Project 575-HOPE Presentation

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Smart City – The Foundation

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- High Speed Internet Access - Fiber Technology

- Managed Wi-Fi

- Wi-Fi Analytics and Mobile Engagement

FREE Public Wi-Fi Locations
powered by Fioptics

1. **ASWD Lawyers***
   40 W Pike St.
2. **Blinkers Tavern**
   318 Greenup St.
3. **Braxton Brewing Co.**
   27 W 7th St.
4. **C-Forward**
   5 W. 5th St.
5. **Children, Inc.**
   333 Madison Ave.
6. **City Center Parking Garage**
   24 E. 7th St.
7. **Connetic Ventures**
   910 Madison Ave.
8. **Davon Auto***
   17 W 8th St.
9. **Emerge Salon***
   438 Scott St.
10. **Gateway Center***
    333 Scott St.
11. **GCTC***
    525 Scott St.
12. **GCCME**
    1053 Madison Ave.
13. **NKY Innovation Network**
    632 Russell St.
14. **LaRosa's Pizzeria**
    417 Madison Ave.
15. **Midtown Parking***
    25 E. 5th St.
16. **Molly Malone's**
    112 E. 4th St.
17. **NKY Community Action**
    717 Madison Ave.
18. **NKY Convention Center***
    1 Rivercenter Blvd.
19. **Renaissance Covington***
    2 W. Pike St.
20. **Smoke Justis**
    302 Court St.
21. **The Woodford Apartments***
    303 Greenup St.
22. **Trinity Church***
    326 Madison Ave.
23. **UpTech, Inc.**
    112 W Pike St.

*Coming Soon!

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The Wi-Fi extends 300 feet omnidirectionally.

The second layer of a smart city

A Growing Economy

- Engage and inform visitors of relevant information while in the city.
- Drive business growth with analytics and targeted engagement
- Create a vibrant and growing city by attracting visitors
- Improving parking and communicating available parking spaces.

Thriving Neighborhoods

- Residents have improved access to health programs – pushing targeted text messages & post discharge engagement for healthcare providers
- Improve financial health moving residents off of check cashing services and money orders
- Bridging the Digital Divide: Pre-K to High School and for Adults

Safer Streets

- Reduce Crime
- Mass notification via text
- Video Surveillance Cameras
- Remote security monitoring
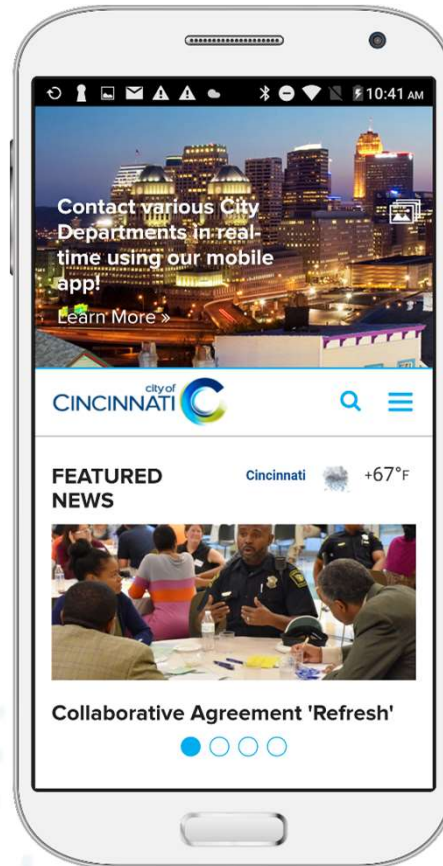- Shot spotter integration

Innovative Government

- Cameras monitor traffic & integrated with lights to improve flow based on real-time information.
- Increase knowledge of visitors and residents through data analytics
- Energy savings: Use LED Street lights that save 30 percent to 60 percent over existing light fixtures

Connect and Engage

SMART CINCY

Welcome to the
City of Cincinnati

Login with

f ✉

✓ Yes, please send me information about the latest events and offers.

