



The City Of The Hague improves enforcement services with new mobile app



For a city to have more bicycles than people means less pollution, fewer traffic fatalities, and a fitter population. Yet in the City of The Hague, with an estimated 1.1 bicycles for every resident, it also means that some bikes will turn up abandoned, wrecked, or parked in a random spot rather than stored properly on one of the city's many public bike racks. Using a mobile app created with the Kony mobile app development platform, the city has reduced the administrative work associated with ticketing and removing nuisance bikes by 90% while improving the quality of the process.

Industry:
Government

Solution:
Kony Mobility Platform

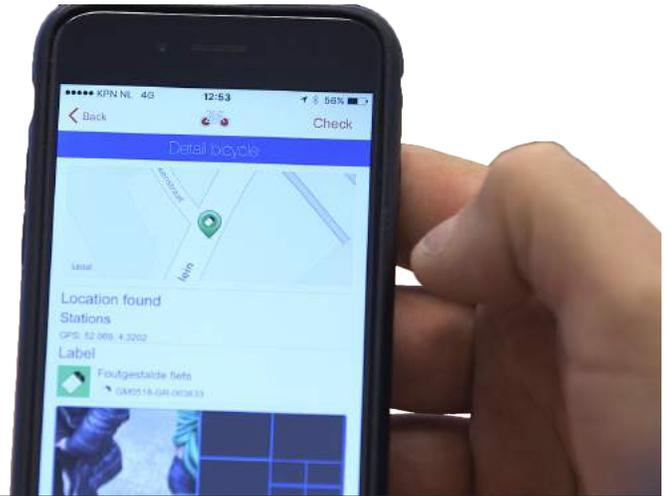
- Kony Visualizer Enterprise Edition

Customer Case Study: The City of The Hague



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DOROTHÉE MEIJER
HEAD OF THE ENFORCEMENT AGENCY, CITY OF THE HAGUE



The city and national governments recognize the importance of mobile apps in modernizing the delivery of services, and they had previously created several apps for BlackBerry and Windows Mobile devices. By creating the bicycle violation app on the Kony Mobility Platform, they demonstrated they could create and improve apps more quickly, while preserving the flexibility to deliver the same functionality on multiple mobile operating systems. The city is applying the same technique to a similar app for tracking wrecks, caravans, campers, and trailers abandoned on city streets, currently under development.

Bicycles are incredibly popular throughout The Netherlands, partly as the result of a social movement started in the 1970s aimed at promoting bicycling as a safer, cleaner mode of transportation. Wide bicycle lanes are everywhere – an estimated 35,000 km of them nationwide – and it’s not uncommon for city streets to be closed to automobile traffic. On average, Dutch citizens bicycle nearly 3 km per day, and 90% of children ride their bikes to school. Within major cities like The Hague, up to 70% of all trips take place by bike.

The City of The Hague is a source of national pride as the seat of parliament and home to the royal family. Known as the international city of peace and justice, it is home to multiple United Nations institutions working to establish a peaceful

world in which conflicts are settled in the courtroom, rather than on the battlefield. City officials want residents to be proud and visitors to be impressed by the beauty of the city, with its historic buildings and shops, just a short walk from the beach.

“That’s why the City of The Hague invests a lot in our public spaces, to keep our city neat and clean,” says Dorothee Meijer, head of the city’s enforcement agency. “It’s important to us that the streets, squares and parks of The Hague are well-maintained. We also have certain rules for people on how to behave when you’re out and about in the city.”

Part of that is making sure bicycles add to the city’s charm, rather than cluttering its streets and sidewalks. “We don’t have enough resources to be everywhere at the same time,” Meijer says. “So it’s helpful when we can use apps that allow us to instantly direct our people without having to provide instructions on paper. With the app, they carry their work along with them; it makes it a lot easier for them to do their work. And we can assess where they are, what they have done, and then use that data when allocating resources for the following day.”

