311 Mobile App developed by Cityflag, Inc.

Agenda Item #5

May 31, 2018

New 311 Mobile App

- City released a Request for Competitive Sealed Proposals for the development and deployment of a new 311 Mobile App
- City received 7 proposals ranging from $63,000 to $163,000
  - Initial contract cost of $22,800
  - Annual maintenance of $6,000
- Awarded contract to Cityflag, Inc.
  - Local, start up SBE/MBE company
 - Member of Geekdom

311 Mobile App (cont.)

- New mobile app functionality:
  - Additional service request types
    - Increases types from 23 to 53
    - Includes open, due and closed dates
    - Provides for duplicate check through submittal process
  - Social media-like engagement
    - Follow/Like/Share flags with others on the mobile app
    - Gamification elements where app user receives points and gains badges
  - Map view all open service requests including requests submitted through 311 or the web portal
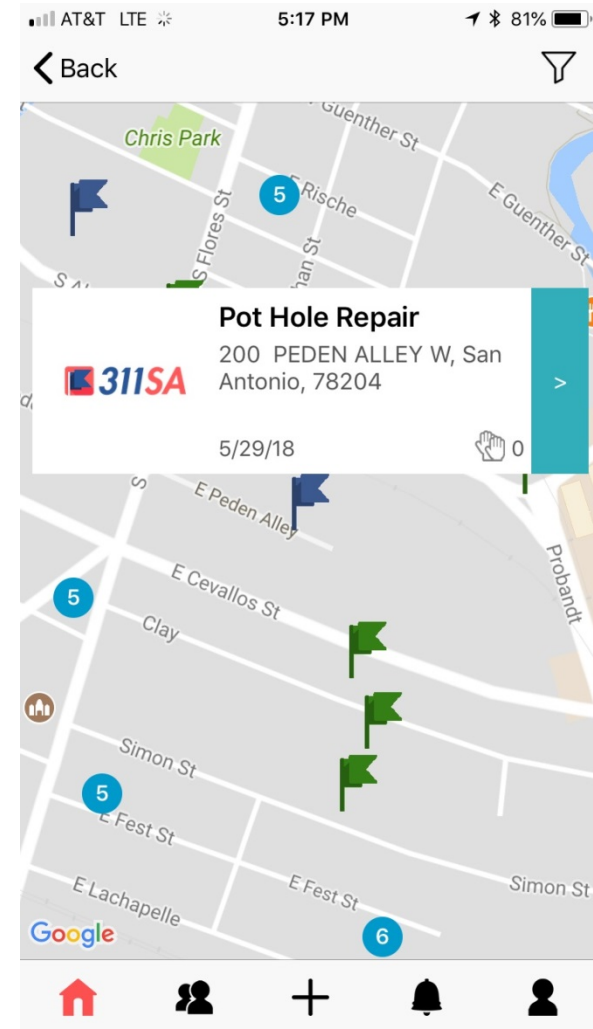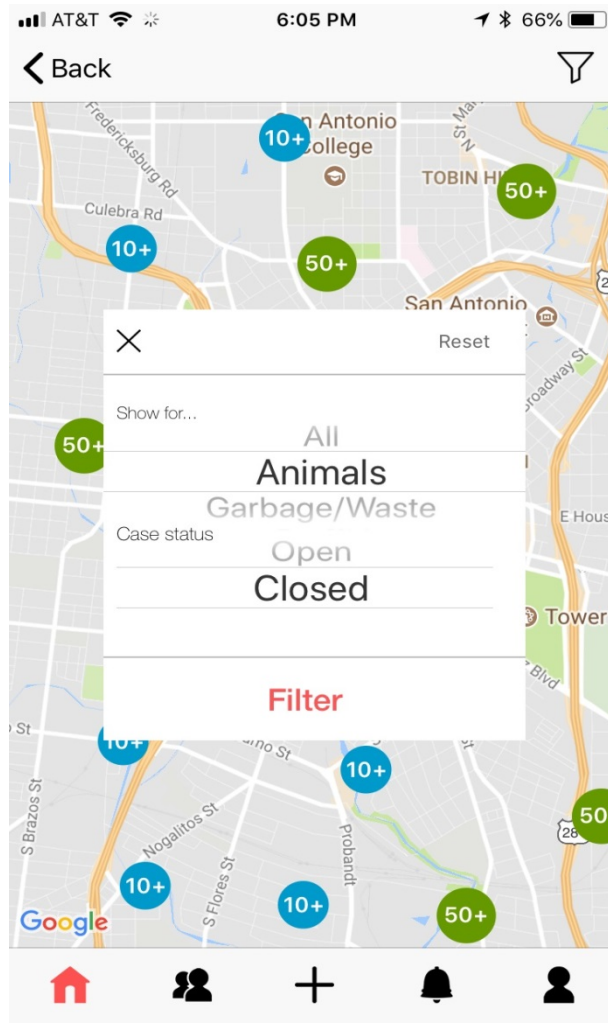
Additional Service Request Types
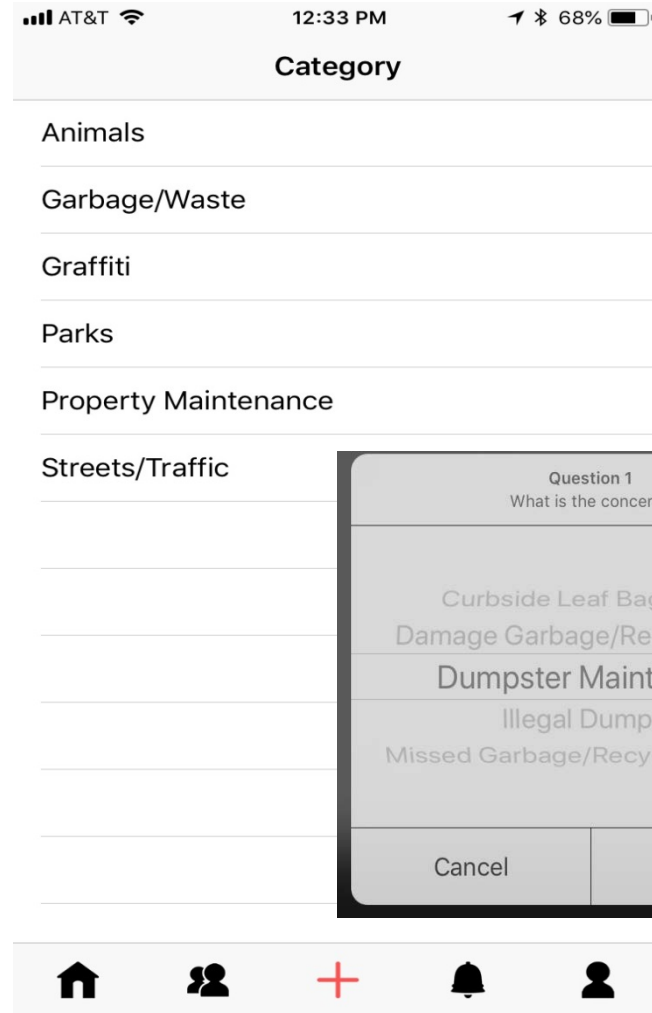
Social Media-like Engagement and Gamification

