Mobile Platform:
Interaction Between Residents and Government

Jason Kiesel
Founder & CEO, CitySourced
Issues Facing Local Gov’t

- Transparency & Accountability
- Doing More with Less
  - Budget / Financial Constraints
- Engaging Folks Where They’re At
  - Smartphone Adoption at an All Time High
The CitySourced Solution

• Engage Citizens & Residents with Mobile
  • Simple User Interface
  • PUSH Notifications

• Increase Operational Efficiency
  • Back Office Integrations
  • Richer Data Collection

• Improve Transparency

Total Platform Support:
Closing the Feedback Loop

CitySourced

VGI

Hosted SaaS Platform
- Cloud Based (Azure)
- Geo Spatial Analysis
- Sophisticated Routing
- Unlimited Storage

Citizen

Report Issues
- Images / Video / Audio
- Location & GPS
- Dynamic UI

View Existing Issues
- Vote Up Issues
- Real Time Status

Gov’t

Back Office Integration
- Serve City Maps
- Authoritative Data
- Multiple Departments
- Multi-Jurisdictional
- Seamless Integration
- CRM / ERP / AMS

CitySourced Hosted SaaS Platform
- Cloud Based (Azure)
- Geo Spatial Analysis
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Why Mobile Apps?

- Mobile is Where Everyone is At

As of 2011, smartphone users are spending more time using mobile applications than browsing the web (both on the desktop and mobile web).

Low income and minorities are twice as likely to engage online with a mobile phone vs. desktop.

Sources: comScore, Alexa, Flurry Analytics
## Channel Shift - Save Time & Money

<table>
<thead>
<tr>
<th>Channel</th>
<th>Cost Per Transaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk-In</td>
<td>$9.00</td>
</tr>
<tr>
<td>Live Phone Agent</td>
<td>$4.50 - $5.30</td>
</tr>
<tr>
<td>Email</td>
<td>$2.50 - $3.00</td>
</tr>
<tr>
<td>Phone Self Service</td>
<td>$0.45 - $1.85</td>
</tr>
<tr>
<td>Web Self Service</td>
<td>$0.24 - $0.65</td>
</tr>
</tbody>
</table>

This Cost Breakdown is from Gartner and Forrester Research - 2009
Extreme Data Analysis

CitySourced Graffiti Analysis
85% of ALL graffiti reported is within 1 mile of a major freeway.
Key Partnerships

- ESRI
- Microsoft (Azure & Dynamics)
- IBM Maximo
- Oracle / Siebel / Peoplesoft
- Cityworks
- Infor / Hansen
- Lucity (gbaMS)
- Aristotle
Reference Customers

- Los Angeles, CA
- San Diego, CA
- San Jose, CA
- San Francisco, CA
- Honolulu, HI
- Abu Dhabi, UAE
- Many More...
Thank You!

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