



Proposal for Implementing a Two-Way Communication & Notification Platform

Enhancing Engagement & Response with
Real-Time Alerts & Resident Feedback

START →





Introduction

This proposal introduces a **two-way communication platform** that integrates real-time notifications and resident feedback through text messaging (ZerixText). The goal is to enhance **city-resident engagement**, **improve response times**, and foster a **transparent and accountable government**.





THE PROBLEM

Gaps in Communication



COMMUNICATION CHALLENGES

- **Delays in Emergency Response**
Emergency alerts and public safety updates often fail to reach all residents immediately.
- **Limited Engagement**
Traditional methods like emails and printed materials don't offer immediate interaction with residents.
- **Disconnected Feedback**
Residents lack easy access to report issues or share feedback, resulting in delays or overlooked concerns.



THE SOLUTION

ZerixText 2-Way Communication Platform



Real-Time Alerts

Immediate notifications about city emergencies, safety concerns, traffic, and events.



Resident Feedback

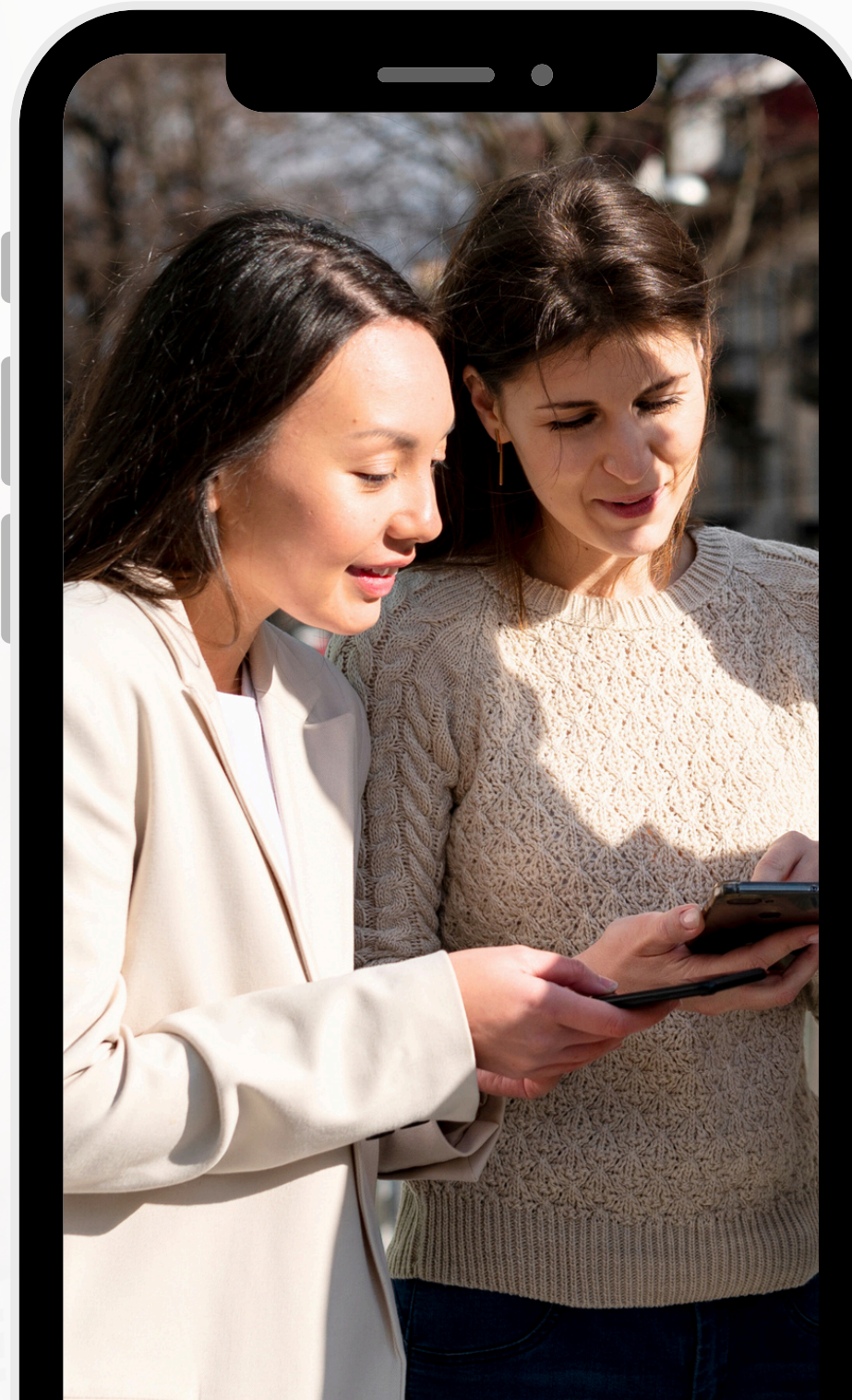
A system where residents can text complaints, suggestions, and concerns directly to the Mayor's office.



