



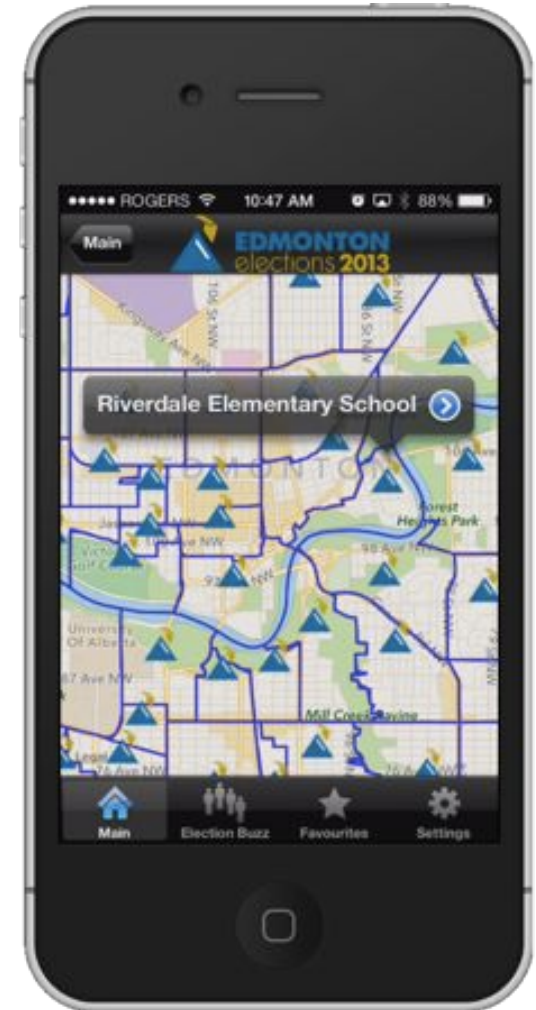
# Mobile Election Applications for Smart Cities and Counties

October 2014

# Mobile App Benefits



- **Increasing access to Information**
  - Expands accessibility, availability of services and information
  - Address shift in technology to mobile
  - Accelerate speed of accessing information
  - Fit of information in the mobile context
- **Operational cost savings**
  - Reducing printed material, reducing call center volume
- **High signal to noise ratio**
  - Official source of election data
  - Bypasses the media – direct to constituents
- **Active marketing of Get Out To Vote**
  - Push Notifications
  - Updates on the Fly



# Why use apps for elections?



## Evolution, Adaption....Adoption

**Significant communications shift is currently underway :**

Smartphones are expected to *replace* desktop/laptop computers as the *primary* means of accessing online information in the next few years

- Source: Morgan Stanley

2010 was a cross-over year: People started to access the more frequently from mobile devices than PCs or desktops.

