Achieving Civic Engagement and Success Through the Cloud

Stu Craven, City of Omaha, NE
John Yezza, Accela, Inc.
Accela

- US company based in San Ramon, CA
- Industry leading vendor in providing Government efficiency applications and civic engagement
- 30+ years in business
- 500+ Clients w/95 Go-Lives in past 5 years
- More customers than any other vendor, in every Tier (Gartner)
Accela Partner Ecosystem

**VAR**
(Value Added Resellers)

- RedMark Technologies
- Kings Canyon Technology Inc.
- i2 Systems
- Seamless Technologies Inc.

**Services**

- IK Consulting
- TruePoint Solutions
- GovMethods
- Natoma Technologies, Inc.
- Woolpert
- Design | Geospatial | Infrastructure
- 21TECH
- TechGlobal, Inc.

**TAP**
(Technology Alliance Partners)

- ESRI
- Adobe
- Oracle
- Bing
- Trimble
- Motion Computing
- Toughbook
- SAP
- Panasonic
- Selectron Technologies, Inc.

**SI**
(Systems Integrators)

- Keane
- Accenture
- Deloitte
- Northrop Grummman
- CH2M Hill
- CGI
- HP
- IBM
- SAIC
Accela Partner Ecosystem also includes our *Clients*

The City of Omaha, NE
Civic Engagement
The CITIZEN-CONSUMER Has Emerged...

...and as in the Private Sector
They’re Demanding Superior Experiences

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<th>Convenience</th>
<th>Durability</th>
<th>Affordability</th>
<th>Branding</th>
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<td>Speed</td>
<td>Quality</td>
<td>Communication</td>
<td>Delight</td>
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<tr>
<td>Accuracy</td>
<td>Usability</td>
<td>Security</td>
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Brand:

iPod
Is Government BROKEN?

86% (up 8% since 2006)
Yes, most Americans believe so.

Can Government Be FIXED?

81%
Yes, it’s not beyond repair.

CNN/Opinion Research Corp, February 2010
How Do We Improve Citizen Satisfaction?

Citizen Satisfaction Lags the Private Sector:
“... government performs less well [than the private sector] in offering clear and easily accessible information and in designing processes that are efficient and easy to complete.”

“Improvements in the delivery of information and the efficiency of processes would yield the greatest benefits with regard to increased citizen satisfaction.”
It’s All About Civic Engagement

A *meaningful interaction* between citizens and their government

Meaningful interactions with government are:

- Convenient
- The Right Duration
- Accurate
- Affordable
- Communicative
- Secure
- Of Lasting Effect
- Quality
- Understandable
- Branded
- Delightful
- Engaging
The Bottom Line:

GIVE THE PEOPLE WHAT THEY WANT
Accela Focus:

Creating **MEANINGFUL INTERACTIONS**

Between People And Government
Experience in the Cloud

- **Extensive experience**
  - 10+ years of experience hosting Accela Automation
  - 40+ hosted customers, 6000+ agency users, millions of citizen users
  - Multi-tenant support was built into initial product architecture
  - Rapid transfer of self-hosted customer to Accela hosting

- **Notable cloud customers:**
  - Atlanta, GA
  - San Francisco, CA
  - Oakland, CA
  - State of Oregon
  - State of New York
Experience in the Cloud

10 Million transactions in the Accela cloud.

$100 Million in collections for our cloud customers.

Statistics as of 08/2012
Accela Citizen Access

- Improve customer service by providing 24-hour service via the Web or Smartphones
- Process applications in real-time and reduce errors on submissions and renewals
- Allow plan/document uploads, set up e-mail notifications, and link to GIS data
- Reduce call center volume and office visits
- Reduce Energy conducting business remotely
Accela Press Release
SAN RAMON, Calif., April 4, 2012

Accela Announces Accela Automation 7.2, First Civic Engagement Platform Integrating Mobile App Development, Social Media, and the Cloud

Innovation leader’s groundbreaking release focuses on m-government, citizen service for agencies of all sizes

SAN RAMON, Calif., April 4, 2012– Accela, Inc. today launched Accela Automation® 7.2, the latest version of its market-leading software platform for government automation and civic engagement. The new release incorporates mobile application development tools, new social media features, and an expanded selection of deployment and licensing options—all designed to make the procurement, implementation, and daily use of online automated government services easier, faster and more accessible to agencies of all sizes and budgets.
Software Development Kit

Accela Automation Platform for building mobile apps that can be used agency staff or by the public that they serve. Build apps that allow staff to create new records, search and lookup existing information, or seamlessly integrate these features into your existing apps.

- Accela Automation Platform
- Developers can build Mobile Apps
- Accela Developer Portal
- Central Location for all the Tools and Resources

https://mobile.accela.com/Developer/
Accela Citizen Mobile Apps

- Fisheries app built using Accela’s SDK
- Salt Lake City 311 app built using Accela’s SDK
- Developed by 3rd party application development company
- Citizen facing application
Social Media Civic Engagement

- Auto Promote - *departmental activities*
- On Demand - *staff postings*
- Facebook App - *for customer self service*
  - *Single Sign on Facebook Integration*
  - *Full feature portal within Facebook experience*
  - *Customer postings with comments*
Accela Social - Facebook

- Facebook Page
- Automated Facebook Posts from Accela Automation
- Access Accela Citizen Access from Facebook
Accela Social - Twitter

- Establish a Twitter Presence
- Automated Tweets from Accela Automation
- Drives Civic Engagement through Social Networking
Omaha was founded in 1854 and is the largest city in the state of Nebraska. Omaha is the nation’s 42nd largest city with a population of 427,872. The City of Omaha operates under a Mayor-Council form of government. The mayor and the seven City Council members are elected to four year terms.

- **TYPE**: City
- **POPULATION**: 427,872 (600,000 in ETJ)
- **GEOGRAPHY**: Middle of America
- **# ACCELA USERS**: 100+
- **PRODUCTS USED**: Accela Automation, Mobile Office, Accela Wireless, Accela GIS, Accela Citizen Access
- **ACTIVITY**: 9,000 permits/qtr. 16,000 inspections/qtr.
A Peek Into Reality

- Online services almost nonexistent
  - Paper system
- Budget for improvements?
- The needs of everyone continue to change
- False expectations
- Economy = budget cuts = personnel cuts = more work for less people
Goals

- Registration of public users using Citizen Access
  - 1800 Registered users
- Online Inspection Scheduling
  - Over 10,000 YTD
- Online Permitting
  - 11,000 Permits pulled since October of 2011
- Online Plan Review
  - Configuration in Progress
- Switch to Mobile Office and Mobile Inspector
Online Plan Review and Document Submission with Code integration
Energy Related Documents
Inspections
Inspections
Accela’s Latest APP - “Civic Hero”

An APP to allow citizens to report community issues such as graffiti, potholes, or damaged public property

- Simply select the type of issue
- Snap a quick Photo
- Add comments
- Send

The APP will send your report to the appropriate government agency and track the status on your behalf.
Accela “Civic Hero” APP

https://itunes.apple.com/us/artist/accela-inc./id414281731
QUESTIONS