✓ I confirm that I understand and agree to the Terms & Conditions and Privacy Policy

city of **CINCINNATI**

Contact various City Departments in real-time using our mobile app!
Learn More »

city of **CINCINNATI**

FEATURED NEWS   Cincinnati   +67°F

Collaborative Agreement 'Refresh'

● ○ ○ ○

SMART CINCY

Welcome back Jenna!
Enjoy free Wi-Fi on us

Building a better place to live, work, and visit.

✓ Yes, please send me information about the latest events and offers.

Login

Welcome Page
The user registers once via a form or social media – no password required

Landing Page
The user is redirected to a preselected URL (e.g. website or Facebook page)

Welcome Back Page
Return user login page with progressive profiling option

Problem...no way to connect

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- No one lists their drug of choice on their Facebook page

- No one answers our survey of interests that they like meth

- So...there is no way we can identify and engage drug users and their families in a traditional smart city solution

The birth of a possible solution
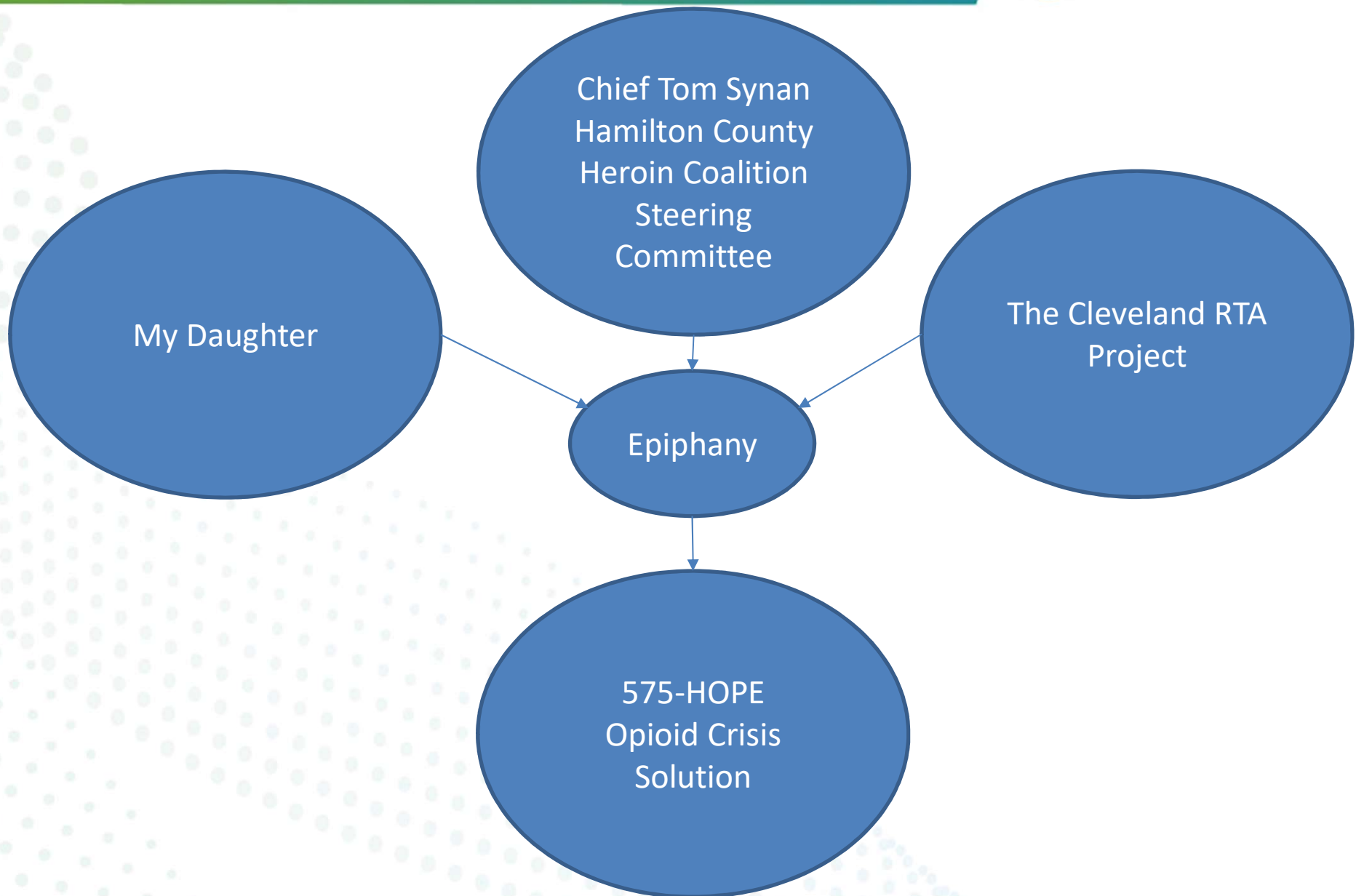
Why SMS Text Messaging

SMS text provides a low-tech, ubiquitous way to communicate and engage with people.

