

Transforming Civic Engagement with GIS

Kurt Daradics, President & Co-Founder of CitySourced, shares his vision to transform civic engagement by building mobile 311 applications on a SaaS platform.

<http://video.esri.com/watch/208/transforming-civic-engagement-with-gis>

Video Transcription

00:01 My name is Kurt Daradics.

00:02 I'm a cofounder of CitySourced.

00:03 We're based in Santa Monica, California, and we represent a new class of geodevelopers.

00:08 We're here to wake up the neighborhood.

00:10 Basically, this is Jason Kiesel.

00:13 He's our founder and chief architect.

00:16 And don't let his looks fool you.

00:18 He's actually a lot older than he looks.

00:20 He's discovered the fountain of youth. It's called Diet Dr Pepper.

00:25 So, cheesy jokes aside.

00:28 Let me see a show of hands.

00:29 How many of you have a smartphone in the room?

00:33 Looks like pretty much, almost all of you.

00:35 So what we're going to be talking about today is our mobile 311 application that we've released for...

00:40 ...iPhone, Android, BlackBerry, and Windows Phone 7.

00:44 We're using all the newest technologies and delivering it as a SaaS for our public-sector clients...

00:54 ...to make it easy and simple for their residents to make service requests and report civic issues around town.

00:59 So, and we're doing this all leveraging the newest tech and delivering as a SaaS.

01:05 So, let me give you an example of how this works.

01:07 One of our power users, his name is David, and he lives in Highland Park, California, just a

little bit north of downtown LA.

01:15 And David likes to walk his dog every day in the morning, and he gets really, really frustrated...

01:20 ...because there's all this graffiti and vandalism in his neighborhood...

01:23 ...and he's a new homeowner, and he has a lot of pride in his neighborhood.

01:28 So the thing he loves about CitySourced is that he's able to whip out his smartphone, fire up the app, take a photo and...

01:36 ...bam, file the report.

01:38 And then what we do is we basically package it all up and, using web services, we shuttle it to the city's back office...

01:45 ...and it's really simple.

01:47 The public works guy can then open up a work order.

01:51 He could see the photo, the address, all sorts of other metadata and makes his job real easy.

01:56 He could see the photo. He could see what tools he needs.

01:59 He doesn't have to do a truck roll to verify the issue.

02:02 And he could even match the paint ahead of time.

02:05 He goes out, he does the work, comes back to the office, closes out the ticket, and then our buddy, David, the dog walker...

02:12 ...gets a little notification on his mobile phone that the work order has been complete.

02:17 So it's great.

02:18 The city's able to deliver better customer service, and the value proposition that we deliver is we're optimizing input channels...

02:26 ...we are connecting broken workflows, and we're also reducing labor costs.

02:31 So in this day and age, it's a win-win for everybody.

02:35 So, we're doing all of this.

02:37 We're using web APIs.

02:38 We're using mobile APIs.

02:39 We're using all the cool new SDKs that Esri has built out, and we're using ArcGIS 10 as well as Azure in the cloud.

02:50 And our business model is really, really simple.

02:52 It's a Software as a Service.

02:54 We're delivering everything over the wire so there's no software that our clients have to load.

03:00 Again, saving more labor costs.

03:02 And then the pricing is based on population and then the applications are free for the residents to download.

03:11 Pretty cool stuff.

03:12 So we've been catching a fire.

03:15 We've been at it for about 18 months, and we started in the US, and this is really starting to expand globally.

03:20 And just this morning, I got the contract approved for Abu Dhabi.

03:24 Really excited about that.

03:26 The thing that's really interesting is that the press has really gotten excited about our project...

03:31 ...and what seems to be capturing people's imagination is our vision, which is to transform civic engagement.

03:40 And our vision aligns perfectly with Esri's vision to make the world a better place.

03:45 And using the mobile and web APIs and all these cool, new technologies...

03:51 ...we're that much closer to putting geography in the hands of everybody.

03:56 It's pretty exciting.

03:57 And here's the deal, let's get real.

03:59 There's about to be 9 billion people on this planet, and it's up to us in this room to solve the geospatial problems...

04:11 ...in order to make it work.

04:13 So it's a big responsibility for all of us but it's also an amazing business opportunity.

04:18 So, we're betting big on SaaS.

04:20 I mean, if you look at all the other verticals, you look at public health, you look at financial services, even media production...

04:28 ...and so on, SaaS, I just kick butt and sort of...public sector as we see is sort of the last frontier for Software as a Service...

04:35 ...and we're making a big bet on it.

04:38 So, it's really cool when people start to work together and, you know, technology is the enabler, it can be really magical.

04:48 It could also be really disruptive.

04:50 I mean, look what's happening in the Middle East right now on Twitter.

04:53 But you look a Wikipedia, you look at Facebook, YouTube, even cool sites like couchsurfing.com...

05:01 ...there's all this really cool opportunity to crowdsource.

05:04 And from our point of view, GIS is pervasive, and it's the public sector's best foot forward for multistakeholder collaboration.

05:14 So we're extremely bullish on GIS's role to transform civic engagement.

05:22 So, in the spirit of collaboration, we're building a bonfire brand.

05:28 So when we sit around a bonfire, we tell stories, we build community, the stories spread...

05:34 ...and then the idea is that people come back and bring more wood and more fuel to our bonfire.

05:39 And what Jack D. and the posse at Esri have done, I mean, look at this bonfire that we have right now.

05:45 This is amazing.

05:47 And what Jack has built, this is very unique, it's very special, and it has soul.

05:56 So, we end where we began with our vision, to transform civic engagement.

06:03 We're doing our part to wake up the neighborhood, we're leveraging the latest technologies, delivering it as a SaaS...

06:11 ...to take the friction out of the process.