- Source: Pew Internet Research

# Why use apps for elections?



U.S. Web vs. Mobile App vs. TV Consumption, Minutes per Day

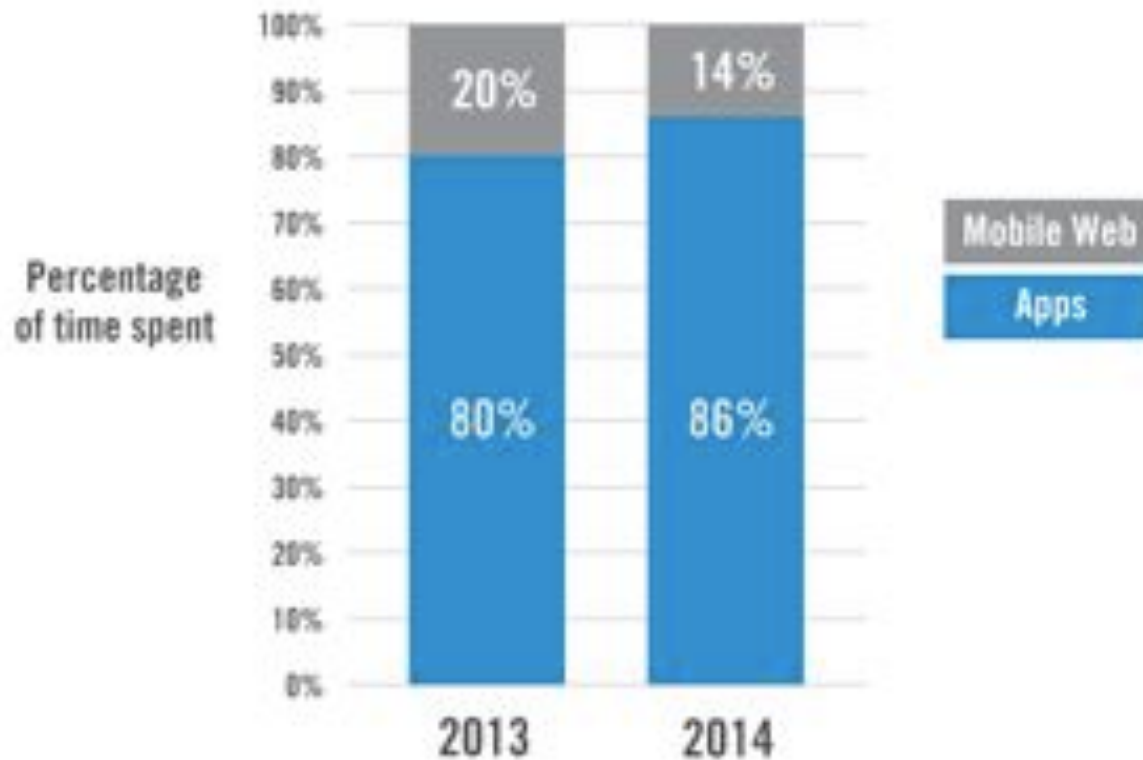


**Adapt: Follow the medium. Where is your message going?**

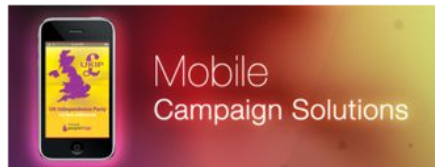
# Why use apps for elections?



## Apps Continue to Dominate the Mobile Web

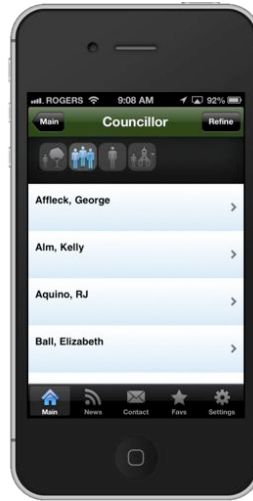
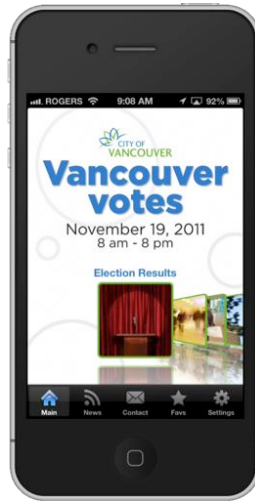


# Purple Forge Overview



- **Mobile Community Engagement**
  - Broadcast election information in real-time
  - Support sharing of election information by the electorate
  - Actively engage citizens through push notifications to Get Out To Vote
- **Application Marketing**
  - Purple Forge in-house expertise based on our experience
  - We can connect you to our community of other government and municipal mobility experts
- **Custom Application Development**
  - We can integrate in with your voter registration and polling location lookup APIs and websites
  - Our apps customizable from a look and feel perspective

# Elections Features



- Candidate Directories
- Voter ID Requirements
- Calendar of Events
- Sample Ballots
- Registration Lookup/ Tracking
- Polling Station Lookup
- GPS Enabled Voter Locations
- Infographics: How to mark the ballot
- Push Notifications
- Countdown Clock
- Election Results

Company Confidential

# Selected Government Experience



Strategic Partners





# Mobile Apps As A Service



- **10x Cheaper than Custom Application Development**
- **Rapid application delivery (15 days or less)**
- **Robust and proven service templates**
- **One-time app setup fees based on:**
  - Features required
  - Platforms requested (iPhone, Android, BlackBerry, Mobile Web)
- **Annual hosting fees cover:**
  - Basic level:
    - Hosting costs
    - Access to download statistics
    - Push notifications
  - Premium Level:
    - Advanced analytics
    - Service package
- **Labour charged to update app or training provided for your team to update app**
- **Total cost of ownership lower; you focus on content; we perform the rocket science to display your content on mobile platforms**



