STRATEGIC CONNECTIONS

Goal 2: Set the Standard for a Safe and Secure City

- 2.1 Be the safest city in West Texas
- 2.6 Grow and retain public safety resources

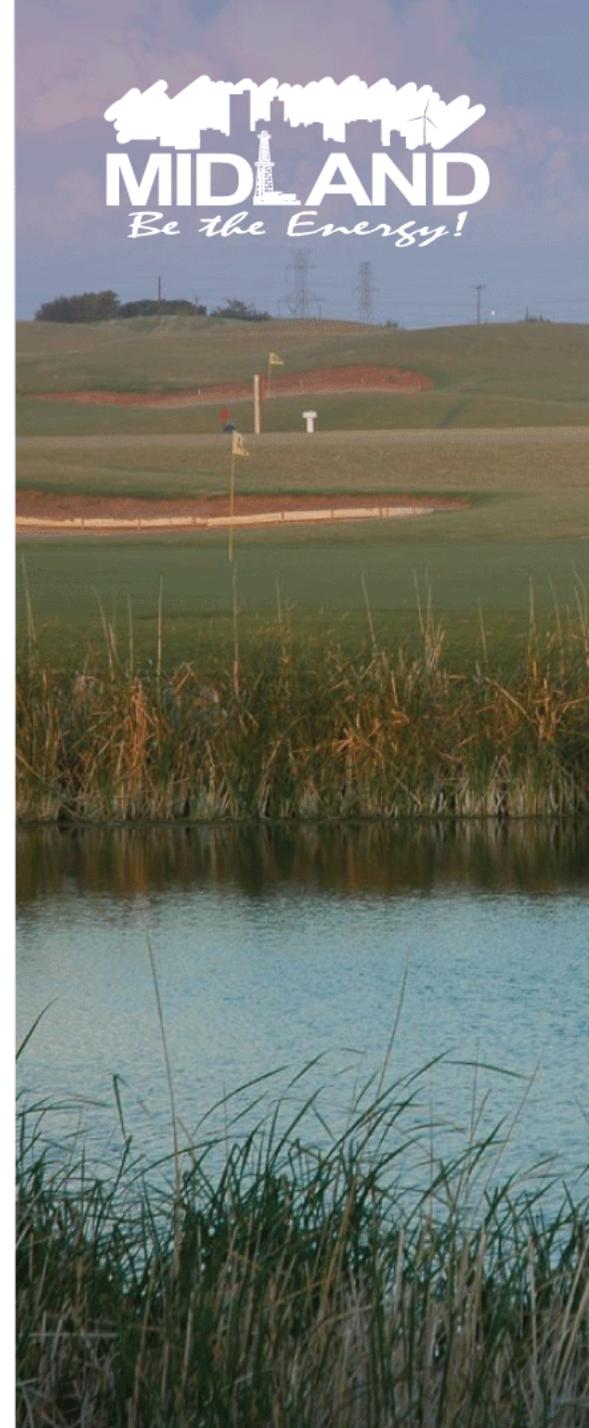## Goal 4: Transparent & Consistent Communication

- 4.2 Enhance communication efficiency and effectiveness
- 4.3 Enhance internal communication and employee engagement
- 4.5 Strengthen messaging opportunities through various media outlets

Goal 5: Provide Sound Governance & Fiscal Management

- 5.2 Enhance Citizen Experience
- 5.5 Promote a well-balanced customer service philosophy
- 5.8 Deliver effective and efficient processes

Goal 6: Strengthen and Sustain our Infrastructure

- 6.1 Provide reliable and sustainable utilities
- 6.2 Enhance infrastructure for economic growth
- 6.4 Standardize infrastructure processes across the city

2

TECHNOLOGY IMPROVEMENTS

SeeClickFix
Transparent & Consistent Communication

- Increased citizen engagement and issue reporting.

- Reduced response time and improved issue resolution efficiency.

- Improved accountability for city services.

- Enhanced communication between residents and city departments.

Closed 3800

Parking Violation 613

Pothole 541

3

TECHNOLOGY IMPROVEMENTS

AI Chatbot "Ask Jacky"
Transparent & Consistent Communication

- Provided 24/7 access to city services and information.

- Reduced customer service response times and operational costs.

- Enhanced service efficiency by automating routine inquiries.

- Improved communication consistency and transparency.

Unique Users	Total Queries
2655	**3476**
Last 90 Days	Last 90 Days

4

TECHNOLOGY IMPROVEMENTS

Internet-based Phone System
Transparent & Consistent Communication

- Improved communication reliability and service continuity.

