



HARFORD COUNTY LEVERAGES SPIGIT TO CAPTURE COST-SAVING IDEAS

Maryland's Harford County, a community of close to 250,000 residents, forms part of the Baltimore-Washington metropolitan area. The employees of Harford County were seeking a way to bring its residents into the governmental process; creating greater transparency while simultaneously fostering a community of open innovation. Ideas centered on improving government efficiencies, quality of living, the environment etc. were being vocalized during monthly council meetings and other government functions, but were not able to be captured or implemented due to a lack of process or solution. The County needed a fun and easy way to create community engagement and allow for decision-making conversations around key issues affecting its citizens.

CASE OVERVIEW

Company

Harford County

Industry

Government

Spigit Products

SpigitGov

Challenges

Streamlining government processes

Creating transparency

No tool to harness ideas

Implementation Time

3 weeks

Business Benefits Realized

Created open innovation forum for 250,000 residents

Achieved greater governmental transparency

Details

The County was seeking a fun and easy way to create community engagement and to streamline governmental processes. Using Spigit, Harford achieved all of the above and generated valuable cost savings.

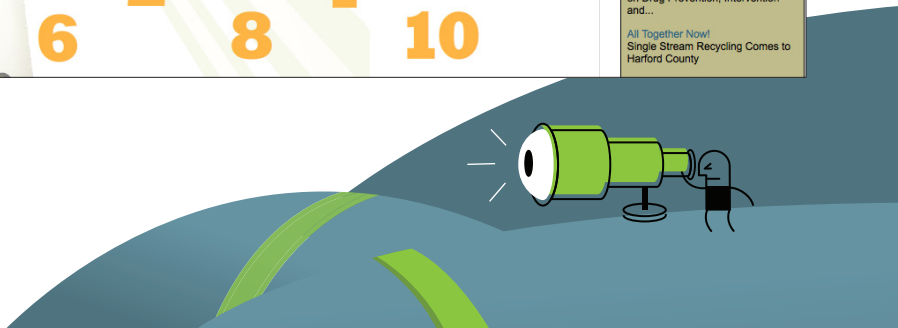
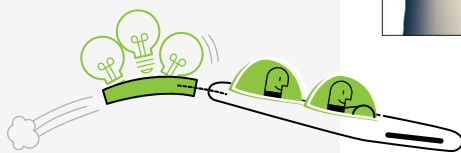
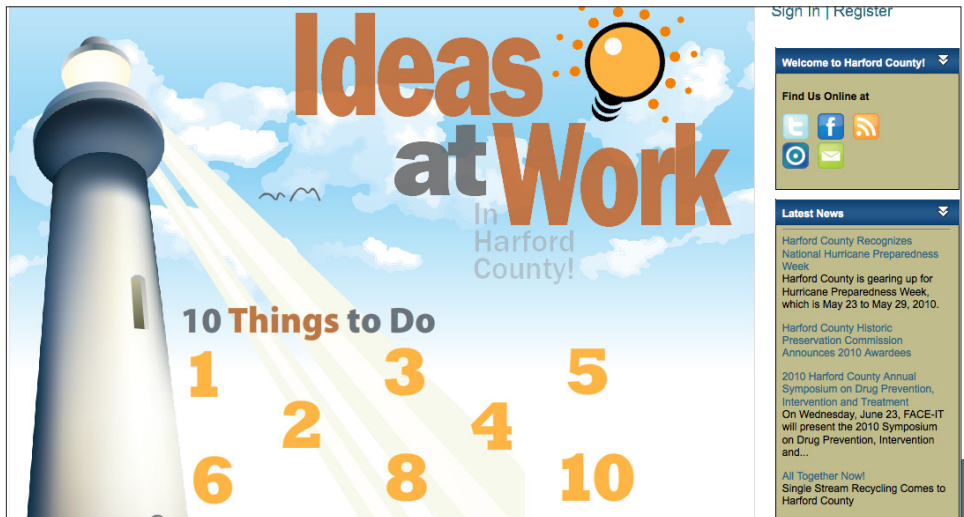


CHALLENGES

Like many other counties across the country affected by the repercussions of a crippled economy, Harford was struggling with a way to save money and streamline its governmental processes. The County knew that it wanted a better way to engage its employees and residents but it just didn't know where to begin. Harford knew that it needed a way to capture the community's attention and create an environment for idea sharing and collaboration that was both welcoming and intuitive. What it didn't know was where to begin looking for a comprehensive solution.

