

City Council Agenda Memo

From: Jacob Meshke, Assistant City Manager

Council Meeting: November 17, 2020

Subject: Engage Brookings

Person(s) Responsible: Jacob Meshke, Assistant City Manager

Summary:

Staff will provide an overview on the use and functionality of Engage Brookings, a mobile application and online platform which allows for the submission of service requests, access to information and social media, and departmental contacts. Engage Brookings provides an additional means to engage the public, enhance customer service and responsiveness, and promote connectivity. The platform also provides benefits to staff in managing internal and external service requests, access to data and analytics, and sending pertinent notifications.

Background:

As part of the City's vision and mission, we strive to be an inclusive and connected community committed to providing a high quality of life for citizens through innovation. With this in mind, staff wanted to find a complementary tool to further engage citizens, provide connectivity, and promote a culture of customer service and responsiveness.

A means to achieve this outcome was a mobile and desktop application that allows easy access to information and social media, departmental contact information, and direct submission of service requests. A cross-departmental team solicited quotes and viewed product demonstrations to select the best platform for Brookings in terms of cost-effectiveness, ease of use, and functionality. Ultimately, a solution provided by SeeClickFix was chosen and the platform was launched and branded as Engage Brookings in March 2020.

Item Details:

Engage Brookings expands public engagement through service requests, providing easy access to information, and departmental contact information. The platform is available as a mobile application for Android and Apple devices as well as through an online portal on the City's website.

In a shared benefit to members of the public and City staff, Engage Brookings creates a repository of service requests with documented updates, progress, and, ultimately, resolution. This allows City staff to provide enhanced customer service, prevents items from slipping through the cracks, and creates a record of service performed.

From a staff perspective, Engage Brookings serves as a workflow management system that can be utilized for both internal (Information Technology needs and facility maintenance) and external requests. The platform also provides a plethora of data and analytics which allows staff to review for areas of success and improvement in responsiveness, communication, and customer service. Part of the analytics includes a mapping feature that integrates with a geographic information system (GIS) to determine if certain neighborhoods or portions of the community are disproportionately experiencing a particular situation.

Lastly, the Engage Brookings platform does allow staff to send notifications direct to user's cell phones and email for pertinent updates.

Legal Consideration:

The City Attorney reviewed contractual documents.

Strategic Plan Consideration:

Engage Brookings helps achieve the City's vision and mission of striving to be an inclusive and connected community committed to providing a high quality of life for its citizens through innovation.

Financial Consideration:

The annual cost for the platform is approximately \$15,500.

Supporting Documentation:

Presentation