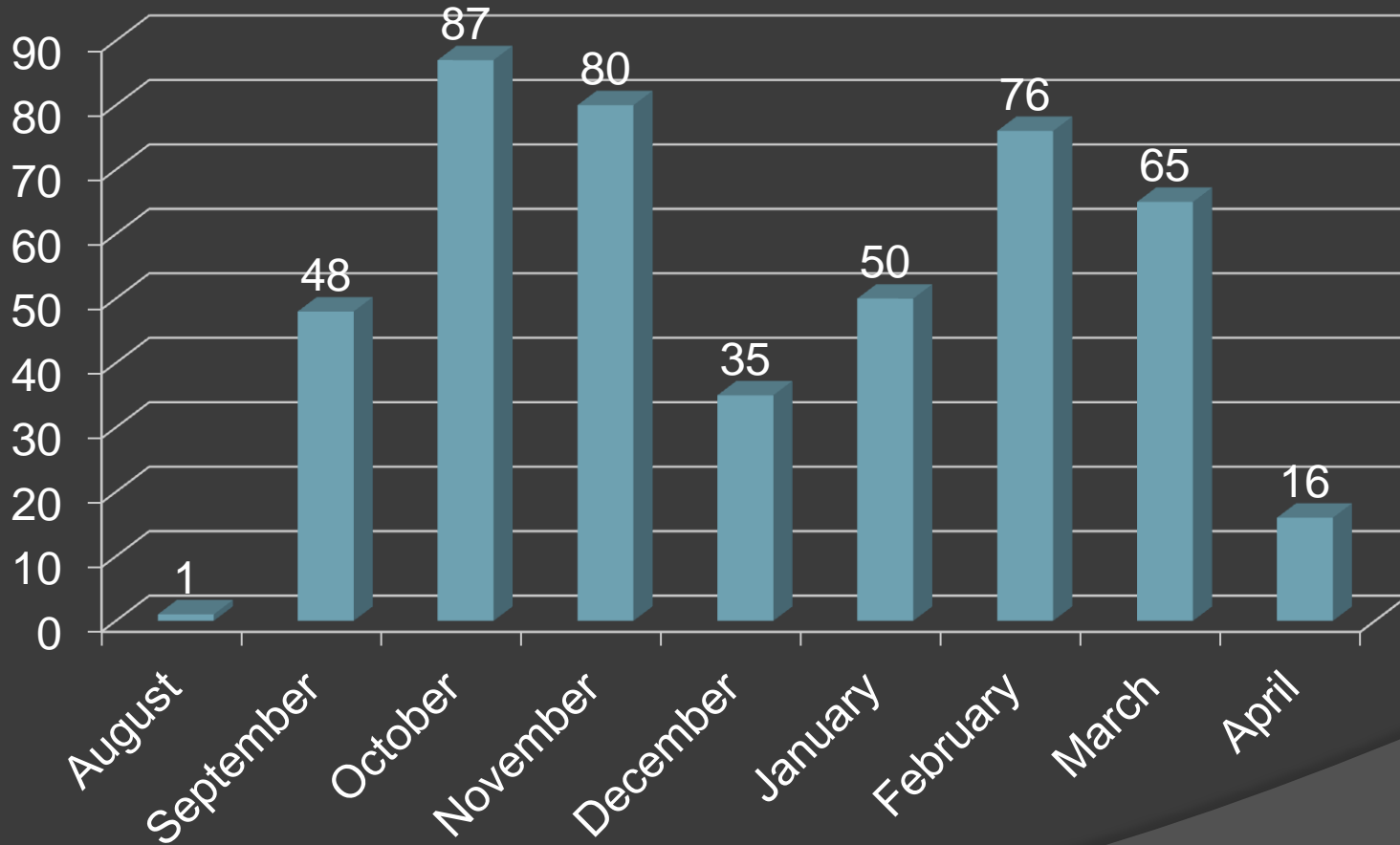
311GIS: Milestones

- August 28, 2013: “Soft rollout” of 311GIS began with first user-submitted item
- November 19, 2013: Presentation made to City Council
- December 12, 2013: Began requiring registration of users

