

Optin Access

*Service Delivery Model for
City, County, State Governments
Ports, PUDs, Taxing Districts
Schools, Colleges and Universities*

Integrated Web/Mobile Messaging
For Community Services
Economic Development, Education
and Public Administration

Reduce Costs • Increase Revenues • Expand Services

SUMMARY

Opt-In Access communication system
integrates web and mobile messaging
to deliver municipal services to communities
for education, health, trade and economic development.

OPTinAccess.net

Presented by
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OPTin Access Integrated Messaging System

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INTRODUCTION

Opt-In Access is a communications system that integrates web and wireless technologies into a community messaging system to enable two-way message flows between municipal agencies, taxing districts and the communities they serve, replacement of more expensive and outdated technologies, with fiscal savings and increases in revenues through collection of fees for services.

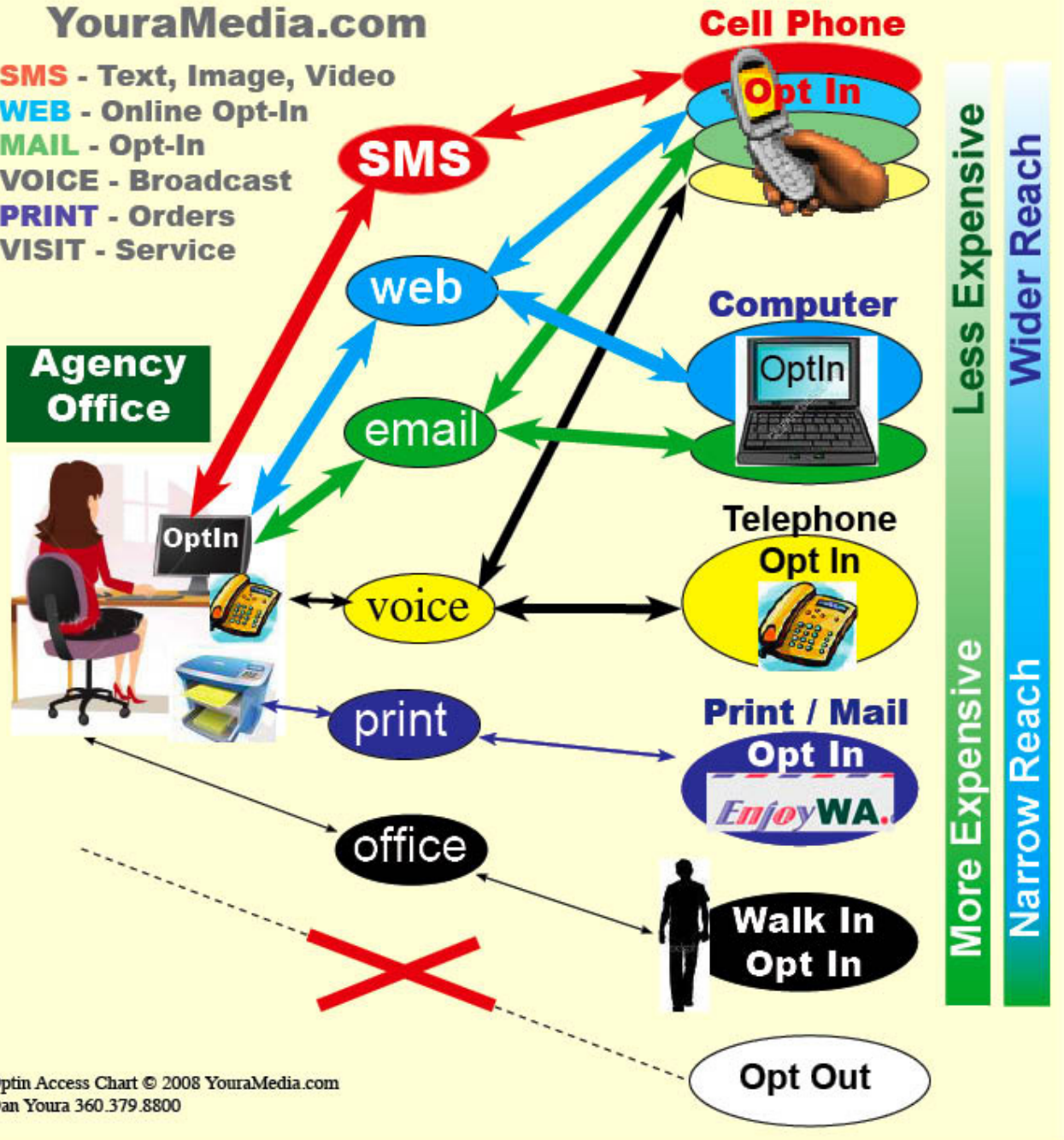
1. System uses existing computers, Internet access via browsers, cell phones and telephones.
2. It is a user-friendly communication link between agencies and individuals
3. System is characterised as fast, 2-way, pervasive, responsive, reliable and robust.
4. Technologies include mobile web, text, picture and video messaging, and voice broadcast
5. Access: OPTinAccess.net, OPTAcom.net, OPTins.mobi, OPTinWA.com