311 SAN ANTONIO
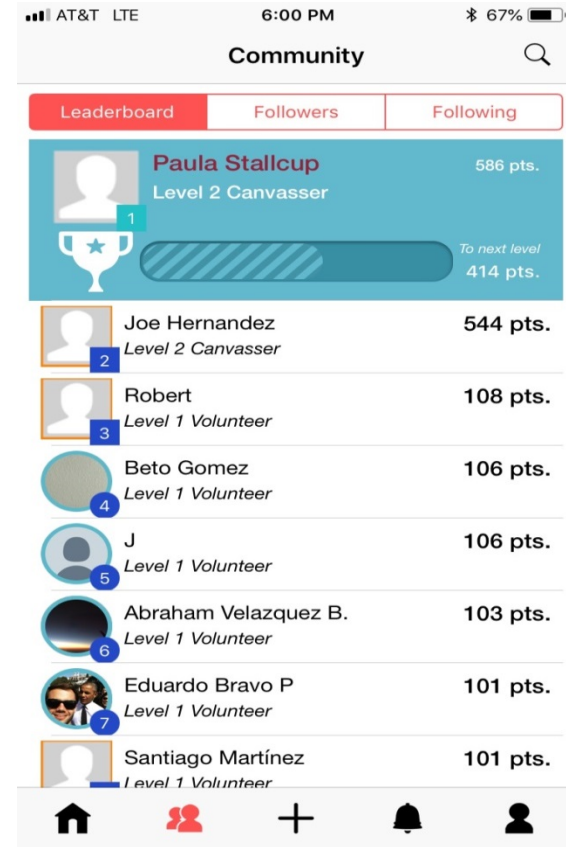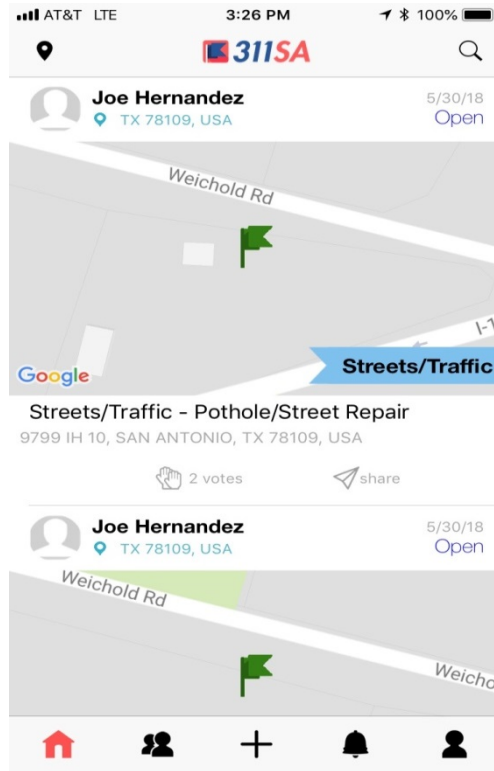
Map View of all Requests

Next Steps

- App is complete and available for download at the iTunes and Google Play stores
- Soft launch period for 30 days
- User design experience input to incorporate in regular modifications and updates to the app
- Public launch in late June
- 1 year marketing efforts with Cityflag

311 SAN ANTONIO

Recommendation

- Staff recommends approval.

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