

# CitySourced Demo: A New Generation of Geo-Applications

The developer team of CitySourced demonstrates how citizens can report issues to their local government to contribute information, such as pot holes, via smart phones and Web-based applications. This free, downloadable app lets citizens use their iPhone to report the problem, or they can choose to report a problem using a browser. Sophisticated analysis can be performed with the collected data.

[http://video.esri.com/watch/33/citysourcesd-demo-a-new-generation-of-geo\\_dash\\_applications](http://video.esri.com/watch/33/citysourcesd-demo-a-new-generation-of-geo_dash_applications)

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## Video Transcription

**00:01** About a month ago I met three guys in Washington from a company called CitySourced.

**00:06** And, well then, a couple of weeks later they got our tools and they built just a cool application.

**00:12** I want to introduce them and show you. It's just a real fun set of apps. Take it over!

**00:20** Thanks Jack! I'm Kyle, this is Jason and Kurt. At CitySourced, our mission is to mobilize civic engagement.

**00:29** We're using location-based technology to connect citizens directly to their local governments, agencies, and related organizations.

**00:38** To do this, we've built a platform for smartphones on the Web...

**00:43** ...that enables any citizen with a GPS-enabled device to become, in effect, a remote sensor...

**00:50** ...to collect and report information ranging from graffiti to oil spill damage reports to traffic problems.

**00:58** A key capability of this platform is that we feed this data directly into the geodatabase, so that it can become truly actionable...

**01:08** ...both at the level of more efficient back-end workflow management and routing...

**01:13** ...and, in order to do some very sophisticated geospatial analysis on it.

**01:17** So, let's take a look at this platform with a demo from Jason.

**01:21** Thanks Kyle! I'm the chief architect at CitySourced...

**01:23** ...and I'd like to show you just a few of the features that are currently available on the CitySourced platform.

**01:30** I'm going to start out with the smartphone application.

**01:32** This is available free to download on the iPhone, Android, and Blackberry, and it goes

something like this...

**01:39** ...let's say I'm in my community, I'm walking around, I come across something that I don't like.

**01:44** Say, a pothole, some graffiti, broken street signs.

**01:48** Well, all I need to do is pull out my smartphone and fire up CitySourced.

**01:55** I click Report an Issue, and I take a picture of what I want to report.

**02:00** We'll get the cable here. That's a good picture so I'm going to select that.

**02:09** And then I bump to a screen where I can enter a little bit more information about what I am reporting.

**02:13** I can select from a drop-down list what this is. I'm going to select something here.

**02:17** I can optionally enter in a little bit more information in the Description field, and I hit Submit.

**02:24** Once it has my GPS, sends it up to our cloud-based platform, where it's then routed to the appropriate agency.

**02:34** On the back end of things, oh, sorry.

**02:38** Once that's done, I'm dropped onto a map, so the user has been given a nice visual representation...

**02:45** ...of where they report an issue, and what that issue is.

**02:48** And we've implemented the Esri iPhone SDK, so you get a nice pretty map of what just went on.

**02:54** So on the back end of things, what happens?

**02:56** Well, we take all that info, the GPS, the image, all that user input data, and we send it up.

**03:02** We use ArcGIS Server to do some point and polygon calculations, to do some geospatial routing, and we send it along.

**03:11** You know, very, very cool stuff.

**03:13** Shifting gears a little bit, I'm going to show you a little bit, another product we have which is the citysourced.com Web site...

**03:20** ...and this serves as kind of the hub of everything that's going on in the CitySourced ecosystem.

**03:27** On the home page we have a nice live feed of current reports that are being filed, pretty much everywhere in the world.