WHAT IS THIS PROGRAM

WHAT: Integration of existing web and cell phone technologies to delivery services.
WHO: For communities, municipalities, associations, social services, agencies, individuals.
WHY: Increases effective communications and critical messaging, reduces costs, easy tracking.
WHERE: This program is for states, counties, cities and non profit associations.
WHEN: Start immediately
HOW: Simple implementation program funded by general funds and grants.
COST: call Dan Youra 360.379.8800

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- SMS** - Text, Image, Video
- WEB** - Online Opt-In
- MAIL** - Opt-In
- VOICE** - Broadcast
- PRINT** - Orders
- VISIT** - Service



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SUMMARY OF APPLICATIONS for COMMUNITY MESSAGING SERVICES

NON EMERGENCY APPLICATIONS (Examples)

COMMUNITY

Events: **Text2Events** notice of upcoming events and meetings

MUNICIPAL

Fire Dept: **Text2911** to notify residents of burn ban timing
Safety: notify residents of off limit areas, impending dangers
Sheriff: notify residents of deadlines, contact for crime information, text pictures
Public Works: hours of operation for waste disposal site, special collections
Health: medical services in general and **Text2Addictions** e.g., quit smoking
Social Service: notice of upcoming classes for new mothers, change in services
Transit: schedules on mobile web, and access with text messaging
Administration: notices to department heads, staff and employees

EDUCATION

All schools: notify students of class changes, new programs, exam schedules

TRADE

Ports: notification to leasees, deadlines and policy changes
Highways: notify travelers of bridge closures, changes in ferry schedules

ECONOMIC DEVELOPMENT

Commerce: news, premium content, e.g., videos, pictures, downloads
Planning: surveys, notice of change in meeting times and locations
Tourism: notice of events, attractions, access sites, parks and museums

EMERGENCY NOTIFICATIONS (Examples)

COMMUNITY

Text2Alerts: Amber alerts, weather warning, local crises, tsunami, toxic spills

MUNICIPAL

Text2911: notify residents of evacuation before tsunami
Fire Dept: notify residents near an emergency, e.g. chemical release, flooding
Sheriff: notify residents of escaped convict, sex offender, get info from witnesses
Public Works: notify residents of traffic reroute/detour
Health: notice of infectious outbreak, toxic release, vaccination location
Social Service: notice of lost elderly person, times of vaccinations
Transit: notify riders of changes in schedules and disruptions in service
Administration: notice of building closures, schedule changes

EDUCATION

Text2HighSchool notify students of crises on campus, class cancellations, school closing

TRADE

Ports: notify of oil spills, marine accidents, border closures, passport changes
Highways: notice to truckers of highway closure, bridges out

ECONOMIC DEVELOPMENT

Commerce: notification of changes in passport and regulation requirements
Planning: notice of change in meeting times and locations
Tourism: notice of bridge closures, ferry schedule & airport changes

ADVANTAGES of WIRELESS MOBILE MESSAGING To ASSIST COMMUNITY and ECONOMIC DEVELOPMENT

TO AGENCIES (examples)

Cost Savings - save on mailing costs, driving costs, alternative more expensive systems

Time Savings - speed of message delivery, reduced need of personnel time

Speed of Delivery - recipients more likely to be at phone than at computer

Targeted Delivery - easy targeting by zip code and other subcategorization

Ease of Use:

- one click sign up - on cell phone and on web

- one click to send messages - hit "send" to send thousands of messages to phones tracking

Integration with existing computers - any computer with standard web access

Web Access - simple browser access from any browser

Date collection - complete data base of incoming and outgoing messages by number

Potential Fee Generator - collect fees at campgrounds, parking fees, etc.

