



REDSQUARED
CONSULTING

CIVTECHSA CHALLENGE

ONE CITY APP

OCTOBER 27, 2020



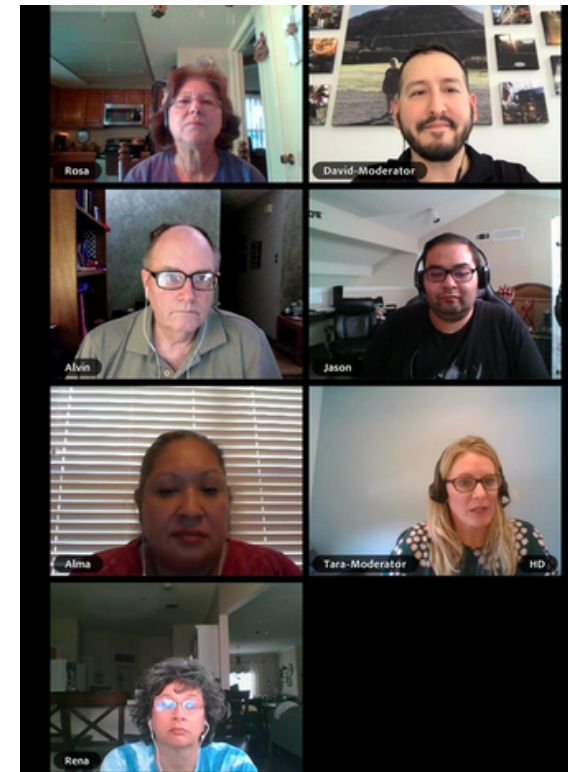
THE CHALLENGE & OUR APPROACH

THE CITY CHALLENGE:

“San Antonio residents & customers currently travel to a myriad of siloed websites to pay bills, update personal information, or request services.

This challenge is for a mobile application that is a one-stop shop for services across City departments and partners.”

THE RESIDENT PERSPECTIVE:



THE RESIDENT PERSPECTIVE

“Like many big organizations, the City has trouble with communication and defining things clearly as the user expects. There is so much there, it is hard to find what you’re looking for. The challenge is to define what they do clearly and succinctly.”



“I have limited space on my phone, so it really has to be something that interests me ... It would be great to opt into educational notifications nearby ...

An app that consolidates information about the parks: amenities, trails, etc.”



“I don’t need all the fluff. Let me get in there, pay my bills, and get out. Less pizzazz, more click here and be done ... My thing is it should be click, click, click.”



“I keep seeing plans for a monorail or a trolley to connect the City, but the South side is being left out. My brother is a high school teacher, and I know there are kids on the South side who would love to attend UTSA but they don’t have transportation.”

THE RESIDENT PERSPECTIVE

We've synthesized over **150 hours of research** with residents, community leaders, and City employees to 4 key takeaways:

1. **Too much information can overwhelm.**
2. **Residents think in terms of tasks, not departments.**
3. **Residents don't always distinguish between City, County & State services.**
4. **Residents want to participate in and feel connected to the community.**



LET'S RETHINK THE SERVICE MODEL

FROM: **ONE-SIZE-FITS-ALL MODEL**

- Compliance & regulations-driven
- Departmental silos
- Inconsistent service delivery
- Limited personalization



TO: **CITY-AS-A-SERVICE MODEL**

- Trust and transparency - driven
- "One City, One Mission"
- Frictionless service delivery
- Contextual personalization

"CARE" SERVICE FRAMEWORK

"CARE" IS A SCALABLE FRAMEWORK BASED ON HOW **RESIDENTS** THINK ABOUT THEIR INTERACTIONS WITH THE CITY



COMPLYING

Complying
with regulations

Permits
Fees
Fines
Inspections

ACCESSING

Accessing
services/benefits

Electricity
Water
Trash & Recycling
Voting

REPORTING

Reporting
issues

Potholes
Stray animals
Code violations
Service outages

ENGAGING

Engaging
with community

Parks
Library
Special Events
Volunteering

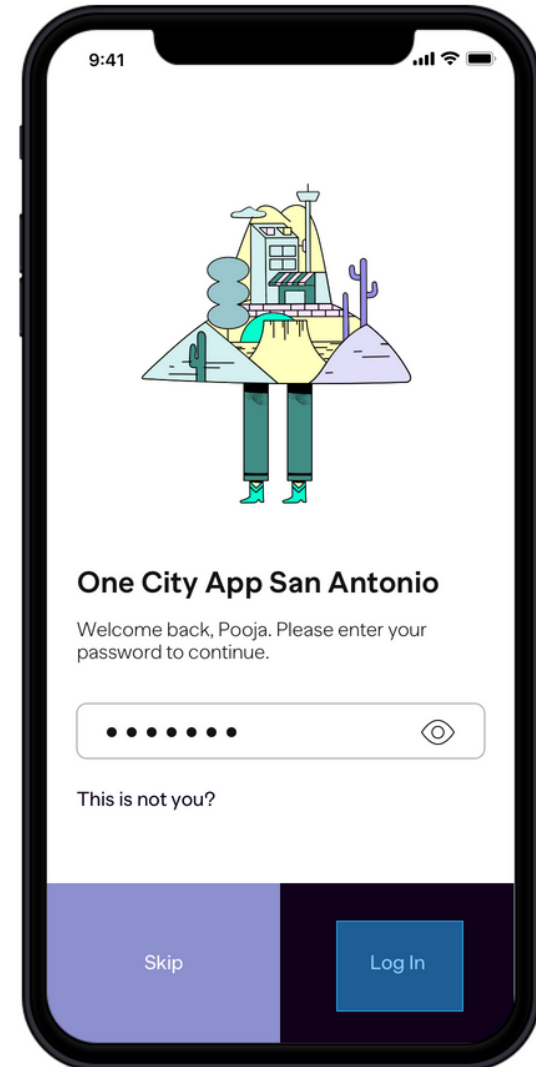
MEET THE ONE CITY APP

OUR SOLUTION:

THE **ONE CITY APP** IS COLLABORATIVELY DESIGNED WITH RESIDENTS & STAKEHOLDERS TO MEET THEIR NEEDS.

HIGHLIGHTS

- Quick access to most frequent resident needs
- Organized by task, not department
- Equity Focus
- Integration of City, County, and State services
- Latest technology and design trends



RESIDENT IMPACT

- Quality of Life
- Connected City
- Resident Satisfaction
- Resident Engagement & Trust
- Equity: accessibility & access to services
- Public safety and health
- Engaged residents

"I think San Antonio has really reached out to provide resources to residents that have really enhanced life here in San Antonio."

"That's what we do as a City. We get together and hang out. I want those dates on my calendar."





THANK YOU!

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