# Mobile Apps & Adaptive Websites



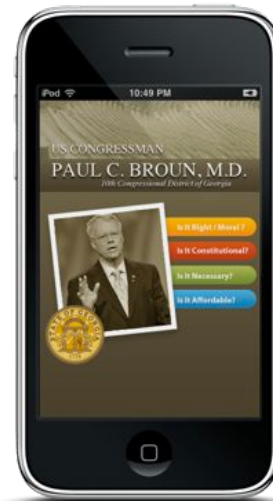
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Mobile Apps	Adaptive Websites
<p>Designed with mobile user in mind:</p> <ul style="list-style-type: none"> <li>•UI designed for fingers</li> <li>•Key data displayed on top</li> <li>•No forms / No typing</li> </ul>	<p>Designed like a website:</p> <ul style="list-style-type: none"> <li>•26" screen design fit to mobile</li> <li>•UI designed for mouse</li> <li>•Hierarchical data management</li> <li>•Forms = Abandonment</li> </ul>
Built on a per platform basis	Lowest common denominator design for cross-platform
Found by web search and in App Stores	Found only by web search
Once downloaded creates an in-pocket footprint	Must be bookmarked to be found again quickly
Strong offline capabilities	Inconsistent offline access
Push notifications for emergencies and updates	No way to push information to a website
Native response / native integration	Web speed response times

# Which Platforms?



OS	Vendor	App Store Popularity	App Downloads Popularity	Ease of App Deployment	Device Popularity
iOS *	Apple	★★★★★	★★★★★	★★★★★	★★★★★
Blackberry	RIM	★	★	★	★
Android	Google	★★★	★★★	★★	★★★★★
Windows	Microsoft	★	★	★	★



**Apple to BlackBerry  
Downloads  
20:1**

**Apple to Android  
2:1**

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# Content Management System



Purple Forge - Discover Ottawa

4.56	Get zip	Targets	Pick Directory	Publish	Features	Add language	Copy
(en)	Old Edit	Edit	Gallery	Upload	Default(4.56)	City of Ottawa (4.52) (379) v32 2013-07-30 10:54:34 UTC	Logs
(fr)	Old Edit	Edit	Gallery	Upload	Make Default (4.56)	City of Ottawa v32 2013-07-30 10:54:34 UTC	
(es)	Old Edit	Edit	Gallery	Upload	Make Default (4.56)	City of Ottawa v32 2013-07-30 10:54:34 UTC	
(zh-cn)	Old Edit	Edit	Gallery	Upload	Make Default (4.56)	City of Ottawa v32 2013-07-30 10:54:34 UTC	
(ar)	Old Edit	Edit	Gallery	Upload	Make Default (4.56)	City of Ottawa v32 2013-07-30 10:54:34 UTC	

Manage multiple app versions and languages

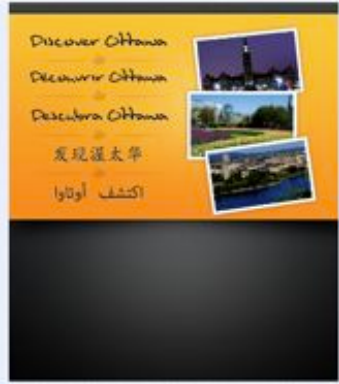
Update Images on the fly

Purple Forge - Discover Ottawa - 4.56(en)

Surveys Details Project **Apps** Directories PayPal Social Auto. Reports Maps Push Notification Admin

Client Info Colors **Images** Buttons Tabs iTunes Connect

Main Screen Background Image File:



Purple Forge - Discover Ottawa - 4.56(en)

Surveys Details Project **Apps** Directories PayPal Social Auto. Reports Maps Push Notification Admin

Client Info Colors Images **Buttons** Tabs iTunes Connect

Button Discover Ottawa Enabled: True  
Registration Required: False  
Title: Discover Ottawa  
Icon: clients/146/647/icon\_ottawa2\_discover.png