Benefits for the City and Residents

For the City

- ✓ **Improved Efficiency**
Quicker responses to emergencies and issues.
- ✓ **Data-Driven Decision**
Real-time feedback helps identify trends and priorities for action.
- ✓ **Cost-Effective**
Reduce reliance on traditional outreach (e.g. printing, mailing).



For Residents

- ✓ **Instant Updates**
Receive important alerts instantly on their mobile phones
- ✓ **Easy Reporting**
Text complaints or feedback about city services, infrastructure, and safety.
- ✓ **Engaged & Empowered**
Residents feel more connected and valued when they can communicate directly.



Key Features of the Platform

Real-Time Notifications

Receive instant updates on emergencies, public safety alerts, city events, and more.

Complaint & Feedback System

Residents can text their issues directly to the Mayor's office (e.g., potholes, streetlight outages)

Categorized Complaints

Efficient management of issues by categorizing complaints (e.g. infrastructure, public safety).

Acknowledgment & Updates

Residents receive automated acknowledgment and real-time status updates of their complaints.

Integration Capabilities

Can be integrated with other city systems (GIS, emergency management tools).



How it Works **for Residents**



1

Residents opt-in for notifications (e.g. via text or online form).

2

They receive location-based alerts and updates on emergencies, events, or public safety issues.

3

Residents can text complaints directly to the Mayor's Office (e.g. "Text 12345 to report an issue")

4

They receive acknowledgment, updates, and resolution status for submitted complaints.



The Roadmap to Implementation



1

Pilot Program (1-3 Months)

Test with select neighborhoods / departments. Collect feedback and refine the system.

2

City-Wide Rollout (3-6 Months)

Expand the platform to cover all city areas. Ensure full integration with city services.

3

Continuous Improvement (Ongoing)

Test with select neighborhoods / departments. Collect feedback and refine the system.



Cost & ROI



Reduced Costs

Save on traditional outreach methods like mailings, flyers, and town hall meetings.



Increased Engagement

Faster response and resolution time improve overall resident satisfaction.



Faster Issue Resolution

Trackable complaints lead to faster, more efficient solutions.

Call to Action



1

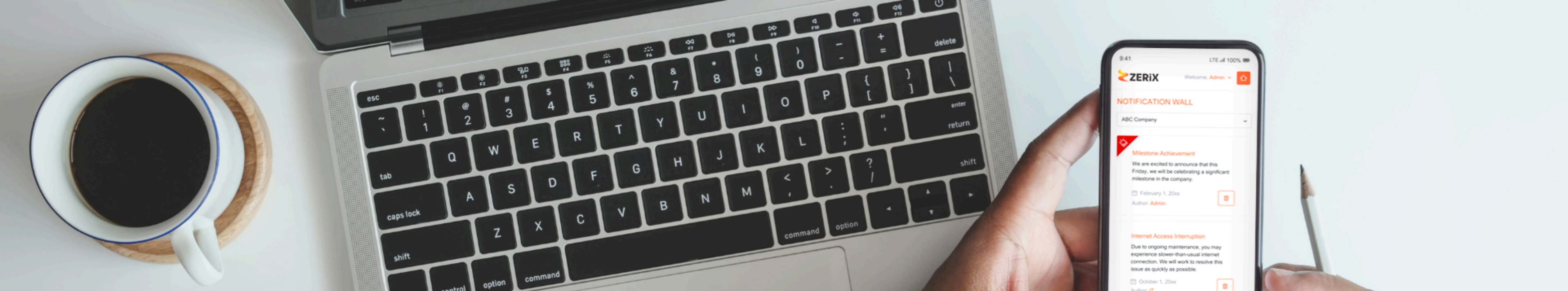
Approve the implementation of a pilot program for [City Name].

2

Schedule a follow-up meeting to discuss system integration and further details

3

Get started with the onboarding process to begin testing.



THANK YOU



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