

**City of Coral Gables City Commission Meeting**  
**Agenda Item J-2**  
**February 13, 2018**  
**City Commission Chambers**  
**405 Biltmore Way, Coral Gables, FL**

**City Commission**

**Mayor Raul Valdes-Fauli**  
**Vice Mayor Pat Keon**  
**Commissioner Vince Lago**  
**Commissioner Frank Quesada**  
**Commissioner Michael Mena**

**City Staff**

**City Manager, Cathy Swanson-Rivenbark**  
**Assistant City Manager, Peter Iglesias**  
**City Attorney, Miriam Ramos**  
**City Clerk, Walter J. Foeman**  
**Deputy City Clerk, Billy Urquia**  
**Information Technology Director, Raimundo Rodulfo**  
**Police Chief, Ed Hudak**  
**IT Crime Data Analyst, Christopher Cowen**

**Public Speaker(s)**

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Agenda Item J-2 [4:17:30 p.m.]  
Presentation of the Coral Gables Traffix App.

Mayor Valdes-Fauli: The next item is Commissioner Lago.

Commissioner Lago: Oh, you want to do J-2?

Commissioner Mena: No, J-2.

Commissioner Lago: J-2.

Vice Mayor Keon: Traffix App.

Mayor Valdes-Fauli: Yeah, J-2.

City Manager Swanson-Rivenbark: Oh, we're going to ask -- we're going to do the Traffix App? Excellent. So, then we're going to ask our IT -- you know, maybe a year and a half ago, I think Vice Mayor Keon challenged us to let IT go wild, to really be able to use their innovation and their creativity. Director Fernandez came up with a concept about how to empower our residents that are frustrated with the speeding and the poor driving in their neighborhoods. He sent it over to IT, and IT just went wild. And so, we're going to explain -- no other city has this, although, they look at Waze as one of the guiding tools. Can you all explain?

Information Technology Director Rodulfo: Good afternoon, Mayor, Vice Mayor, Commission and Madam Manager. Basically, we are presenting here a new mobile app that's called Coral Gables Traffix. That mobile app was developed by IT in-house. Christopher Cowen, he was the software developer. He's the IT crime data analyst. And, we did it with the feedback and also with the guidance from Public Safety and from Police working together. Basically, this app allows the public to report chronic traffic issues. It can be speeding. It can be blocking the box. It can be illegal parking. It can be all types of issues. So, Christopher is going to do the presentation with the PowerPoint. So far, in the few days that the app has been live, we have received approximately -- more than 60 requests from the citizens using the app. That data is fed to a system and that system provides reports to Police and Public Safety that becomes action-able information, so they can refine their strategies and they can address those issues based on that data. So, Christopher is going to present the presentation.

IT Crime Data Analyst Cowen: Thank you. Could we get the PowerPoint up? Good evening. So, this is the Traffix App opening page when you -- you can download this app straight from the App Store. It looks like you've got it right now. Yeah, all you have to do is search Coral Gables Traffix, or you can find the links on our webpage. And, it's a very straightforward app. Our goal with this was to make it very easy, efficient data gathering tool, so you can get as much data as possible in the easiest -- quickest amount of time for our citizens. First things that happen when you open the app is you see the New button right there. When you go ahead and click on that, this is how you start a report. And, I'd like to start by mentioning the safety aspects. So, I don't know if any of you have ever tried to use Waze while you're driving, but we use a similar concept from -- where we grab the device's speed, and if you're going above a certain mile an hour -- in this case, I think we used 20 miles an hour -- it will come up with an alert that will stop you from using the app, so you won't be able to go any further without saying that you are, in fact, a passenger or not driving, so that way we don't have any -- we, hopefully, do not have any problems with people using the app while driving and causing more traffic issues. Going further, after you hit that -- after you agree to any alerts, you hit the New button, you get this page, which is a little hard to read on the PowerPoint here, but it basically asks you what type of report you're trying to submit, whether it's blocking an intersection, speeding, illegal parking, pedestrian issues, et cetera. You know, there's a variety of possibilities, and you just click on one and go on to the next page, which allows you to put in your location. This -- there's multiple ways you can put it in. It will either grab your device's location and zoom right to that part on the map. You can move the map around and put a different location, if you happen not to be right there. Or you could search for an address using the search bar at the top right-hand corner. Once you have the address put in, you can go ahead and add photos, if you want. This is optional. You don't have to do that, but you can take a picture, choose any from your gallery, and then right from there, you just add the additional details that you might want to provide, whether that's the usual time of day -- during rush hour, for example -- any additional details about exactly what was happening, and then your contact info. That's also, as with most other parts of the app, that is optional. You don't have to include your contact info. But if you do, we can send an email back about whether or not we -- that we have received your complaint