Selected icon: clients/146/647/icon\_ottawa2\_discover.png  
Target type: directory  
Target: #Attractions#Eat and Drink #Shopping#Tours#Tourist Services#Transportation#Accommodations#Parks & Recreation#Businesses#Medical#

Change button graphics and features

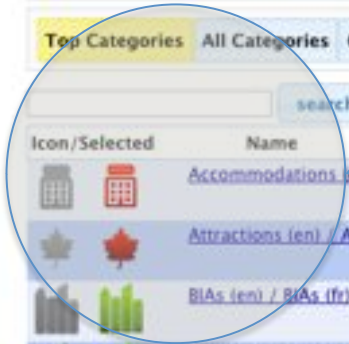
# Content Management System



Purple Forge - Discover Ottawa - City of Ottawa - Top Categories

Surveys Details Project Apps Directories PayPal Social Auto. Reports Maps Push Notification Admin

Top Categories All Categories Category Groups By Import Sources Edit Directory



Icon/Selected	Name	Order	Ent
	Accommodations (en) / Logements (fr)	0	Ent
	Attractions (en) / Attractions (fr)	0	Ent
	BIAs (en) / BIAs (fr)	0	Ent
	Businesses (en) / Entreprises (fr)	0	Ent

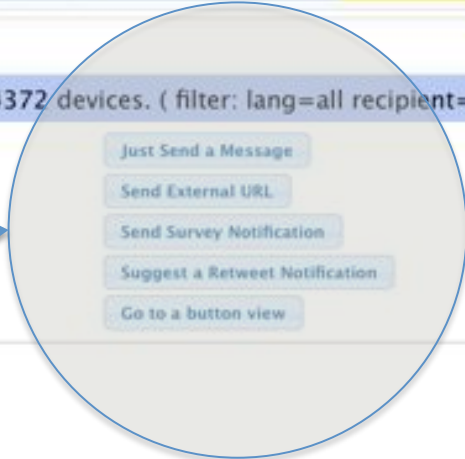
Update directory entries

Purple Forge - Discover Ottawa - Choose Notification

Surveys Details Project Apps Directories PayPal Social Auto. Reports Maps Push Notification Ad

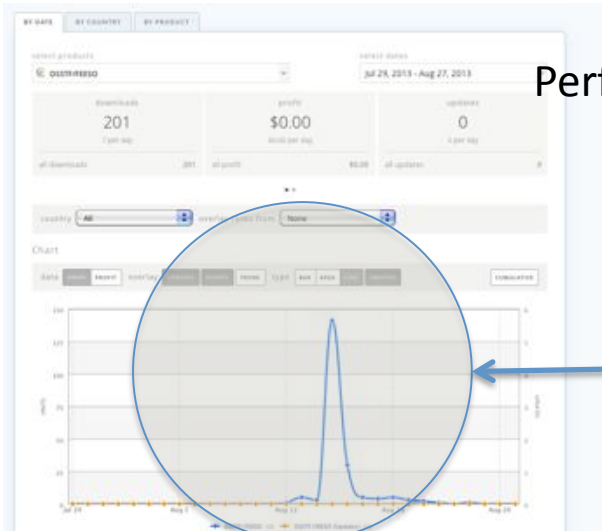
App Info Notify Log

For City of Ottawa targeting 14372 devices. ( filter: lang=all recipient= )



- Just Send a Message
- Send External URL
- Send Survey Notification
- Suggest a Retweet Notification
- Go to a button view

Perform push notifications



Review download analytics

# Data Integration Approaches



- **Manual: CSV file imports**
- **Automated: RSS feeds**
- **Automated: XML feeds / JSON feeds**
- **Automated: Web scraping**
- **Automated: Web to mobile proxy**
- **Automated: YouTube, Flickr, Picasa, Facebook, Twitter**
- **Automated: API Based Integration into data management systems**

# Workflow – Publishing



## Creative Assets

RSS feeds  
YouTube feed  
Flickr feed  
Twitter names

Select service package and features to be configured

## Configured into CMS

Purple Forge - Michel Bellemare - 1.56(en)

