



Plano, TX

Population: 270,000 • Launch: July 2011 • App: FixItPlano

THE CHALLENGE

Implementing a user-friendly service request system that allows both citizens and their local government to combat Plano's drought issue.



CONSERVING WATER IN PLANO

In addition to the drought experienced between June 2012–May 2013, the City of Plano has an added complication to managing water resources: zebra mussels. This invasive species disrupts water supplies by clogging pipelines out of lakes and other city water sources. In an effort to curtail the spread of zebra mussels, Lake Texoma, which provides up to 28% of the water supply for the city, is inaccessible to city's residents until a new pipeline is completed. On June 1st, 2013, the city moved to Stage 3 water restrictions (once weekly lawn watering).



WHY PUBLICSTUFF?

The PublicStuff mobile app and web service allows citizens to report sightings of watering violations and water leaks in the city immediately, with the option to remain anonymous.



810
watering violations



193
water leaks



59% of watering violations and leaks were reported privately or anonymously

USAGE PER DEVICE



Web

70%



App

30%



USER REPORTING BANDS

FixItPlano users have shown a continued interest in preventing the city drought problem by submitting regular service requests. Three residents reported more than 30 watering violations each, with one resident sending in 88 separate reports!