



MANAGEMENT BRIEF

DATE: January 6, 2014

TO: Mayor Lee and City Councilmembers

FROM: Emily Christensen, Chief Communications Officer
City Manager's Office

SUBJECT: Launch of the City's mobile application

In mid-2013, city staff launched a project to develop and implement a mobile application (called "MyBellevue") to allow people to report issues, request services and stay connected with the city using their smart phone or other mobile device. People can currently do this face-to-face, by phone, through email and online. The use of mobile devices is spreading like wildfire, so MyBellevue represents an essential new service channel for our customers.

In addition to facilitating service requests, MyBellevue offers links to city programs that users on the go would want most. The links that will be part of the Phase I launch in February are: service requests, city news, open jobs; extreme weather updates and social media pages (Facebook, Twitter, YouTube). Phase II will likely include two to three additional links and is expected to be launched in late 2014.

This new application promises many benefits to the public, making it possible to:

- Easily report issues "in the moment" from any mobile device;
- Attach a photo and use GPS to identify the location of an issue;
- Track issues in real-time;
- Quickly access city news, including information about emergencies; and
- Easily connect with the city via social media.

MyBellevue also has a back-end application that will replace the existing customer relationship management software used by departments to track customer inquiries. Requests submitted through the MyBellevue app and through the city's customer assistance web pages will feed into this new back-end system. The system, called PublicStuff Pro, is user-friendly, intuitive and flexible. Its ease of use will allow more departments to utilize it, creating a consistent, seamless approach across the organization to responding to customer requests.

In order to reach our key internal and external audiences, we have developed a comprehensive communications plan. Highlights include:

- A staff "download day;"
- Advertisements in targeted media;

- Outreach to downtown workers and residents;
- Media outreach;
- Articles in the *It's Your City* and *Neighborhood News* newsletters and a segment in the city's *Lake to Lake* television news program.

The MyBellevue project is just one example of how the city embraces technology to engage and inform the public as well as deliver world-class service. We appreciate the Council's support of the project by approving the contract with PublicStuff in September. We know this new application will give the city an enhanced connection to its residents, businesses and visitors, putting city services and programs in the palm of their hands.