It is supported by any cell phone, users don't need a data plan or a strong signal to use it, and no application needs to be downloaded and installed on the phone. Conversations can be extended over a long time period, and it allows for a perceived level of anonymity that isn't available in any other form of communications.

Most importantly, studies show that most people are more likely to initiate a conversation by text than make a voice call, or visit a web site.

- 33% of American adults prefer texts text to phone calls, and to all other forms of communication.

- Text is the most used form of communication for American adults under 50.

- Texting is the most common cell phone activity.

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How the system will initially function
to address drug abuse needs:

Non-life threatening situations like needle exchange, rehabilitation and recovery services information, family counseling education and support, and many more can be efficiently and discretely addressed via a SMS text messaging based solution.

Supported is provided via a combination of artificial intelligence (AI) and through a partnership with a 24x7 addiction counseling services call center. Text messaging will go to the computer systems at the call center so that text conversations can be monitored, responded to, escalated, reported, and continued over time.

Behind the simple user experience is a sophisticated infrastructure that employs AI from IBM Watson to analyze peoples' intent, to automatically respond to messages, and to allow the support services call center personnel to handle messages not answered by the AI or to add additional information to that provided by AI when needed.

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How the AI system would function and learn:

The service is designed to support extendibility. For example, when conversation patterns for common topics are identified, automated conversation flows can be created within Watson. When Watson recognizes a topic, it can start the conversation with the user to begin collecting additional information, and then pass control of the conversation to the call center. Or, if the person is asking for information that Watson knows, Watson could handle the entire conversation without ever requiring support services to intervene.

Getting the word out...

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Drug problem? ….
Text to

575-HOPE

(513) 575-4673

For Help

Crisis Intervention
Information and Referral
Assessment
Placement
User Counseling

