Pitney Bowes
Software

CASE STUDY

Town of Cary

"LEVERAGING LOCATION INTELLIGENCE ENABLES CITIZENS TO ACCESS CRITICAL INFORMATION WITH A SIMPLE CLICK OF A MOUSE."

Mike Mull, Applications Manager, Town of Cary, N.C.

TOWN OF CARY, NORTH CAROLINA DELIVERS VALUABLE INFORMATION FROM ZONING AND PLANNING DETAILS TO CRIME ANALYSIS TO RESIDENTS AND TOWN OFFICIALS VIA INTERACTIVE MAPS.

Challenge

In order to improve how it communicated information to residents, the Town of Cary wanted to consolidate and share criminal and civil data via a new Web site.

Solution

Using location intelligence technology from Pitney Bowes Software to generate user-friendly digital maps, residents and town officials can now stay abreast of new developments with instantaneous and visual access to local information through the interactive Web site.

SUMMARY

With more than 127,000 residents, the Town of Cary is a thriving community located in the heart of central North Carolina, adjacent to Raleigh and the renowned Research Triangle Park. Since 1991, the town has partnered with Pitney Bowes Software to link Cary citizens and employees with their local government.

The Town of Cary is a truly cutting-edge, e-government-focused municipality that is constantly striving to better serve its residents. In order to meet the demands of its citizens and town officials, Cary's Geographic Information Systems Division and JCH GeoInfo Solutions of Durham, N.C., a Pitney Bowes Software partner, spearheaded an initiative to develop a comprehensive Web site called Maps Online.

The site is available at www.townofcary.org and serves as an external and internal communication tool. It provides Cary's local government employees with the ability to access and post useful information and keeps Cary residents and visitors informed of Town activities. For example, town employees across all departments from Parks and Recreation to Public Safety, regardless of GIS skill level, can use the site to organize and post extensive information into an easy–to-understand visual format. The maps online help residents access this information on-demand, limiting trips to the clerk office.

"The Town of Cary designed the new Web site to be user friendly and provide our residents with as much valuable information and useful data as possible," says Mike Mull, applications manager, Town of Cary. "Why should people have to come to a government building between 8 a.m. and 5 p.m. to get applications when they can go to the site and download and print desired documents at their convenience? Making documents and applications available online, helps our town staff be more productive, freeing up time to accomplish their daily tasks without interruption."

By merging civil data with location-based information into one application, users can now obtain answers quickly based on their current address. For example, Mull noted that users can view properties and receive the most up-to-date information on zoning, elevation and utility information for that specific location. The site also provides quick and accurate details for public officials considering new developments or making expansion decisions. "The town depends on our site powered by Pitney Bowes Software's Location Intelligence technology to help improve government operations and provide significant employee time savings, all while communicating critical information to citizens."

RESULT

Powered by Pitney Bowes Software's location intelligence software, the online crime map enables citizens to instantly view the types and locations of crimes that have occurred across the entire town. Town of Cary Crime Analyst Jennifer Morgan leads the project and consolidates crime information into an easy-to-understand digital map. Accessible around the clock on Cary's Web site, users now rely on the Maps Online site to become informed citizens and take an active role in the town's crime prevention.

The crime map site, like the town's many other Web sites, reduces the amount of time spent replying to requests by providing local residents with current information. Prior to rolling out the Maps Online site, requests for crime reports and information went directly to analysts at the Cary Police Department. And depending on the day's activities, requests were sometimes not able to be answered immediately.

"Our crime map site demonstrates the power of location intelligence technology as a highly effective analysis tool," Morgan says. "The residents get immediate access to information that impacts their daily lives."

Visitors to the site can enter an address and request information on crimes that have occurred within the past year and within a one-mile radius from the requested location. The virtual map then displays unique icons for each of the 21 different types of crimes documented, including categories for burglaries, larcenies and motor vehicle thefts. The site also offers various search functions, allowing users to find crime information for specific dates within the last month, three months, six months and up to a year.

From determining what neighborhood is safest to learning about what crimes occurred near schools in a certain neighborhood, residents have immediate access to information that impacts their daily lives. The Town of Cary crime map site is a tremendously effective communications mechanism for sharing important data with current and future residents.

www.pb.com/software

UNITED STATES

800.327.8627

pbsoftware.sales@pb.com

CANADA

800.268.3282

pbsoftware.canada.sales@pb.com

EUROPE/UNITED KINGDOM

+44.800.840.0001

pbsoftware.emea@pb.com

ASIA PACIFIC/AUSTRALIA

+61.2.9437.6255

pbsoftware.australia@pb.com
pbsoftware.singapore@pb.com

THE PITNEY BOWES SOFTWARE ADVANTAGE
The Maps Online site helps the Town of Cary create significant savings across departments by reducing paperwork and time spent on the phone. Using location intelligence from Pitney Bowes Software enables officials to improve public services by providing citizens with instant access to critical local information.

Pitney Bowes
Software

Every connection is a new opportunity™