**03:35** But most people, that's cool, but I want to find out what's going on in my community.

**03:39** So I'm going to type in Studio City, which is my neighborhood, and see what's going on there.

**03:45** So I've got a nice map of what's going on. We've got some graffiti, some flooding.

**03:49** I can follow this neighborhood and get e-mail alerts anytime something happens in this neighborhood...

**03:54** ...so if I want to go clean it up myself I can do that.

**03:58** Optionally, I can report an issue on the Web site.

**04:01** So if I don't have a smartphone but I still want to take part, I can come to the site and file a report there.

**04:08** I'm going to demo that right here, and I'm going to do so acting as if I'm in Glendale, California.

**04:13** Glendale is one of our charter customers.

**04:16** We've integrated into their back-end workflow, and this info bubble that's right here is going to show you exactly how that works.

**04:22** So, to report something, I just click on the map, and we do a quick point and polygon to determine...

**04:27** ...yes, you're in the city of Glendale, and we've piped in all of their report types into this drop-down list.

**04:34** So, I'm going to click Graffiti Removal, and again, looking at the back-end integration, I know that this is going to be an APR URL post.

**04:42** I can see where it's going. So, as a user, I'm informed as to what's going to happen even before my report gets filed.

**04:48** And Kurt here is going to talk a little bit more about some of the back-end stuff that we've been working on.

**04:50** You know, very cool stuff.

**04:53** Basically this touches on a lot, just touches the surface of what's going on at CitySourced.

**05:02** Thanks, Jason. So, CitySourced is great for sourcing, tracking, and managing this real-time civic data from the crowd.

**05:11** So where it gets really interesting is when we start to do some geospatial analysis...

**05:17** ...and we've been thinking of the data as a sort of clay...

**05:20** ...and this analysis, you can think of as bricks that we're trying to make meaning and we can build from.

**05:27** So, for example, Los Angeles data that we've piped in from our VGI reports, these are graffiti reports.

**05:36** One of the interesting things that we've found is that 85% of these reports are within a mile of a freeway.

**05:44** So, for you guys, this is probably old hat, but we're from the social media camp, so this is really new stuff for us, and really exciting...

**05:53** ...and we feel this will be a really critical piece for us to be able to connect how this VGI data can really benefit cities...

**06:03** ...all sorts of agencies, and folks all around the world.

**06:06** And we have a vision for this to be able to connect broken workflows, defend against environmental disasters...

**06:13** ...and build safer, more sustainable communities.

**06:18** So we can only imagine the different ways that you will invent for using our platform, so we invite you to collaborate with us.

**06:28** Our mission is really simple, to mobilize civic engagement. It's really an honor. Thank you so much.

**06:38** Thanks.

**06:43** This is fun, actually. Clearly, more and more people are going to get involved with geospatial information.

**06:51** Actually everybody's getting involved. Through social media, we're seeing huge new trends in crowd sourcing of information.

**06:59** Twitter now is georeferenced. I can integrate it. So, this is going to create lots of new information types for you.

**07:08** And in some ways it's going to be challenging. How do I deal with that?

**07:12** How do I mix it up with my authoritative source? What's authoritative? Is this stuff really good enough? All of that stuff.

**07:19** On the other hand, huge opportunities to enrich our GIS systems with diverse new information types.

**07:28** Information from citizens about perceptions and opinions and assertions.

**07:33** This is going to be very exciting. And it will be real time.

**07:38** So going back to my question. Is it possible that geospatial consciousness will be a global phenomenon, like the Internet?

**07:53** My sense on this, considering these converging trends, and also my real experience of you in your collaboration and working, is yes.

**08:07** I think your collective work will open our world to everyone.

**08:16** How will this happen? It won't just show up on our screen; it will require collaboration and working and sharing knowledge.

**08:27** That's going to be the more difficult part. At the same time, however, the technology platform

is emerging to enable it.

**08:38** That's lots of fun for me! I have dreamt of this.

**08:42** Roger Tomlinson, who is sitting right in front me, has dreamt of this...for decades.

**08:47** And I think, technologically, we're about there. I think in terms of world perception we're about there.

**08:56** Now comes the fun.