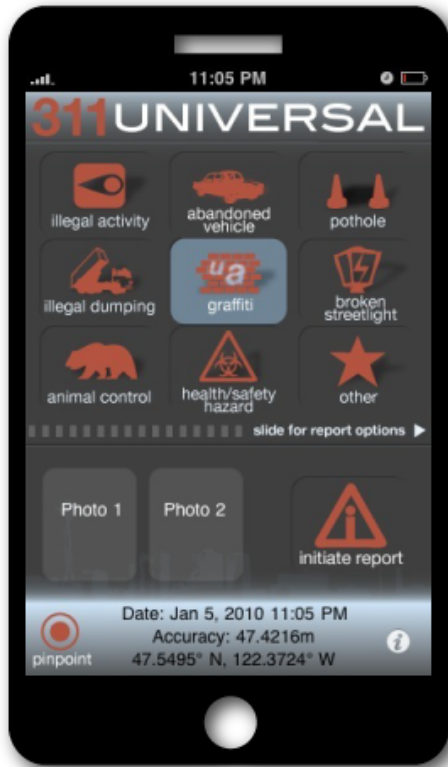


# 311 UNIVERSAL – ISSUE REPORTING



## SIMPLE AND EFFECTIVE ISSUE-REPORTING

311 Universal is a simple, effective, and intelligent tool that gives concerned citizens a way to report potholes, graffiti or other non-emergency problems instantly from their iPhone. The app organizes email reports to contain the exact information needed to respond to the problem: a description, photographs, contact information and the precise location.

Because email is a standard way to communicate, 311 Universal can be customized for cities without a large investment in database systems and new technology. The app can be tailored to meet the needs of individual jurisdictions in a matter of days. Lexington 311, now available in the App Store, was developed and deployed in less than a week.

Development costs start at less than \$2,000. Contact Urban Anomaly for a free quotation.

**CONTACT:** [develop@urbananomaly.com](mailto:develop@urbananomaly.com)  
[www.urbananomaly.com](http://www.urbananomaly.com)

## PINPOINTED LOCATION

The "Pinpoint" function reports the precise location of the issue despite the GPS accuracy returned by the iPhone and generates the physical address to be sure responders know exactly where to look. Without this feature, city staff will not be able to find and document the problem quickly, costing time and money.

## PLATFORM NEUTRAL

Because email is a universal communication tool, cities that use custom versions of 311 Universal have can receive reports from any mobile or web-based platform, regardless of hardware or operating system. This provides a new level of customer service for individuals who may not even own a smart phone. Of course, the most effective way to initiate reports from the iPhone is through a 311 Universal app.

## DIRECT COMMUNICATION

The best way for citizens to communicate with responders is direct, without relying on third-party organization of information or having to wade through and filter a sea of miscellaneous commentary. With direct email communication, the customer and the staff are connected and problem is more likely to be addressed.

## THE BENEFITS OF EMAIL VS SERVER UPLOAD:

- 🍏 **311 email can contain limitless amounts of information and attachments.** The 311 Universal formatted template includes photo attachments, GPS coordinates, GPS accuracy, a link to the location, optional notes and contact info, and public/private property designation. Version 2.0 includes a fast way to pinpoint the exact location and include the physical address.
- 🍏 **311 email is universal and doesn't require complicated server links.** Cities respond to email requests as diligently as phone requests, especially as the 311 concept is being adopted across the world as a one-stop customer service line for cities and municipalities. If a 311 email address or single point of contact exists for your city, 311 Universal works.
- 🍏 **311 email sends in the background.** You do not have to wait until the photos upload- once you hit send, your report will be sent in the background and you can exit the application, go about your important business or generate another report.

**1. Select Issue**

**2. Report Options**

**3. Take Pictures**

**4. Initiate Report**

**Adjust Settings**

**Pinpoint Location**

**Use This Pinpoint**

**verify address**

**center map to exact location, then verify address**

**Streetview** **Satellite** **verify address**

**5656 32nd Ave SW**  
**Seattle, Washington 98126**

**SW Juneau St**

**32nd Ave SW**

**5800**

**3204**

**Zoom +**

**47.5495** **-122.3726**

**Back**

**7:51 AM**

**lexcall FOR CITY HALL 311**

**illegal activity** **abandoned vehicle** **pothole**

**illegal dumping** **graffiti** **broken streetlight**

**animal control** **health/safety hazard** **other**

**Photo 1** **Photo 2** **initiate report**

**Date: Apr 2, 2010 7:51 AM**  
**Accuracy: 1023m**  
**47.5537° N, 122.3682° W**

## USER INSTRUCTIONS

### 1. Select Issue

- Use the main panel buttons to select from nine possible issues.

### 2. Report Options (slide the main panel over)

- Contact information: Entering contact information here is optional but is helpful for responders if follow-up is needed. This information is saved in the app- highlight the “include” button to add it to the report.
- Public/Private property designation: This designation helps cities identify the appropriate response to your issue.
- Note: Add anything here that will help officials respond to your problem. If a vehicle is involved, add the license #.

### 3. Take a Picture (or two)

- Find a good angle that will help officials identify and respond to the problem. If a vehicle is involved, use the second photo to capture the license plate. Photos are also saved in your library.

### 4. Initiate Report

- Select the “Pinpoint Button” to open up a map of the area. The blue dot is your iPhone’s perceived location. If this is not the actual location of the issue, move the map until the cross-hairs are in the precise location.
- Tap the “Address” button to add a placemark and load the physical address. If this is the physical address you want to use, select the “Use This Pinpoint” button. Your report will now include the pinpointed GPS coordinates and physical address.

### 5. Send Report

- An email report will be composed with relevant information and the attached photos. Add any other relevant information.
- Hit “Send” and your done. iPhone email sends in the background so you don’t have to wait for the upload to occur. You can exit the application or generate another report.