



MyWaco App:

Resident Engagement Solution Outreach & Status Update

Monica Sedelmeier Director, Communications & Marketing

Stephanie Jensen

Decision Support Developer, Information Technology

Mike Searight *Chief Information Officer*

Waco City Council May 17, 2022

MyWaco App: Connect with the City of Waco



- Overview
- Resident Engagement
- MyWaco Metrics
- MyWaco Successes
- Promotional Efforts
- Promotional Next Steps
- Questions

MyWaco App: Overview



- **Centralized** system to manage **resident requests** (*i.e.*, *Animal Concerns, Code Compliance Concerns, Illegal Dumping*, etc.)
- City of Waco branded mobile app (iPhone & Android) and Website
- Personalized resident engagement experience
- Digital communications
- Spanish version of APP



oogle Play

Download on the

App Store

MyWaco App: Changing Expectations

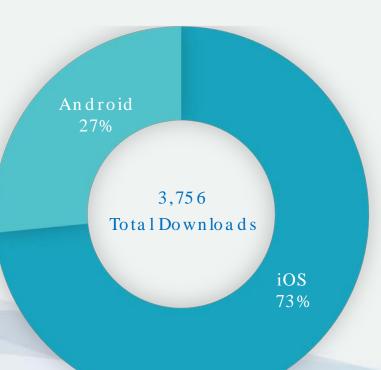
- Simple and fast **Customer** service
- Functional, Seamless, and Mobile experience
- Accessible and **Multilingual** content
- 24/7/365 access to online services
- **Proactive** and **Consistent** communications

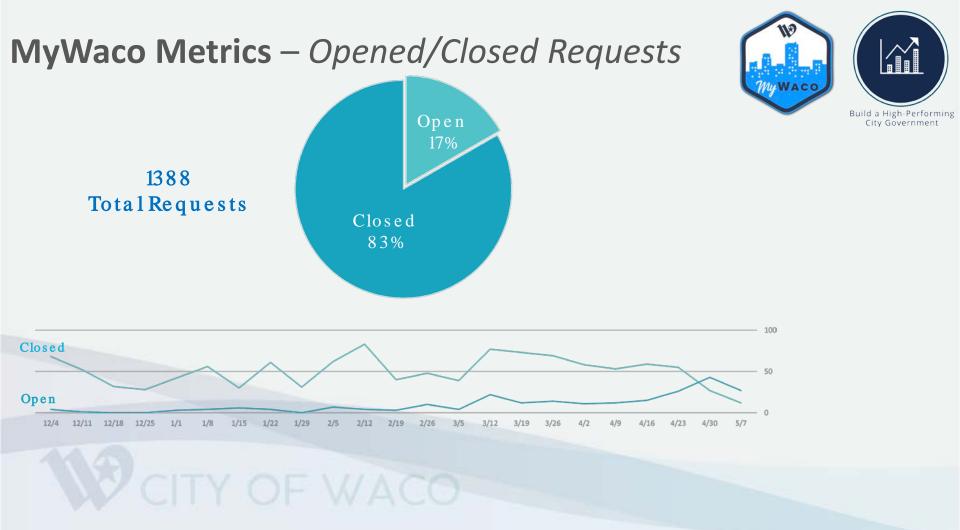
 MyWaco Improvements Improved Metrics Text Notifications Resident FAQs Staff Training Staff FAQs Noise/Nuisance/Animal/Other Î ~ **Parking Violations** City Jobs Faceb Parks and Trails Concerns **Police Complaint** > Î 2≡ B Pothole Open Records Covid Waco.com City Directory