311GIS: Top Ten Reported Items

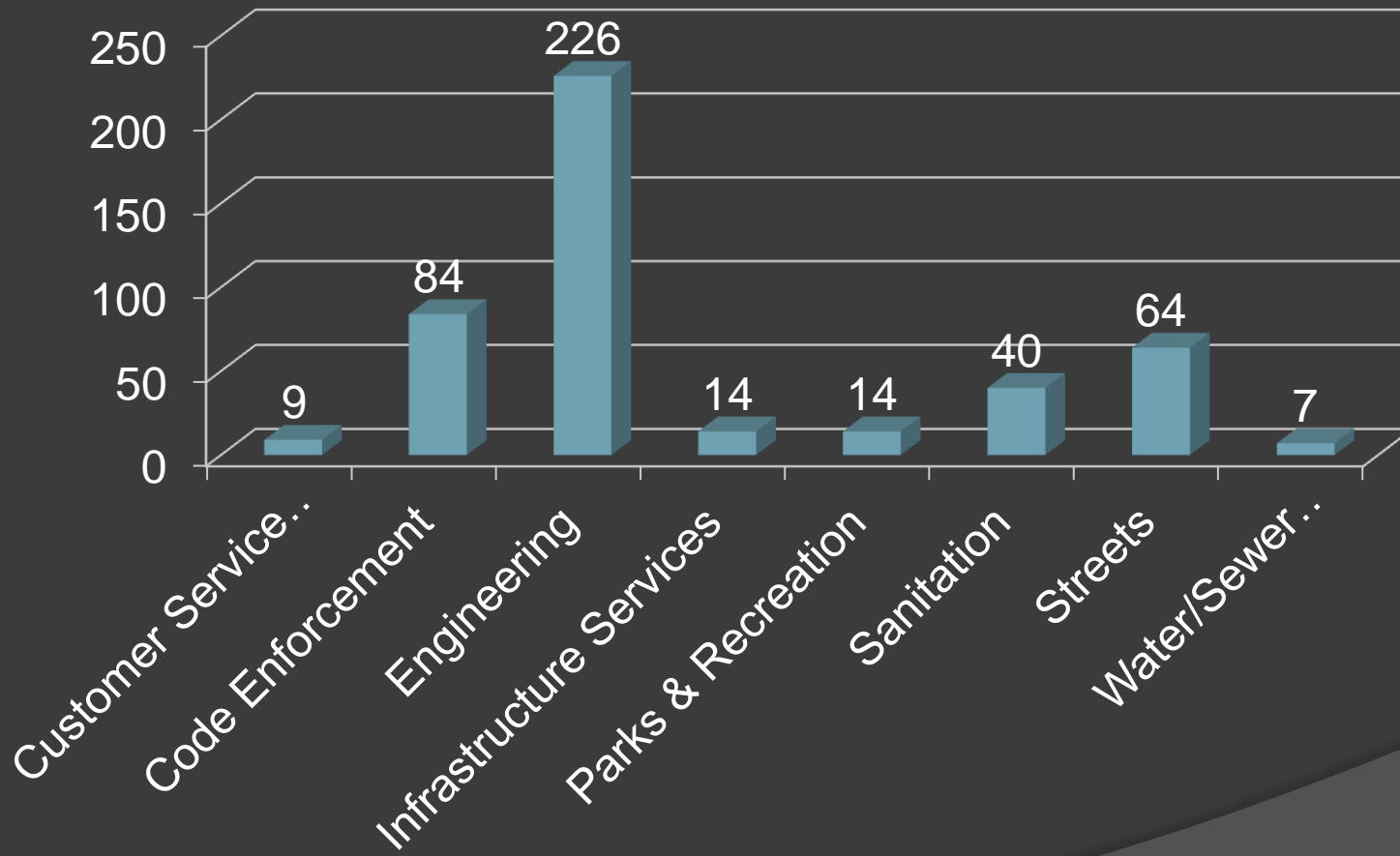


311GIS Requests by Month



Information tabulated through April 2, 2014.

311GIS Requests by Dept/Div



Information tabulated through April 2, 2014.

