



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

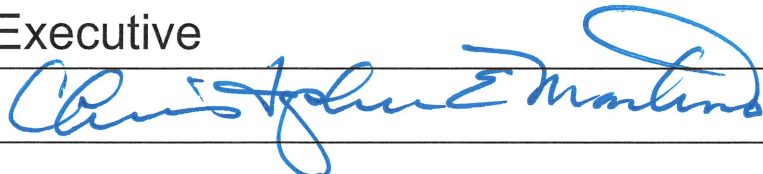
PROGRAM INFORMATION

County: Prince William County
Program Title: PWC Mobile and Desktop Application
Program Category: Communications; Community & Economic Development

CONTACT INFORMATION

Name: Rebecca Horner
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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Christopher E. Martino
Title: County Executive
Signature: 

Prince William County Mobile and Desktop Application

Executive Summary

Prince William County has developed a Mobile and Desktop Application used to promote citizen outreach and input during the Prince William County Comprehensive Plan Update, named the 2040 Comprehensive Plan. The Planning Office unveiled the Application prior to a series of open house meetings (Community Conversations on the Comprehensive Plan) to enable citizens to interact with the update process both in person and away and allows them to remain interactive as we continue forward. The Application is easy to download and use, with the benefits of access on both mobile phones and on desktops, providing opportunities to gather information and provide feedback at any time. Citizens are able to view event station descriptions and floor layouts for upcoming meetings, the existing Online Comprehensive Plan, plan drafts as they become available, see stakeholder input, access to an interactive Q&A, and the ability to provide input or comment on all stages of the Comprehensive Plan Update.

The Problem or Need for the Program

Prince William County began the process of updating their Comprehensive Plan in 2016, to be known as the “Prince William County 2040 Comprehensive Plan”. It was decided that the updated Comprehensive Plan would include a new chapter, titled “Technology and Connectivity”. The purpose of this chapter is to encourage the incorporation of emerging technologies into County facilities and services, in short, to use technology to better and more efficiently deliver County services. It was becoming challenging for stakeholders to understand the purpose of the “Technology and Connectivity Chapter”, therefore it was decided that the best way to explain the value of this new Chapter to stakeholders was to model it by using technology in stakeholder engagement. Citizen involvement in developing the 2040 Comprehensive Plan is critical. Part of the challenge was to provide an opportunity for communication in a simple, easily accessed, understandable, user-friendly, updateable format that could reflect real-time progress of the Comprehensive Plan update while modeling the value of technology in the delivery of services. Additionally, the Application has allowed the Planning Office to reach out to those who might not be connected through standard forms of communication that planners have typically used. Once we started to model this use of technology, it became much easier to explain the purpose of the “Technology and Connectivity Chapter” and stakeholders began to embrace this new chapter. We believe it was a huge success.

Brief Overview

Planning Office staff collaborated with D.O.I.T. staff to customize a mobile app to ensure the input of the citizens is being addressed and incorporated into the Comprehensive Plan Update. This Application provides data analytics, allowing the Planning Office to monitor citizen engagement, subject interest, and follow the Application trends. We have learned that citizens as far as Charlotte, North Carolina are using the Application. We are able to monitor the number of Application downloads, the timing of the downloads and how they collaborate with public meetings and hearings. Additionally, we receive real time notifications of comments and questions submitted by citizens allowing us to engage with citizens promptly. We believe is an exemplary method of improving communication and promoting citizen engagement in shaping the future of the County through innovative use of technology to provide service delivery. In conclusion, the Mobile and Desktop Application improves communication with our customers and promotes economic development, through innovative service delivery.

The Cost of the Program

Prince William County Planning Office staff lead and developed the mobile and desktop Application, with cooperation of the Prince William County Department of Information Technology Business Applications Support Division (BASD). Work, including graphics, styling, formatting, content editing, uploading content and continuing real-time updates on the 2040 Comprehensive Plan and related community meetings are handled by the current Prince William County Planning Office. The Prince William County Planning Office staff reviews user and trends matrixes in the mobile and desktop Application to implement future changes and improvements in engagement with the community. The mobile app was \$3,500 to include iOs and android platforms. The cost included basic editing and customization capabilities as well as the ability to have 700 downloads of the application free to those who requested to download through their app store. Prince William County Department of Information Technology and Planning Office staff invested approximately 200 hours into customization and ongoing maintenance, which includes uploading new data as available.