Family counseling
Family support groups
Intervention Services

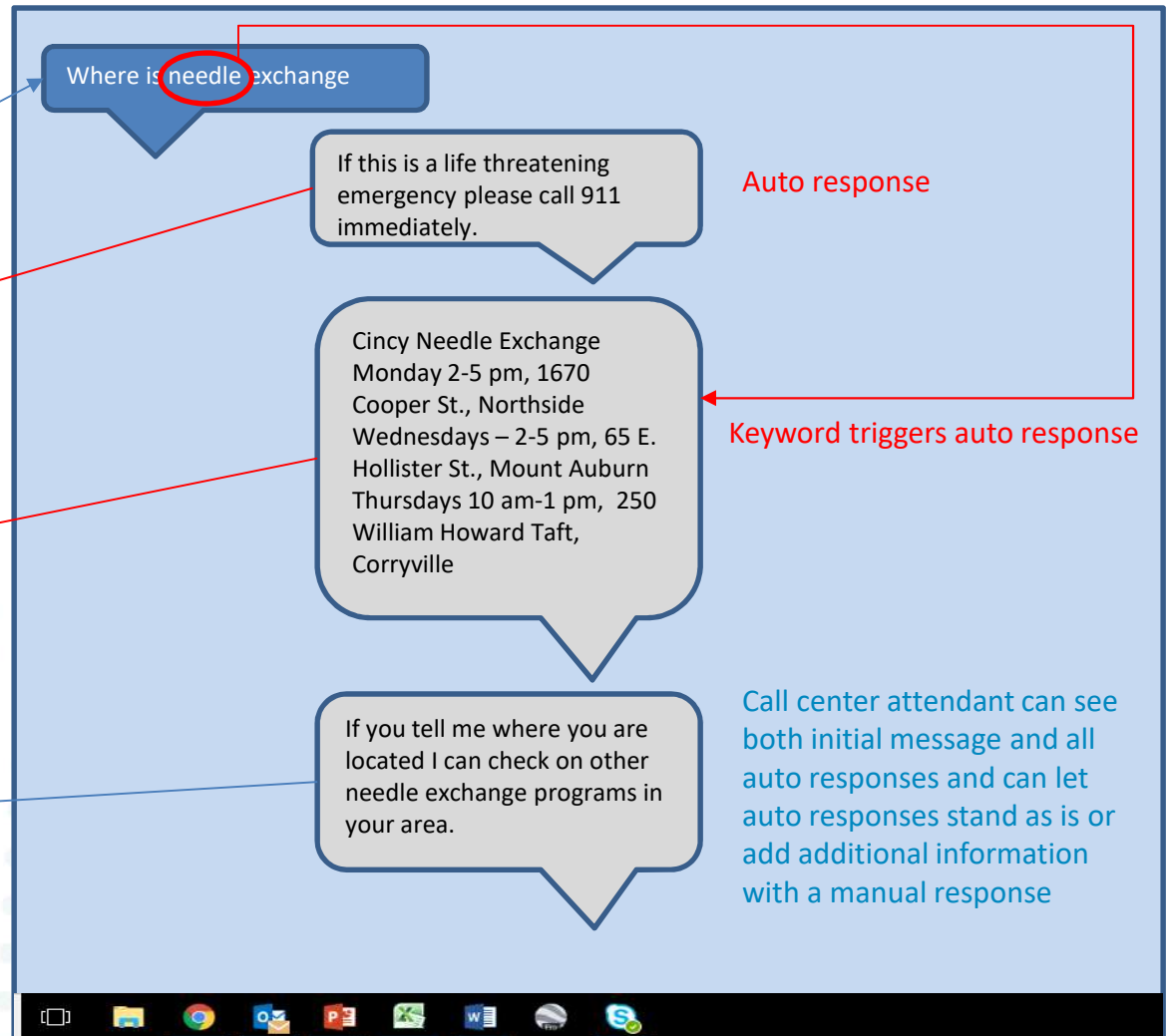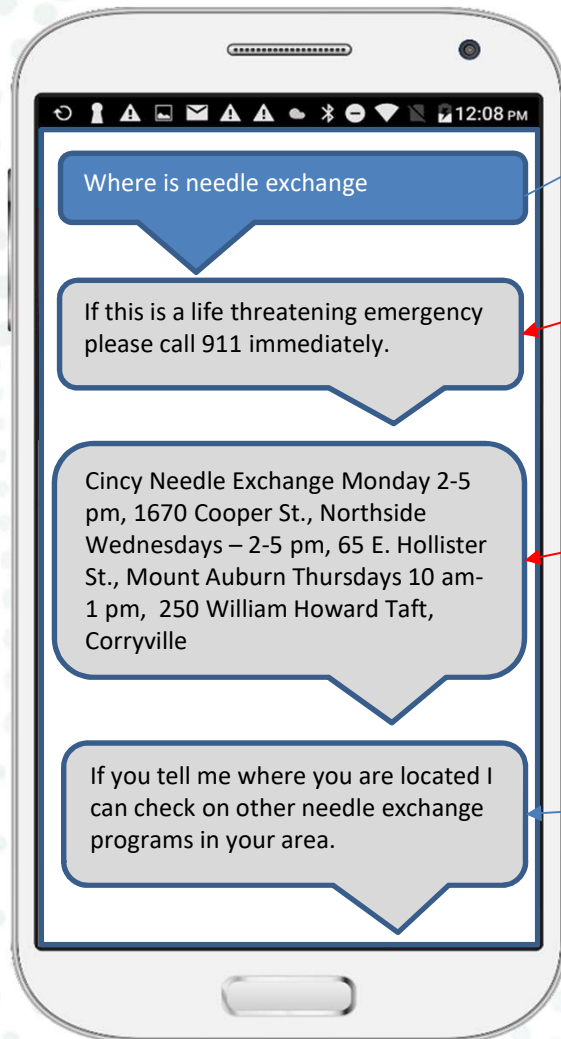**How do we get the word out so people will access and use the program:**