and that we are going to be addressing it. And from there, all this information gets gathered into a background map that is available to our police -- our specialized enforcement division, where they can gather all this data in one place, see it all on a map and address it using various data analytics and reports that we have set up to audit -- to fully automate the process. And, that's pretty much it. We tried to keep it very simple. The report can be filled out in as little as 30 seconds, if you know exactly what you're trying to put in. Yeah, so that's pretty much it. So, if there's any questions about exactly how it works, I'd be happy to answer them.

Vice Mayor Keon: Now, who does it go to?

IT Crime Data Analyst Cowen: The information?

Vice Mayor Keon: The report, yeah.

IT Crime Data Analyst Cowen: It pulls to a map that I've set up with specialized enforcement division, our traffic units, so they can receive a report every week with all the various information and a map of where exactly the incidents are occurring.

Vice Mayor Keon: And then -- okay, and then someone...

IT Crime Data Analyst Cowen: Yeah, Chief, if...

Chief Hudak: Commissioner, so the way we've envisioned this to start off is that as we -- as the data gets collected in this app, then we know kind of proactively where to go. It's not so much to respond immediately. You know, we see this and we're going out. We're having a lot of that. Of the 70 or so that we've gotten, it's like this car's double parked. There's a speeder down here. So, what we're doing is we're tracking when we're getting those to see if there's a pattern. We know on Thursday nights throughout the county, there's usually these motorcycle rallies, and sometimes that goes into us, the bike riders every last Friday of every month. You know, we

have a good coordination with the City of Miami. So, what this app will do is help us track any kind of anomalies where we know there's a bunch of kids speeding in a certain area, so we can be a little bit more proactive with it going forward. So, it's not so much to respond. We still have GOV QA. We have emails that come in, as well as call the 442-1600 number and we still dispatch units as that.

Vice Mayor Keon: It comes up as Coral Gables on my phone. It doesn't come up as like Traffix App.

Commissioner Mena: It's cut off, the title.

Vice Mayor Keon: Huh?

Commissioner Mena: You're talking about like on the actual home screen?

Vice Mayor Keon: Yeah, on the little picture.

Commissioner Mena: Yeah. It gets like cut off a little bit.

Vice Mayor Keon: It's cut off. Do you see that?

Commissioner Mena: It says Coral Gables...

Vice Mayor Keon: How it comes up.

City Manager Swanson-Rivenbark: Yeah. It's a T...

Commissioner Mena: TR.

IT Crime Data Analyst Cowen: Yeah, that's an App Store issue. They only allow a certain amount of...

Vice Mayor Keon: Oh.

IT Crime Data Analyst Cowen: Words in the title, unfortunately.

Vice Mayor Keon: Okay.

City Attorney Ramos: CG Traffix?

Vice Mayor Keon: Yeah. What if you just...

City Attorney Ramos: CG.

Vice Mayor Keon: It looked like the screen...

Mayor Valdes-Fauli: Very good.

Vice Mayor Keon: Okay.

Commissioner Mena: This is very cool. Thank you.

City Manager Swanson-Rivenbark: That's your Traffix App presentation, and we thank Chris for everything.

Vice Mayor Keon: Great job.

IT Crime Data Analyst Cowen: Thank you.

Vice Mayor Keon: Keep doing that work. You're doing such a good job.

[End: 4:25:00 p.m.]