CASE STUDY : Times Square Alliance

The **Times Square Alliance**, founded in 1992, works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century.

In addition to providing core neighborhood services with its Public Safety Officers (PSOs) and Sanitation Associates, the Alliance promotes local businesses and encourages economic development and public improvements.

Times Square Alliance coordinates numerous major events in Times Square and advocates on behalf of its constituents with respect to a host of public policy, planning and quality-of-life issues.

CHALLENGE

To address the quality of life concerns of the approximately 300,000 pedestrians per day and several hundred business stakeholders that contribute to the Times Square eco-system, the Times Square Alliance relied on the completion of hand-written paper reports for incidents such as protests, vandalism and graffiti.
Recognizing that using a paper-based process for tracking and remediating quality-of-life concerns was inefficient and time-consuming, a decision was made by the Times Square Alliance to adopt mobile technology to improve the efficiency within the Operations division.

This included the development of a stakeholder database, detailed asset registry and integration with its Sanitation division and municipal 311 services.

SOLUTION

GeoPal employs the latest developments in cloud and mobile applications to deliver paperless workforce management, health and safety compliance, and asset management for the Times Square Alliance.

Using GeoPal's fully customizable mobile forms allows PSOs to accurately record quality-of-life concerns on their mobile device. Some conditions are referred internally for remediation, whereas others require action from external agencies such as the NYPD or municipal 311 systems.

When all required information, such as GPS location and photos are recorded, an email is automatically sent with a detailed report, and referral instructions in cases were other parties need to take action. The sergeant on duty for the local area in which the issues have been reported also receives an email in real-time with the recorded issues.

Times Square Alliance has had issues with multiple costumed characters and various types of illegal vendors. Using GeoPal to complete a Tally Counter, the Alliance now completes a snapshot count of all the different characters in the district each week, which they use for analysis and strategic planning purposes.
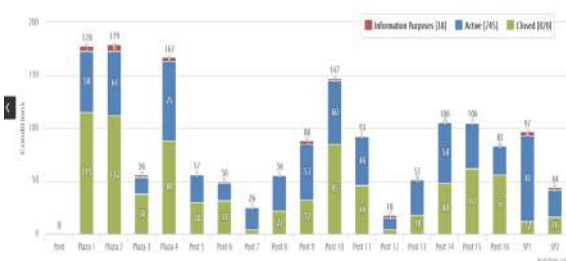
BENEFITS

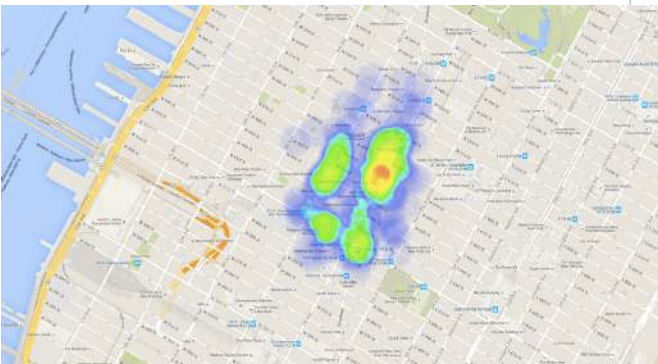### Improve the visibility of city assets with geo-location

GeoPal's asset registry and interactive heatmaps improve visibility and management of assets in the Times Square area. Public Safety Officers can update the asset status and report faulty assets in real-time, enabling faster repairs and receiving the required action from its Sanitation division or external agencies.

Eliminate paperwork and reduce admin costs by 50%

Managers of mobile field employees, such as Public Safety Officers, can improve productivity through efficient job scheduling and paperless job dispatch to mobile devices. Office-based staff can drag and drop jobs on the web management system to employees in Times Square and receive real-time reports and information from the field. This eliminates cumbersome and expensive data re-entry.

GeoPal – Proof of Compliance and Work Completed

Data collected with customizable mobile forms is time, date, location stamped and saved online. This allows the Times Square Alliance to show proof of compliance and work completed to its stakeholders. Members are more engaged and clearly see the benefits provided by Times Square Alliance's services.