- Print "Info Business Cards" with the number and directions, these are inexpensive and can be easily distributed in volume to a large number of outlets such as needle exchange locations and mobile needle exchange vehicles, homeless shelters, soup kitchens, food pantries, sheriff/police/ fire/ems, churches, community groups, schools, hospitals, clinics, doctors' offices, and pharmacies.
- Signage in business's windows, benches, buses, and bus stops in high overdose areas.
- Television and print news media
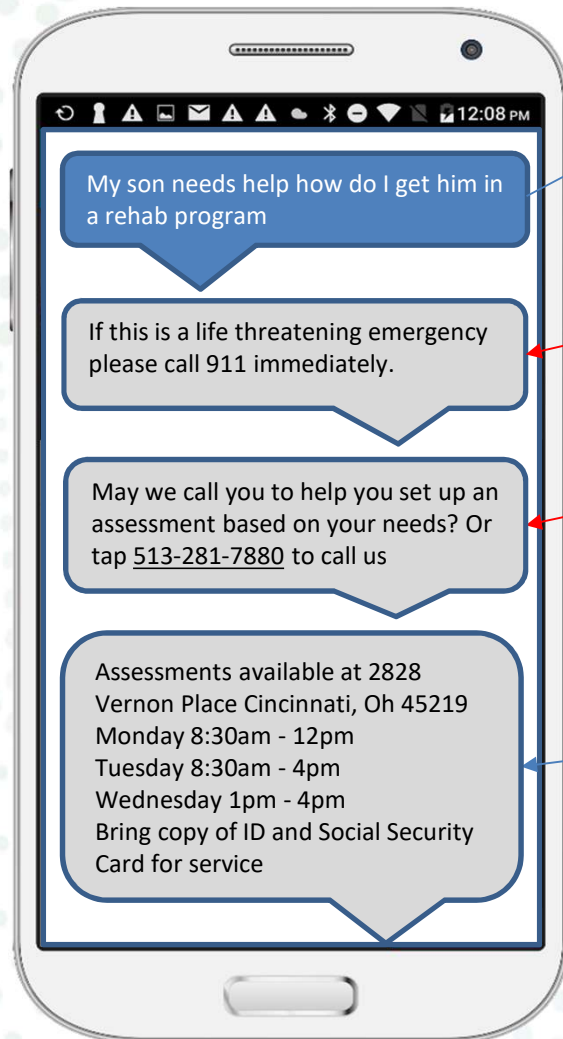- County Jobs and family services

