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Municipality:	Borough of Prospect Park		
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THE 2022 INNOVATION IN GOVERNANCE AWARDS PROGRAM

Initiative Title:	My Prospect Park App
Description:	Borough Hall At Your Finger Tips

PROJECT INFORMATION

The judges will be looking for successful innovative efforts by a municipality or a partnership among several municipalities or a municipal/county joint effort. Innovations must have been initiated or completed during the time period June 1, 2020 - September 30, 2021

Project Specific Details:

- How is your innovation original and distinctive?

Because the pandemic presented challenges like we've never seen before, we must think of ways to better serve the residents.

The MyProspectPark mobile app brings Borough Hall to the palm of your hands. The app launched in January of 2022 and residents can access Borough information on various municipal topics, and categories through our knowledge – based FAQ center, report a concern make requests, follow up on issues, and interact with Borough Hall staff all in convenient location from smart phones or on the Borough website.

Municipal employees can increase productivity, streamline communications, and use date to better prioritize community projects. Every department head receives an email when a request is submitted pertaining to their department.

- How has this initiative successfully met the local needs of your municipality?

Residents have easy access to Borough information, view the latest updates, and receive notifications.

Residents are now putting in service request for potholes, trash pickups, graffiti and more through the mobile app. Borough Administration can see the data and monitor staff completing request that are submitted. And staff and citizens can communicate through the app while the service request is being completed.

In addition, residents are coming into Borough with all required documents/applications filled out (mobile app has all digitalized documents from each department), which saves risdents and staff time.

- How have the stakeholders benefited & responded to this initiative?

The MyProspectPark app is used by our Borough Hall staff to leverage powerful dashboards and reporting tools to identify hot spots, trends, increase productivity, streamline communications, and prioritize projects for the welfare of the community. Our team can provide notifications to residents through the app to keep everyone well informed about everything that is happening throughout the Borough.

And our team saves time by having all the information at their fingertips. It's easy to communicate with residents to understand the service request through the app as opposed to tracking them down by phone or having them come to Borough Hall. Plus, our team can easily communicate with each other through workflows we have set up through the software.

Our team has also continued to promote the app through social media since its launch. Our Mayor created a launch video that introduced the app to residents and showed residents how to use the app.

- Are there any measured savings or program improvements?

My Prospect Park app is cost efficient with respect to our municipal budget and the relative size. We only paid 4K for it through a public- private partnership which other communities especially small ones can achieve this level of innovation through a strategic partnership.

The app has reduced phone calls and optimized the way our team can tackle and complete service requests. Staff are happier because the app gives residents a pre-set list of requests and automatically routes it to the correct department so there's more time spent fulfilling requests and less time on the phone transferring calls to other departments. Even better, residents feel like their problem or request is being prioritized because communication and updates about submissions come from the department head.

The new system also allows us to keep residents informed of city developments and push urgent updates. And residents can customize what notifications they receive, so they are only receiving information they want.

- Please include whether the innovation is temporary or permanent

Permanent – The app is an important piece of our services that are offered to our citizens. When we launched the app, we promoted it through social media, and we continue to do so to make sure every citizen can download the app. It's now part of everyday life for residents and staff in our community.

- How can this innovation be replicated in other communities across the state?

The app is the product of a partnership between the Borough and GoGov, a governmental software company. The app is the most recent technological innovation the Borough has rolled out as it continues to work through its Technology Plan. In addition to being an aid for residents, it is also designed to be used by municipal employees to increase productivity, identify data trends in Prospect Park, streamline communications, and use data to better prioritize community projects.

When GOGov creates an app, it is a branded app for the local municipality, meaning the local government can brand the app anyway they need to and feature important information. Then residents can easily find the app on the google play or apple app store by searching the municipality name. GOGov even helps with creating marketing graphics to promote the app to residents.

Please attach a supplemental sheet(s) noting the details of your initiative.
(Supplemental attachments NOT to exceed 3 pages)

*Application Deadline: Applications must be received no later than **Friday, October 7, 2022***.

Mail applications to: NJLM Innovation in Governance, 222 West State St., Trenton, NJ 08608, Attention: Ciara Bradley or send by email to CBradley@njlm.org

If you have any questions, please contact Ciara Bradley at the League of Municipalities
609-695-3481 ext. 128** or **CBradley@njlm.org

News about the "MyProspectPark" App Launch

- TAPintoHawthorne: https://www.tapinto.net/towns/hawthorne/sections/government/articles/prospect-park-mobile-app-puts-access-to-municipal-government-in-residents-hands
- NJBIZ: https://njbiz.com/borough-of-prospect-park-launches-app-for-residents-and-staff/
- InsiderNJ: https://www.insidernj.com/press-release/bringing-borough-hall-palm-residents-borough-prospect-park-launches-new-innovative-mobile-app-myprospectpark-keep-resident-community-integrated-engaged-inf/

Social Media Images:

Video message form the Mayor:
https://www.facebook.com/ProspectParkNJ/posts/pfbid02Fw4c8wTiSZpvFC1wUZsVkpsSGNUwEJwnR7aYvFiyCc5WKHtTzPnCQkFaW5fzYZSWl

The #MyProspectPark App is now available on the Apple and Android stores. Get it and have the Municipal Building at the palm of your hands . #ProspectParkNJ #ProspectParkStrong

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Mayor Mohamed T. Khairullah is in **Prospect Park, New Jersey**.
February 17 · 🌐

The #MyProspectPark App is now available on the Apple and Android stores. Get it and have the Municipal Building at the palm of your hands . #ProspectParkNJ #ProspectParkStrong

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