App Name:	Bellemare
App Icon Text:	Bellemare
Message Intro:	Check this out.
App URL:	http://www.michelbellemare.ca/
Twitter username:	@michelbellemare
Tags for Twitter posts:	#michelbellemare #ottawacity
For Twitter tab page:	@MichelBellemare, @OttawaCity, @OCRLPOttawa, @Tourism, @OttawaCitizen, @OttawaSuncom, @MetroOttawa,
Twitter App Key:	
Twitter App Secret:	
Have dark area:	true
Survey groups:	Transp... Your Opinion?, City Services - Your Opinion?, Suggestion Box, Stay Informed

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## Test Load Delivered



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## Approved App Submitted to Store(s)



## App Available for Download 5-10 Days After Submission

App Store - Social Networking - Purple Forge

Michel Bellemare

Free App

BlackBerry App World

Android Market

# Best Practices in Marketing Apps



All your pet needs in the palm of your hand.

Free City of Calgary Pets App

Info on lost pets, emergency clinics, licensing, adoption and more.

calgary.ca | call 3-1-1

THE CITY OF CALGARY  
ANIMAL & BYLAW SERVICES

The advertisement features a blue background with a white QR code on the left, a photo of a puppy and a kitten in the center, and a smartphone on the right displaying the app's interface. The text is in white and light blue.



City of Calgary Pets App Launch

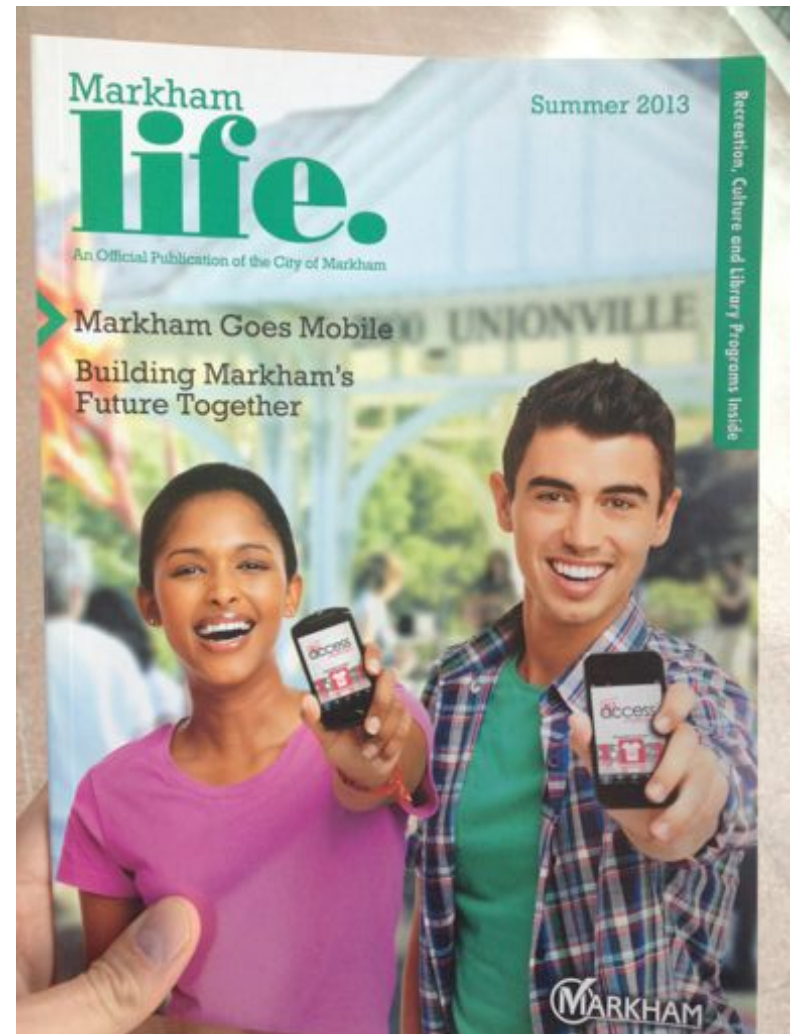
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# City of Markham By the Numbers



- 769 Facebook Likes
- 2335 Twitter Followers
- 3954 App Downloads
  - 2638 iPhone
  - 1316 Android
- Far outstrips their pure social media following



# Push Notifications: Calgary



- 97,000 Unique Application Endpoints
- Rich in-app information
- High Signal to noise ratio vs. Twitter/ Facebook
- When the power is out, cellular is the only working medium