As the County began searching for possible innovation platforms, a staff member came across another agency website, powered by Spigit, that had been implemented by a small town called Manor, Texas. The town's easy-to-use innovation platform provided a simple destination for resident's to navigate to and post and share their ideas around improving public safety, transportation, city development, and beyond.

"Government agencies are not always known for being on the cusp of technology, but we were determined to find an easy and innovative way to pull the best ideas from our community," said David R. Craig, Harford County Executive. "We needed to create an open dialogue with the people of our County and let them know that we are not only listening, but actually care about their concerns and suggestions."





BENEFITS

After launching their first community in the summer of 2010, Harford County has collected over 100 ideas centered on creating economic opportunity, improving efficiency in government, environmental stewardship and general cost savings. Through a number of marketing initiatives, the County has worked diligently to evangelize the open platform for resident ideas.

“We are very excited by the results that the Spigit Idea Management platform has generated so far,” stated David R. Craig, Harford County Executive. “It is very exciting to have our residents so passionately engaged in the governmental decision-making process. By pioneering the use of technology to collect and evaluate ideas and opinions, Harford is gathering constituent feedback for County initiatives and fostering a community of transparency and trust. We look forward to leveraging Spigit’s capabilities to create change and a positive impact in the Harford County community.”



SPIGIT IN MOTION

After only a few short months, Harford County has captured and implemented a number of cost-saving ideas, one of which involved cutting down on paper waste within the Harford County offices. The idea prompted County officials to set printers to print double sided, resulting in a 50% reduction in paper usage, and cutting their paper supply costs in half.

In addition, Harford County received an idea to replace manual light switches with automatic motion-sensor fixtures throughout the County offices- falling directly in line with an active electricity-saving initiative of the County “Environmental Stewardship”, that promotes environmental responsibility. For the 65 lights that were installed, Harford was able to save approximately 12,000 kWh to date. The County explained that that these savings, along with the lighting retrofit savings are conservative estimations, and as time progresses, they expect the amount of savings to only increase.



FUTURE

With the success of Harford County’s first open ideation community, the County decided to create a second community focused on the 2012 Master Plan and Land Use Element Plan.

All ideas and information captured by residents within the platform will become a documented/official part of County record. By allowing about a month to provide ideas, insight and commentary on the issues of the Master Plan and Land Use Element Plan, Harford plans to narrow the idea list down to the top three or four, and allow residents to then post their implementation strategy for the different topics.

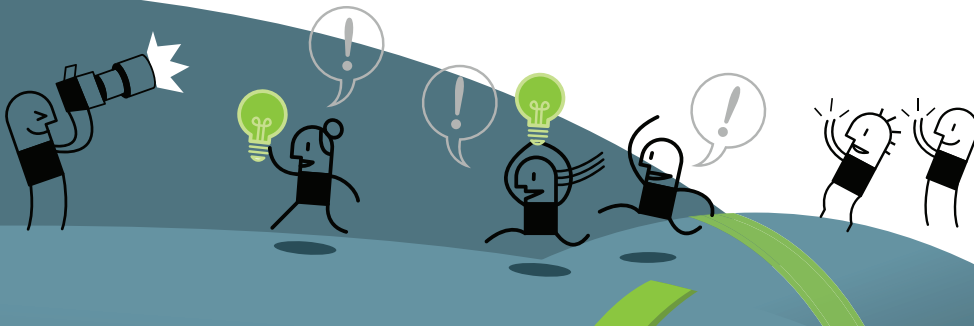
There are three phases associated with this community. The first phase of this interactive community is complete and the second phase is set to launch in early April 2011. Here, citizens will give their strategic input on how to push the top ideas forward in to actionable projects.

“This example of open government is particularly noteworthy, as it is the first site to leverage innovation management software to capture ideas for a state mandated initiative,” said David R. Craig, Harford County Executive. “The platform will provide a useful alternative to the traditional public meeting model, and will facilitate focused discussion by a dynamic and engaged community.”

ABOUT SPIGIT

Spigit, the crowd innovation company, creates a new paradigm for realizing untapped business value - connecting employees, customers and business partners for innovation and insight discovery. Using social crowd technology, Spigit’s solutions elicit insight and business intelligence from an organization and transform it into actionable, predictive information. By incorporating game mechanics, social recognition and rewards, idea graduation, and automated workflow, Spigit activates crowds and allows companies to harness the social capital within their internal or external communities.

Spigit’s technology is used by the largest and most innovative companies in the world including, Overstock.com, AAA, US Bank, City of New York, Estee Lauder and Capgemini. For more information, visit www.spigit.com, email info@spigit.com or call 1-855-SPIGIT1.



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