



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Montgomery and Members of the City Council

THROUGH: David N. Carmany, City Manager

FROM: Bruce Moe, Finance Director
Leilani Flores Emnace, Information Systems Manager

DATE: March 15, 2011

SUBJECT: Presentation of “Reach Manhattan Beach” Government Outreach (GoReach) Mobile Application Which Allows Constituents to Submit Service Requests and Report Issues from Smartphones

RECOMMENDATION:

Staff recommends that the City Council receive and file the presentation of “Reach Manhattan Beach” Government Outreach (GOReach) mobile application which allows constituents to submit service requests and report issues from iPhone and Android smartphones.

FISCAL IMPLICATION:

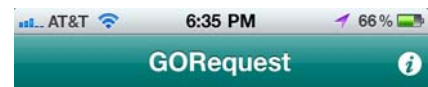
There are no fiscal implications associated with the recommended action.

BACKGROUND:

Launched in May 2010, GOReach was the replacement application for the Public Works work order tracking and management system, *OPRA*; and the Citizens Request Management (CRM) website solution *RequestPartner* because of its feature rich capabilities to manage internal and external service requests. In addition to constituents being able to submit work orders and service requests through the City’s website, a feature capability of GOReach is its mobile phone application the City has named “Reach Manhattan Beach.”

DISCUSSION:

GOReach is an application that extends City Halls service 24/7. No longer must a constituent place a phone call during business hours and request a specific department to address an issue. Once a service request is submitted, based on work flow rules, it will automatically route to the correct department and City staff member who can resolve the request.



New Issue

Track Issues

City Website



Reach Manhattan Beach iPhone and Android mobile phone application can be acquired free of charge from the App Store or Market, respectively, by searching GORrequest. Once installed, residents and staff can select an issue, take a picture, and submit. With the advantage of Global Positioning Satellites (GPS), the Reach Manhattan Beach application will document the location of the request. Android owners are also able to move the pin location on the map changing the service request's GPS location. Potholes, street light outages and graffiti are just a few of the 27 types of service requests available on the mobile application. However, on the City's website, there are over 100 types of service requests linked to the City's Frequently Asked Questions database that constituents may choose from.

GORreach Service Requests and Reach Manhattan Beach will assist each department in identification of trends, accountability of actions, and data and information search. Currently, over 8,000 service requests have been initiated and resolved.

Information Systems looks forward to presenting a demonstration of the mobile phone application to illustrate GORreach's usefulness.