- Scalable and flexible system for future growth.

- Reduced operational and maintenance costs.

- Consolidate from 3 vendors to one and achieved annual savings of $100K.

| Avg. Daily Inbound Calls 5881	Avg. Call Duration 02:09	Avg. Time to Answer 00:19

5

TECHNOLOGY IMPROVEMENTS

Online Bidding Portal
Provide Sound Governance & Fiscal Management

- Increased transparency and fairness in the procurement process.

- Streamlined the bidding process, reducing administrative tasks.

- Enabled broader participation from diverse vendors.

- Promoted competition, ensuring the best value for the city.

Open
4

Evaluation
5

Completed
45

6
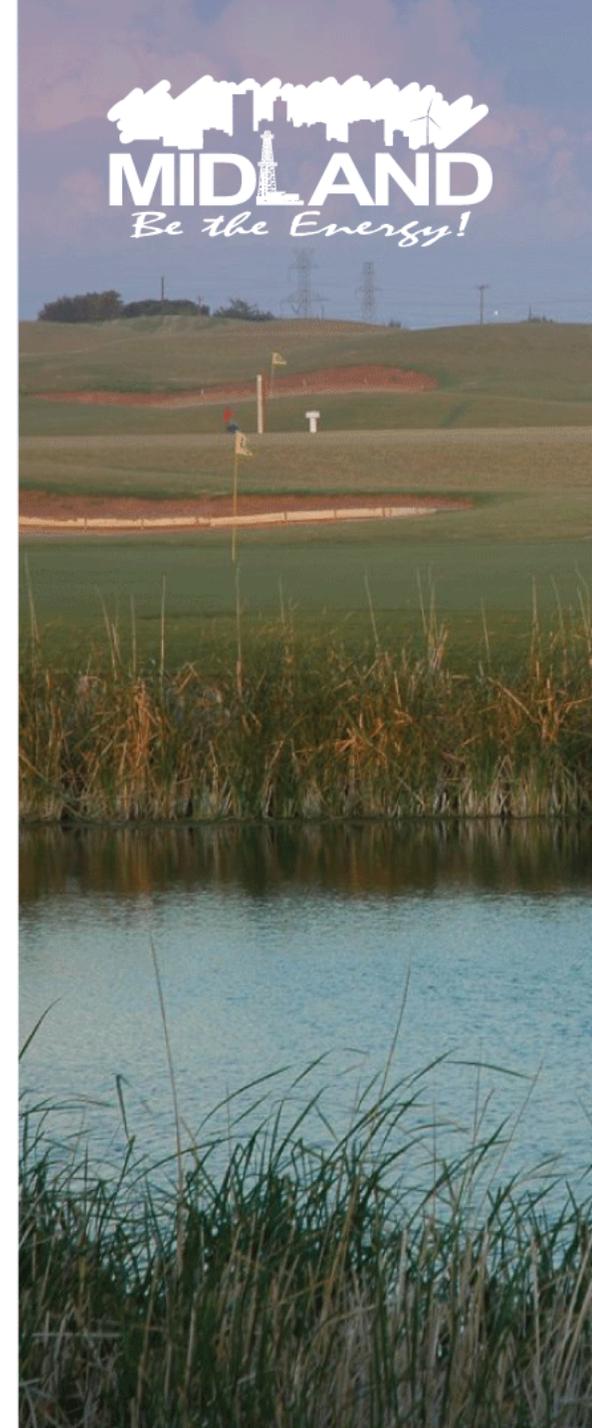
TECHNOLOGY IMPROVEMENTS

Public Safety Radio Communications
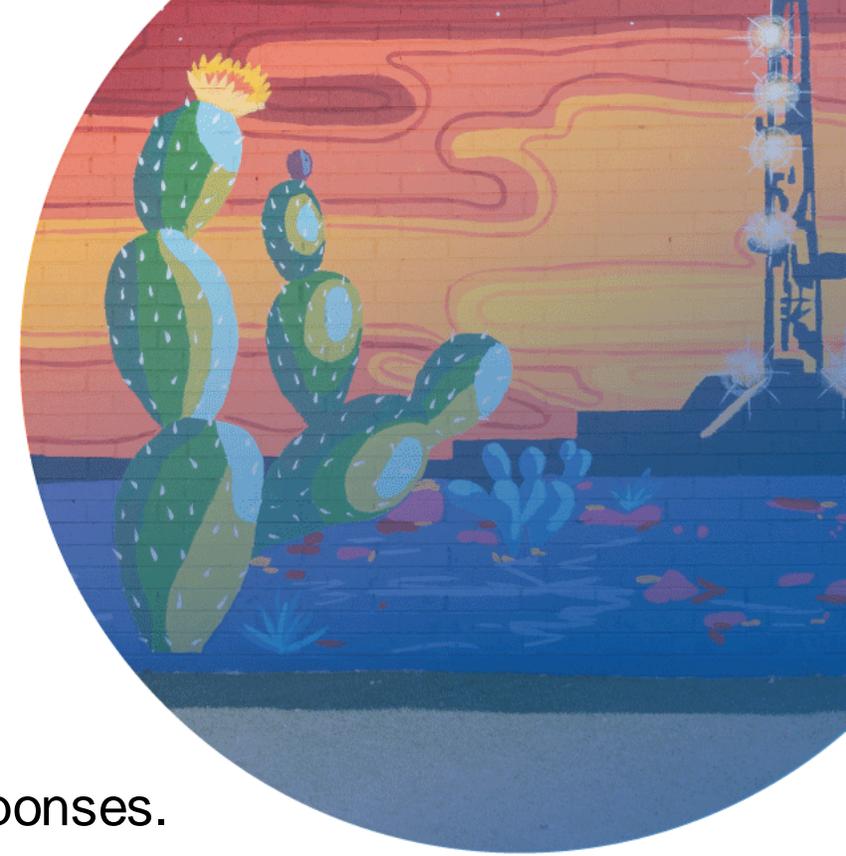***Set the Standard for a Safe and Secure City***

- Enhanced public safety communication and coordination.

- Improved interoperability across public safety agencies.

- Strengthened regional collaboration for safer, more efficient responses.

- Provided a foundation for future communication upgrades.

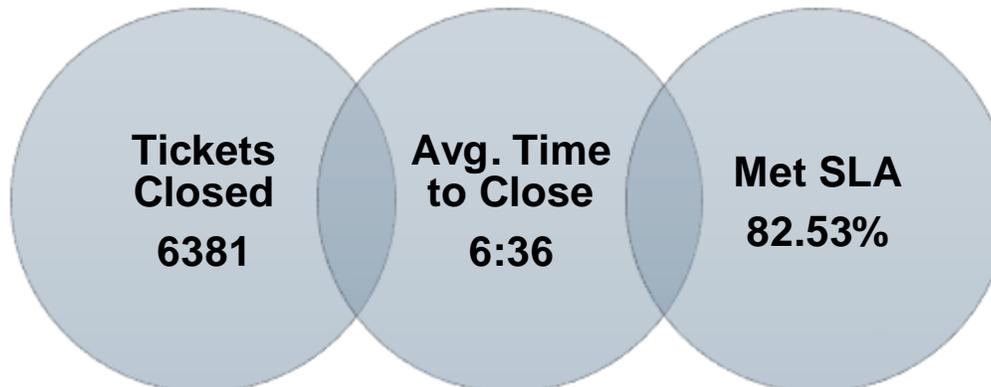| Total Cost $17,487,921	ARPA Funds $11,000,000	Old System 10 Years Old

7

TECHNOLOGY IMPROVEMENTS

IT Self-Service Ticket System
Provide Sound Governance & Fiscal Management

- Increased IT support efficiency and reduced workloads.

- Enabled faster issue resolution, improving productivity.

- Reduced response times for IT-related requests.

- Improved tracking and reporting of IT service performance.

Tickets Closed
6381

Avg. Time to Close
6:36

Met SLA
82.53%

8

TECHNOLOGY IMPROVEMENTS

New Tee Time Software for Hogan Park Golf Course
Provide Sound Governance & Fiscal Management

- New App and POS system for seamless tee time booking and payments.

- Improved accessibility and convenience for golfers by enabling online reservations.

- Enhanced service efficiency with a streamlined booking and payment process.

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TECHNOLOGY IMPROVEMENTS

Revamped the City of Midland website
Transparent & Consistent Communication

- Ensured accurate, up-to-date information across all departments and services.

- Removed outdated pages and streamlined content for a cleaner and more efficient user experience.

- Increased transparency and communication by making important information easier to find.

10

Pages Viewed	Visitors	Top Pages
421K	**289K**	1. Home Page
Last 90 Days	Last 90 Days	2. Pay My Water Bill
		3. Animals in Shelter

MISSION

Deliver exceptional services and promote a high quality of life and place for ALL our citizens.