Potential Revenue Generator - sell premium content: photos, videos

2-way communication:

- agencies to communities - outbound to residents

- agencies to agencies - internal messaging within government levels

- communities to agencies - citizen input, voting, response, questions to agencies

- communities to communities - sharing of information among residents, visitors

TO COMMUNITIES / INDIVIDUALS (examples)

Cost Savings - simplified access to government department with a text message vs a visit

Time Savings - send a text message rather than travel to a government office

Speed of Delivery - faster access to/from cell phones than wait until access to computer

Targeted Delivery - text to a specified keyword for a service

Ease of Use:

- one click sign up - text a simple YES from a phone at any time

Integration with existing computers - sign up from phone or web browser

Web Access - access to keywords, short codes and directories

Potential Revenue Generator - for groups sell premium content: photos, videos

2-way communication

- agencies to communities - outbound to residents

- agencies to agencies - internal messaging within government levels

- communities to agencies - citizen input, voting, response, questions to agencies

- communities to communities - sharing of information among residents, visitors

Types of Messaging

Agency Originated

1. Critical Messaging - at critical times, critical situations, very important
2. "As Needed" Messaging - now and then, when called upon
3. Targeted Messaging - messages that are sent to selected subpopulations of the community
 - Specific Groups - urban, on assistance, in school, parents of students, renters
 - Special Subjects - health, development, education, camping, planning, septic systems
 - Identified Locations - zip code, rural, urban, waterfront owners
4. Emergency Messaging
 - Agency to Public - broadcast to wide area
 - Agency to Group - special sign ups, topic opt-ins, students, visitors
 - Agency to Target - campers, property tax payers, employees
 - Agency to Individual

Subscriber Originated

1. Individual to Agency - agency by keyword
2. Individual to Group

LEVELS of COMMUNICATION

1. within government, agencies, taxing districts
2. between government levels
3. services for community

TARGETED SERVICES

- By Age Groups - teens, youth, middle, senior
- By Service Needed - health, administrative, community access
- By Location - urban, rural

KEYWORDS AND SHORT CODES

Provider	KEYWORDS	SHORT CODES
Google	word	46645
Yahoo	word	92466

SUPPLEMENT TO CURRENT MESSAGES

CRITERIA OF FEASIBILITY ADVANTAGES

- Replacement of current communications with new messaging communications
 - Short message - fewer than 160 characters
 - Multiple repeats - message repeat and/or addressee repeat

Cost Effectiveness

- Amount spent on current messaging
 - e.g., Letters, stamps, envelopes, mailings, phone calls, signs.
- Replace current messaging expenses

PREMIUM CONTENT

- Sound - voice and music
- Images - photos and graphics
- Video - instructions, maps

WIRELESS MESSAGING in COMMUNITY APPLICATIONS

Provision of Mobile Services for Neighborhood - City - County - State

	<u>Transportation</u>	<u>Social Services</u>	<u>Education</u>	<u>Emergency</u>
Government	Transit & Ferries Schedules / Alerts	Health Programs Health Info / Alerts	Notices Warnings	Crises, Warnings Alerts, Weather
Citizen Level	Access Public Trans Access Info & Alerts	Health Access Advance Notices	Special Ed. Continuing Ed.	Advance Notice Preparation
Market Served	Resident Travelers Visitor Travelers	Dependents / Youth Health Info / Alerts	Social Education Youth & Singles	Residents Businesses

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WIRELESS MESSAGING in ECONOMIC DEVELOPMENT APPLICATIONS

Provision of Mobile Services for Interaction between Agencies and Constituents

	<u>Service</u>	<u>Content</u>	<u>Market</u>
State Departments			
Agency Services			
1. CTED	GMA, Econ. Dev.	Destination Events	Tourists
2. DOT	Schedule Advisory	Directions / Alerts	Drivers
3. HEALTH	Vaccinations	Alerts / Treatments	Dependents
County Departments			
Agency Services			
1. SOCIAL SERVICE	Info / Notice	Assistance	Youth at Risk
2. PUBLIC WORKS	Planning	Advisory	Planning Committees
3. HEALTH	Smoking Cessation	Text2Stop	Addiction
City Departments			
Agency Services			
1. STREETS	Advisory	Warnings	Local Drivers
2. FESTIVALS	Announcements	Schedule Changes	Attendees
3. TOURISM	Events	Times	Visitors

