

Public Technology Institute Award

Press Release

Presenting the 2013-2015 Citizen Engaged Communities



Public Technology Institute (PTI) is pleased to announce the city and county governments designated as Citizen-Engaged Communities for 2013–2015.

PTI created this annual designation program to recognize excellence in multi-channel contact centers and best practices for the use of Citizen Relationship/Records Management (CRM) systems, 311 services, web portal technology, telephony systems and mobile communications infrastructure.

Highlights of 2013–2015 Designated Communities

The cities and counties designated as this year's Citizen-Engaged Communities demonstrate impressive accomplishments through innovative processes for citizen participation in local government, strategic use of integrated communication channels and technology and the application of meaningful performance metrics.

Of the 13 designated communities, all contact centers issue services requests through multi-channel options, such as live agent, mobile, web and IVR. All communities are using integrated systems, with interfaces for some or all of the following: CRM, call management, a variety of work management, GIS and centralized knowledge bases. All designees offer mobile citizen reporting applications that also are interfaced with the systems they use.

This year's Citizen-Engaged Communities track from five to 14 performance metrics and offer at least five self-service communication choices to citizens. Eighty-five percent of the designees have written technology plans and service level agreements with the departments/agencies that deliver services.

With the exception of several large cities and counties, most of the contact centers are open Monday through Friday during regular hours and the number of the cities and counties with remote call takers, or teleworkers, has increased. Many, especially small and mid-sized jurisdictions, are effectively using a 7-digit number, rather than 3-1-1. Almost none have implemented voice recognition or web chat. The designated communities are actively utilizing social media, going beyond information sharing, with interactive communications and service request submissions, and expanding beyond Facebook and Twitter to other tools, such as Pinterest, Yelp and MindMixer.

Current and future trends include a focus on recognition and retention of skilled call agents; expanding databases, access and open data, both externally and internally; increasing communications and coordination between contact centers and service departments; and planning for technology upgrades.

2013–2015 Designated Citizen–Engaged Communities

- City of Chesapeake, VA
- City of Dallas, TX
- Washington, DC
- City of Durham, NC
- City of Kansas City, MO
- City of Minneapolis, MN
- City of Philadelphia, PA
- City of San Antonio, TX
- City of Santa Monica, CA
- City of Winston–Salem, NC
- City and County of San Francisco, CA
- Pinellas County, FL
- Montgomery County, MD

PTI presented the 2013–2015 Designees at the PTI 2013 Technology Leadership Conference, October 13–15 in Philadelphia. The presentation of the awards was made during a luncheon on Monday, October 14, 2013.

The Public Technology Institute Reward designation presented to Pinellas County reflects the following technology for citizen engagement:

Web examples:

- Web forms
- Live chat
- SeeClickFix CRM
- Social media
- Online subscriptions
- E Town Halls
- Mobile Content
- GIS Integration
- Web metrics and performance reporting

In addition to the web, the designation also reflects:

- Robust enterprise VoIP phone service
- Call centers, management system and IVR
- Written technology plan (CRV)
- Technology upgrade roadmap
- Service Level Agreements
- Centralized Knowledgebase