MyWaco Metrics: iPhone/Android Downloads

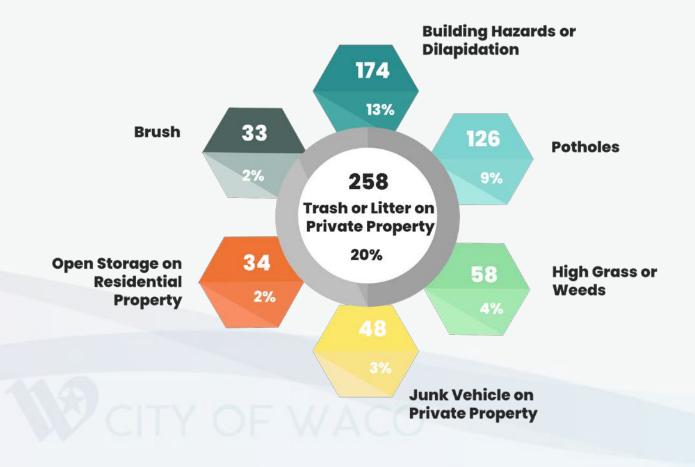
CITY OF WALL





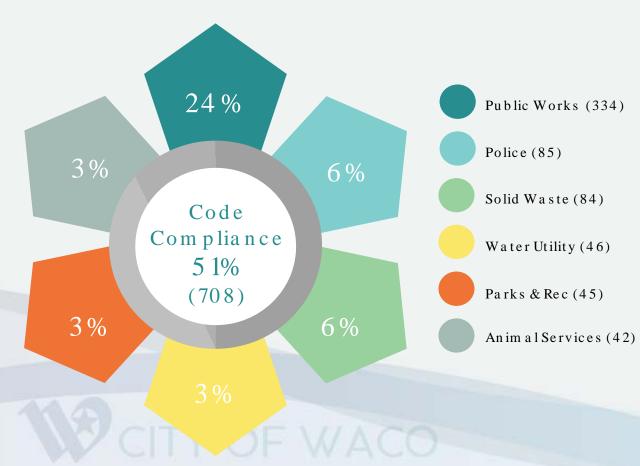


MyWaco Metrics – *Top Request Types*





MyWaco Metrics – *Requests by Department*









Launching the first week L residents to reach out to us called My W

better and address your concerns!

Your connection

JANUARY 2022

Newsletters

Printed/eNews

Need a designated driver for you or your group this New Year's Eve? Waco Transit System's FREE "Safe Ride Home" program has you covered! Call (254) 750-1620 to book your free ride to and from your New Year's Eve destination. thin the Waco area and a reservations

general city reque

The app will continue to improve and be streamlined as we the app will continue to hisplove and our residents want to see in it. Give it a try PLEASE CELEBRATE SAFELY

Associations & members

Included: coming soon & launch

Neighborhood Engagement eNews

50,000 + printed, 17,000 + emailed

Download the MyWaco App: Your Connection to the City

• Joint Efforts

- Baylor Student Government
 - Launched at new semester kick-off
 - Signage implemented on campus



 Video/Social Media 5 versions for promotion (English/Spanish) All produced in-house, starring employees Local television ads (all local networks) Facebook ads (paid campaigns & organic) AUS Instagram/Twitter

ct Language 🛛 🗸 ed by Google Translate

HE CITY OF WACO TEVAC

Accessibility

Commule on Current webpage for direct download

eNewsletter Sign Up

Meetings and Agendas

News & Information

Press Release Archive

Watch City Council Business Session

Watch City Council Work Session

Watch WCCC.TVI

Watch WCCC.TV

WCCC.TV Info

streetlight outages, unsafe conditions, compliments and more, directly from your mobile device.

Service requests are routed to the appropriate department for attention and will be responded to quickly and efficiently. Easily create an account, and you can follow your request throughout the entire process -ORsend a direct request at the link below!

MYWACO: DIRECT LINK TO REQUESTS

Begin by clicking 'create request' at bottom of page, select your report type, location and give us some details and you're on your way!





HOW-TO VIDEO



• Other Ways to Easily Access Included in the LinkTree links in all social media accounts • QR Code in promotions • Available in header of current website & as the 'contact us'

PAY YOUR WATER BILL

App Store Preview

• Feedback High ratings in app stores – 5+ • "I am new to the Waco App and am very impressed by the responses so far. I can only believe that all everyone has to do is a lot here. So, thank you to the people who work for the city. Waco is a great place to be. Thank you."





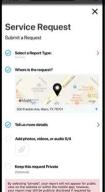


App Store Preview

Feedback
High ratings in app stores – 5+
"Waco Wonderland was so much fun- my kiddos didn't want to leave. Well done
Parks and Rec Team and all the other City staff who helped make it a success!"







App Store Preview

• Feedback High ratings in app stores – 5+ • "Thank you to the refuse truck driver who picks up trash for my mother-in-law. She is in her 90s and very independent. She gets her carts out by herself, but she really appreciates the driver who is thoughtful enough to often return them to her driveway or yard. Pass on our thanks."







MyWaco App: Connect with the City of Waco

- Promotional Next Steps:
 - Prominent location- new City website
 - Addition of a 'new residents' page
 - Social media continuation
 - Water bill insert (English/Spanish)
 - Continued sidewalk signs at events
 - Continued newsletter promotions
 - Additional video PSA's
 - Proposed: City Council PSA's



Questions?