Needle exchange example
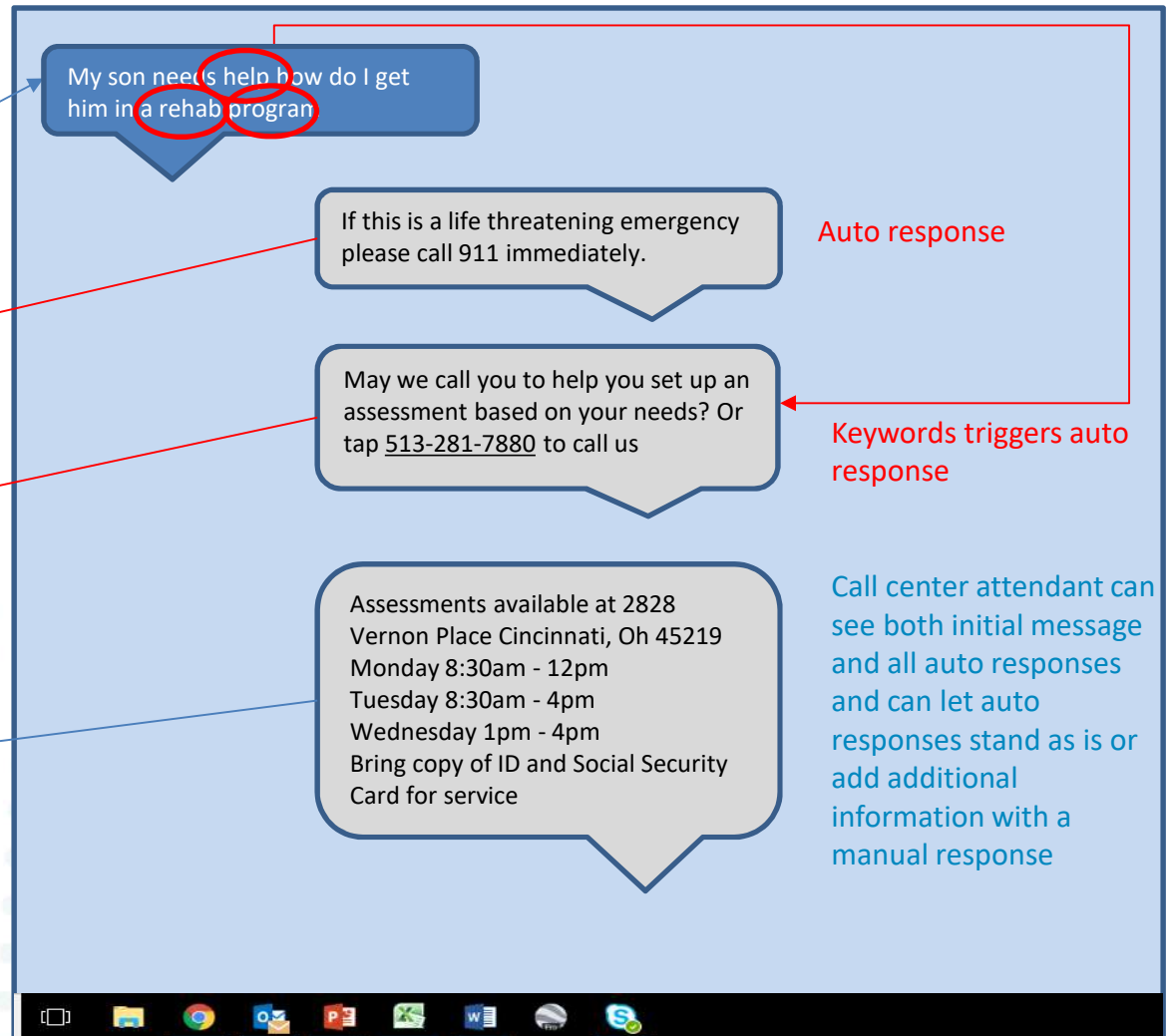
Education example