The Results/Success of the Program

The Prince William County Mobile and Desktop Application-addresses the need to provide a substantial amount of information to the public in a user-friendly, interactive, updateable format. We believe the Mobile and Desktop Application is a unique way to provide and deliver the Comprehensive Plan update information, which improves overall communication of the resources available in the County. The Mobile and Desktop Application serves as a model to other local governments as a method to present their community engagement, delivery of services, and associated County resources in a way that is updateable and interactive with the public and promotes economic development within the County. The Mobile and Desktop Application is a great success.

Worthiness of Award

The Prince William County Mobile and Desktop Application should receive an award because it successfully uses technology to better deliver County services. It is an innovative use of technology in engaging stakeholders and models the direction local governments are heading with the use of technology and the efficient delivery of services. The Mobile and Desktop Application is a great success and will be used to eventually create a mobile app for the County, allowing citizens to check status of existing commuter park and ride lots, reserve park space, and eventually call an autonomous shuttle to a shuttle stop, all hopefully using Countywide data network available to the public. The possibilities are endless and this application allowed us to model just a fraction of those opportunities to all of our stakeholders. This application of technology allows local jurisdictions to leverage technology to create efficiencies, to improve the quality of life for its residents and grow economic development opportunities.

Supplemental Materials

Prince William County's Online Historical Marker Storyboard Mobile and Desktop

Application: <https://guidebook.com/guide/151643/>

guidebook

 PWC Community Conversations on the Comprehensive Plan
Woodbridge, VA

 PWC Mobility Survey

 WELCOME

 Event Stations

 Comments from Community Conversations Meetings

 Comprehensive Plan

 Comprehensive Plan UPDATES

 Notifications

 My Schedule

General Info

 Download Guide





PRINCE WILLIAM
Planning Office

PWC Community Conversations on the Comprehensive Plan

LOCATION

 [PWC Planning Office](#)


Help Shape the Future of Prince William County


NEW!
March 15 update!
The Planning Office would like to invite the community to an Open House and Planning Commission work session about the North Woodbridge Small Area Plan on March 20, 2019.


The Open House starts at 6:00 P.M. in the Atrium at [1 County Complex Court, Prince William, VA. 22192](#) and continues until the work session starts. The work session will be in the Board Chambers immediately following the Planning Commission hearings held that night. It is expected the work session will start approximately 7:30 P.M.


PRINCE WILLIAM COUNTY, VIRGINIA


guidebook


**PWC Community Conversations on the Comprehensive Plan**
Woodbridge, VA


PWC Mobility Survey


WELCOME


Event Stations

Comments from Community Conversations Meetings

Comprehensive Plan

Comprehensive Plan UPDATES

Notifications


My Schedule

Details

Download Guide

Station A: Parks, Recreation & Tourism

LOCATION

 PARKS, RECREATION & TOURISM

RATING (VOTE)

☆☆☆☆

+ Add to to-do list

With the recent reorganization of the Parks Department to Parks, Recreation and Tourism, the Comprehensive Plan will be updated to reflect this enhanced focus and reorganization. The Plan will encompass all of the aspects of developing a vibrant program for parks, recreation and tourism as it affects not only the quality of life and health of our residents but also enhances the County from an economic standpoint.

Prince William County's parks are key to making Prince William County a Community of Choice. They contain recreation facilities, natural and cultural areas and public open space that meet a variety of active and passive recreation and conservation needs for county residents of all ages. The quality of life for residents of Prince William County is not only linked to the availability of a well- maintained system of parks and recreation facilities, but also to the quality of the natural and cultural resources they contain. These elements shape the character of the community, strengthen the county's economy, preserve links to the past, attract tourists, provide corridors for trails and are critical to the connectivity of key resources. The way PWC plans for future development and change, specifically with regard to protection and conservation of land, provision of active recreation facilities, and preservation of cultural and historic sites has an immense impact on future generations.

Please join us and voice your thoughts and ideas on the future needs for parks and recreational facilities for both our residents and visitors.

STATION POSTERS & PREVIOUS MEETING COMMENTS

10/30/18 Comments

<http://eservice.pwcgov.org/planning/documents/CPU/StationANotes.pdf>

Station Posters

<http://eservice.pwcgov.org/planning/documents/CPU/StationAPoster.pdf>

ADDITIONAL INFORMATION

Parks, Recreation & Tourism

<http://www.pwcgov.org/government/dept/planning/Pages/Parks-and-Recreation.aspx>

FORMS

Community Conversations Comments

Please share your comments.