

IBM Think Forum

Social, Mobile, Security – The New Engagement Model

Josh Silverman (American Express) and Mayor Gimenez – Customer & Citizen Engagement

1: Miami-Dade County is consistently recognized for leading the way in leveraging digital platforms to engage its citizens. Tell us why citizen engagement has been one of your top priorities and how Digital platforms have allowed Miami Dade County to Build a closer and more trusted relationships with your constituents?

Extending Service and Interaction channels:

- 311 Call Center, Web Presence, and 311 Mobile application
- MDT Train Tracker / Future Bus Tracker
- Economic Vitality – (MDT Routes, Local Events, Business involvement by providing Discount coupons for local Restaurants/establishments, promotes local Parks and list government services “Near Me.”) Using Worklight*

2: Miami-Dade is also doing innovative work with mobile apps and social media to further improve citizen engagement. Please tell us about some of your initiatives and the results you are starting to see.

- Virtual Meetings via Digital Channels / Community Involvement in Public Safety and Awareness
- Webcast, Facebook, Twitter mediums for Virtual Town Hall Meetings Live/Interactive
- 2.5 Million Cops – Citizen Engagement through the creation of a Mobile app allowing for reporting of crimes (location and description based), expanding the coverage audience for Amber Alters, Be on the Lookout (BOLO's), Stolen Vehicles, etc. Increase Community/Social Interaction & Involvement.

3: Citizens also need to trust their government if they want to engage in new ways. How are digital platforms enabling you to connect in new ways and build more transparency for your constituents? What results are you seeing?

- We are becoming more transparent as a Government.
- Expanding transparency by posting Salaries, an Online Checkbook with all vendors, and correspondence tracking.
- We need to do more, as an example: Code 4 America selection, top 10 community informational needs.

4: What is next for American Express/Miami-Dade County?

- Change our model from simple reporting, to engagement, to developing the appropriate eco-system that expands/encourages citizen involvement.