Administrative Interface

311 GIS
Powered by GEOGRAPHIC TECHNOLOGIES GROUP

SEE A PROBLEM
REPORT A PROBLEM

salisburyadmin (Log out / Edit) Heat Map

Filter: All Requests

SALISBURY, NC
GRASS IN STREET

Request ID: 2014401-1565
Request Status: Pending Approval
Created on 04/30/2014 - 5 Days ago at 3:40:25 PM
1 people are following this

Show All 1 Comments

mshives My neighbor, who had neither mowed nor raked since last October, mowed last week, and then blew his leaves & grass clippings into the street. The debris washed down in front of my house during the rain last night. It's unsightly. I don't think he realizes he's not supposed to blow clippings into the street.
04/30/2014 3:40:25 PM

SALISBURY, NC
SIGHT

Map showing Salisbury, NC and surrounding areas (Spencer, East Spencer, Granite, etc.).

Open Request Types

- Sight Obstruction
- Grass in Street
- Pick Up Bulky Items
- Broken or Uneven sidewalk
- Abandoned or Illegally Parked Vehicle on Street
- Failure to Remove Household Refuse
- Sign Violation
- Graffiti
- Abandoned, Junked or Nuisance Vehicle on Property
- Pothole

Administrative Request Detail

Abandoned Housing / Bad Housing Conditions - Request ID: 2014501-1568 ✕

 **Date Created:** 05/01/2014 8:59:45 AM **Status:** [Out for service](#)

Latitude: 35.6665509299017 **Longitude:** -80.4623877879439

Address:

[cbran](#)
(Request Status Changed from Pending Approval) - Property written up as of today. Compliance date is May 16. [Block Comment](#)
05/01/2014 9:32:32 AM

[Birdsey](#)
High grass behind plastic laid for driveway and around side on Shaver St side

 [Approve Comment](#)
[Block Comment](#)
[Block Image](#)

Administrative Interface

The screenshot displays the 311 GIS Administrative Interface. At the top left is the 311 GIS logo, powered by Geographic Technologies Group. The top right features the text "SEE A PROBLEM REPORT A PROBLEM". The interface is divided into several sections:

- Header:** "salisburyadmin (Log out/Edit)" and "Heat Map" checkbox.
- Filter:** "All Requests".
- Request Details (Left Panel):**
 - Request 1:** SALISBURY, NC TRAFFIC SIGNAL ISSUE - OUT/FLASHING/TIMING. Request ID: 2014101-0892. Request Status: Pending Approval. Created on 01/30/2014 - 95 Days ago at 8:06:22 PM. Comment: "vtrou (Salisbury, NC) Don't walk light out at main and council on SE corner for crossing council st 01/30/2014 8:06:22 PM".
 - Request 2:** SALISBURY, NC TRAFFIC SIGNAL ISSUE - OUT/FLASHING/TIMING. Request ID: 2014201-0898. Request Status: Pending Approval. Created on 02/09/2014 - 85 Days ago at 10:02:01 AM.
- Available Reports (Center Panel):**
 - Use a Request Created Date Range Filter. From Date: 5/6/2014 To Date: 5/6/2014.
 - Use a Request Closed Date Range Filter. From Date: 5/6/2014 To Date: 5/6/2014.
 - Use Request Type Filter. List: Abandoned Housing / Bad Housing Conditions, Abandoned or Illegally Parked Vehicle on Street, Abandoned, Junked or Nuisance Vehicle on Property, Animal Carcass in the Roadway, Broken Meter Box, Broken or Uneven sidewalk, Broken Playground Equipment, Building Construction Violation.
 - Use Request Status Filter. List: Completed, Completed - Flag, Deferred.
- Map (Right Panel):** A street map showing intersections like E Lafayette St, N Lee St, N Railroad St, E Henderson St, E Franklin St, N Long St, E Cemetery St, and Thaler St.
- Dashboard (Far Right):** A vertical sidebar containing various data visualization icons: a bar chart, a pie chart, a circular gauge, a pie chart, a bar chart, and a bar chart.

Summary

- 311GIS has proven to be an excellent tool to coordinate the efforts of multiple City departments in responding to requests.
- 311GIS operates 24 hours a day, 7 days a week.
- Having additional citizens sign up to submit requests about problems, issues, or concerns within their community will allow Salisbury to better respond.

Questions?

Thank you!

- Kathryn Clifton, GISP, CTT+
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Salisbury, NC 28144

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EM katclif@salisburync.gov