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Presentation on Engage Brookings.

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.

Fiscal Impact:

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

Attachments:

Memo

Presentation