Drug User Phone

Call Center Computer Screen
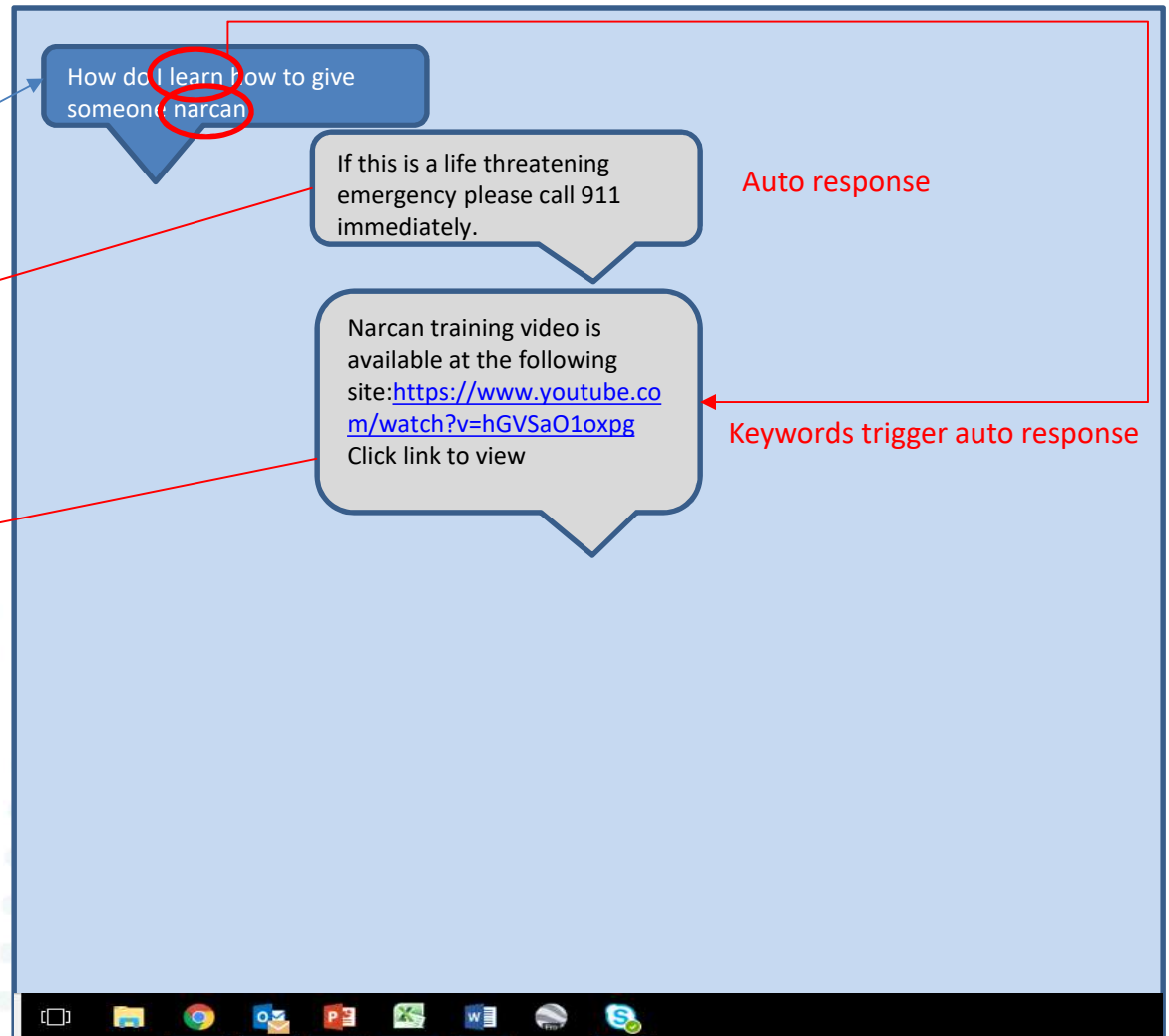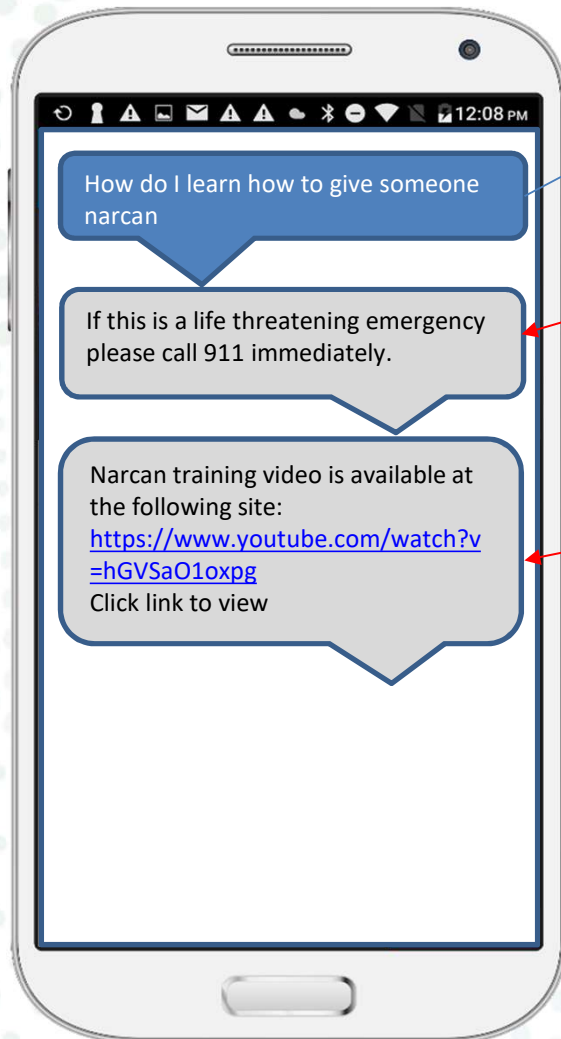
Growth & Accountability - Reporting