Depending on how much of a public nuisance an errant bike is, enforcement officers apply different colored tickets associated with specific workflows. Where

there is a clear violation, a bicycle may be removed with a 30-minute warning. On the other hand, if a bicycle is legally parked but suspected of being abandoned, it will be tagged with a 28-day warning. After that, an enforcement officer issues a final 2-day warning before the bike is impounded. Owners then have a few weeks to reclaim their bikes before they are sold or destroyed.

When the city relied solely on paper tickets, windy, rainy weather often meant the tags were unreadable or missing when an enforcement officer returned to check a location, Meijer says. With the mobile app, the enforcement officer scans a barcode on the tag and photographs the bike. The app automatically records its location and sends all this data to a central database, which registers a violation.

Johan ter Schegget, a digital solutions advisor to the city, conceived of the app after studying the processes of the enforcement officers in the field and the staff of the bicycle depot to pinpoint inefficiencies. “The goal was to make their work much easier and more efficient, giving us fewer administrative tasks to perform. With the new process, they accomplish the same goals with only about 10% of the administrative work that was required previously,” says ter Schegget.

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The city had deployed several previous apps, including one used for automotive parking violations, based on the Windows operating system. This time, it wanted to reexamine its options, ter Schegget says. The bicycle enforcement app went live on Android devices, but the city retains the flexibility to deploy it on iOS, Windows, BlackBerry, or other mobile platforms as needed.

The recommendation to use Kony's mobile application development platform came from Redora, a digital consulting firm that works with the city. After working on a series of government app development projects, Redora founder Paul van der Weijde says he realized the flexibility to switch between devices, or deploy the same functionality to multiple mobile operating systems, was becoming an increasingly common requirement. "Only Kony's platform met all our requirements to be able to do that," he says. Beyond supporting the mobile operating systems in use today, Kony commits to updating its app

generation software within 30 days of a new release of any supported OS or new device.

In addition, Kony makes it possible to deliver mobile apps faster and with higher quality, van der Weijde says.

"We use Kony Visualizer to create designs, develop prototypes, and then share the prototype with our customers," van der Weijde says. "Our customers provide feedback, which allows us to make necessary changes early in the design process. In Kony Studio we then add logic and generate the app for all available platforms."

With Kony Visualizer, developers and designers can model and demonstrate applications before any code is written, eliminating 70% of defects associated with user interface. Developers then use Kony Studio to translate that model into working code for one or more mobile operating systems. Overall, this shaves 40 to 60 percent off the total cost of ownership

required for developing native mobile apps for multiple operating systems and cuts time to market by 50 to 70 percent.

While the bicycle control app incorporates a workflow engine sophisticated enough to handle every situation, the developers made it simple to use. It includes just three screens – one for applying labels to bikes, one for updating the status of a previously recorded violation, and an overview screen for looking up any bike in the system. The user interface adapts to each step of the process.

"The bicycle enforcement app makes the work for our team on the street easier," Meijer says. "They don't have to use paper anymore. They can save everything on their mobile devices which then also allows them to show that everything was done according to the rules."

"This new mobile app has made my job significantly easier," enforcement officer Ricardo Spier agrees with a smile. Instead of fumbling between handwritten notes and a camera, he can record everything with one device – scanning the barcoded label, taking a picture, and adding any additional notes. The mobile app has also simplified the whole process from the initial violation capture all the way to the back-end office system. "I can do my work more speedily and at higher quality, so this new app has been very beneficial to me."

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JOHAN TER SCHEGGET, DIGITAL SOLUTIONS ADVISOR, CITY OF THE HAGUE

Kony is the fastest-growing, cloud-based enterprise mobility solutions company and an industry leader among mobile application development platform (MADP) providers. Kony empowers today's leading organizations to compete in mobile time by rapidly delivering multi-edge mobile apps across the broadest array of devices and systems, today and in the future. Kony offers pre-built business mobile apps to help organizations better engage with customers and partners, as well as increase employee productivity through mobile device access to company systems and information. Powered by Kony's industry-leading Mobility Platform, enterprises can design, build, configure, and manage mobile apps across the entire software development lifecycle, and get to market faster with a lower total cost of ownership.

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Phone: 1.888.323.9630 | info@kony.com | www.kony.com