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WIRELESS MESSAGING in TRAVEL and TOURISM APPLICATIONS

Examples of Mobile Messaging Services Across User Groups

	<u>Mobile Web</u>	<u>Text Messaging</u>	<u>Picture Messaging</u>	<u>Video Messaging</u>
Travelers	Mobile web surfing	Notices / Events	Postcard messaging	Video invitations
Hotels	Mobile reservations	Confirmations	Property preview	Video welcome
Chambers	Mobile member list	Meetings / Events	Maps / photos	Video story
VICS	Mobile directory	Text2Events	Destination photos	Video info
Prospects	Mobile coupons	Development	Pictures / Photos	Welcome Videos
Visitors	Mobile destinations	Text JOY to 23907	Photos to phones	Videos to phones

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OBSTACLES TO OVERCOME

1. A perception that there is a lack of demand for the system.
 - FACT: the demand for municipal services is as great as ever.
 - FACT: individual demanding municipal services own cell phones and use them.
 - FACT: 65% of cell phone owners (of all ages) use texting and non voice access on phones.
2. Lack of knowledge by funders, municipal leaders, agency directors of potential applications.
 - FACT: as grants are made available to assist municipal agencies, applications will follow.
3. Misconceptions by leaders that wireless text messaging is 'for kids'.
 - FACT: 69% of cell phone owners use non voice applications. Percentage grows daily.
4. Resistance to change by agency leaders and employees who are threatened by new technology.
 - FACT: younger aged government workers are wireless savvy and can implement changes.

IMPLEMENTATION PLAN

1. Introductory presentation to decision makers
2. Follow up discussions, answer questions and continuing education of advantages of system.
3. Approve Consulting Contracts or Deal Memos with agencies for implementation.
4. Approve Contract for Services.
5. Study Potential Areas of Applications for agency:
 - a. meet with agency leaders and system providers.
 - b. circulate questionnaires in departments to identify areas of resistance and opportunities.
 - c. determine levels of awareness by agency heads, staff and field operatives.
 - d. determine skill levels for system implementation.
 - e. questionnaire in community for levels of awareness, cell phone and skill.
6. Identify System Requirements: this is very simple, namely online computers with browsers
7. Chose Service Provider: share criteria for selection.
8. Secure Keywords and Short Codes: these are purchased through Service Providers
9. Training: determine how much is needed, when and where, and costs.
10. Introductory System
 - a. Implement simple prototype for agency personnel to test and learn on.
 - b. Stage 1 - install first system with initial features that are easy to use.
 - c. Stage 2 - install more advanced system as new applications are demanded or required.

Keywords	Short Codes	Domains
CITY	77007	Text2City
COUNTY	23907	Text2Alerts
GOV	GOV	Text2Alerts
HEALTH	HELP	Text2Addictions
HELP	77007	Text2911
TRAVEL	Vanity	Text_____
TOUR	77007	TextWeather

FOR MORE INFORMATION: Call Dan Youra 360.379.8800

Current Use of Non Voice Wireless Messaging

Questions for your agency, your department, your association

1. Are you currently sending out messages to cell phones?

To other agencies? Yes ____ No ____
To residents? Yes ____ No ____
To travelers? Yes ____ No ____
To others Yes ____ No ____ e.g. _____

2. Are you currently receiving non-voice messages from cell phones?

From other agencies? Yes ____ No ____
From residents? Yes ____ No ____
From others Yes ____ No ____ e.g. _____

3. Are you currently sending out images to cell phones?

To other agencies? Yes ____ No ____
To residents? Yes ____ No ____
To travelers? Yes ____ No ____

2. Are you currently receiving images from cell phones?

From other agencies? Yes ____ No ____
From residents? Yes ____ No ____
From others Yes ____ No ____ e.g. _____

4. Are you currently sending out videos to cell phones?

To other agencies? Yes ____ No ____
To residents? Yes ____ No ____
To others Yes ____ No ____ e.g. _____

2. Are you currently receiving videos from cell phones?

From other agencies? Yes ____ No ____
From residents? Yes ____ No ____
From others Yes ____ No ____ e.g. _____

Name _____ Title _____

Agency/Dept _____

Address _____

Phone _____ email _____

Return Questionnaire to:

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