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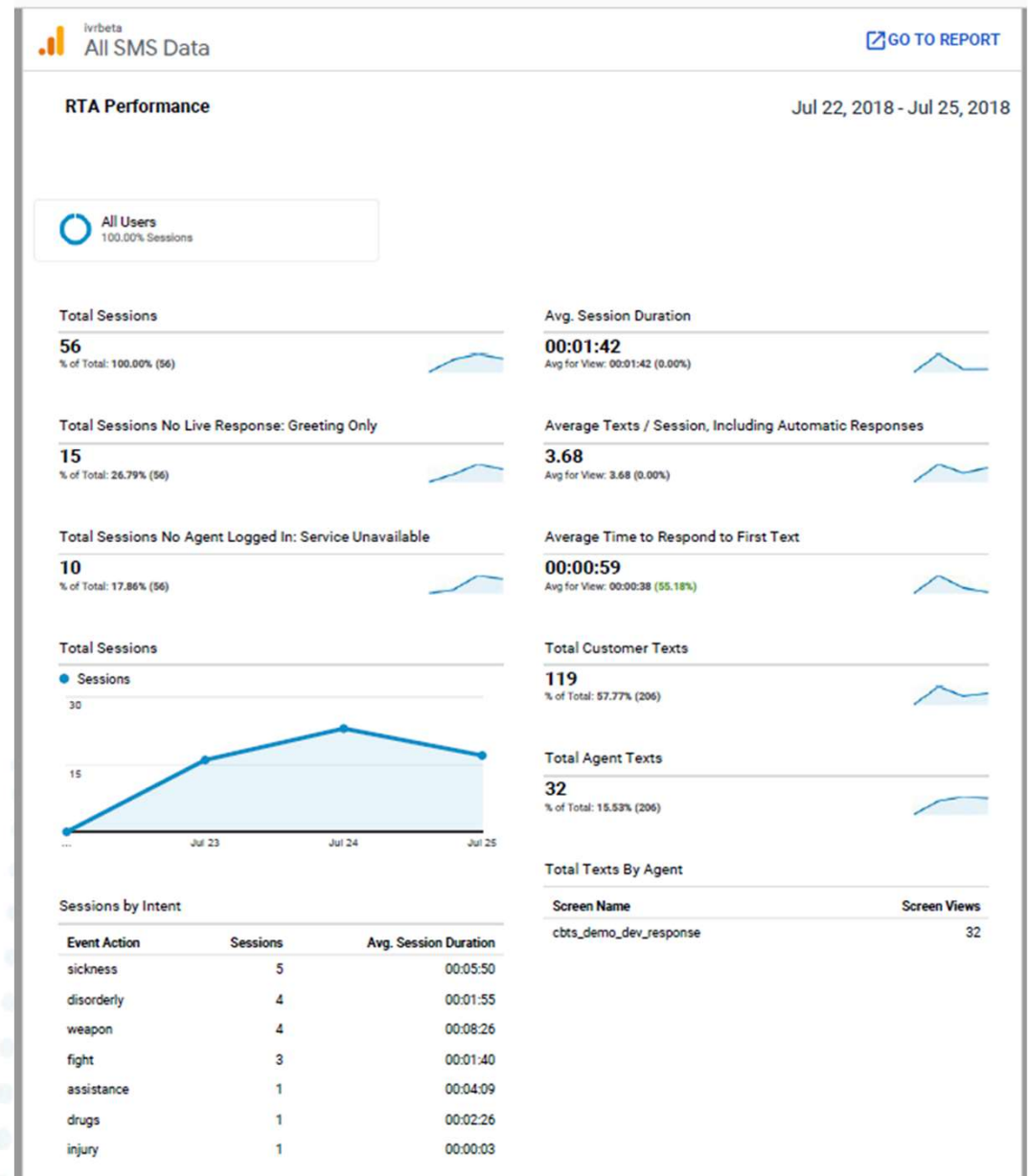
Though Google Analytics, the service provides the call center with real-time dashboards, and both the call center and funding sources with historical data about how, how often, and when the service is used.

The service is designed to support extendibility. These reports list text message intent and can be used to expand the Artificial Intelligence service to address interactions based on messages that are not currently being automatically responded to.

ivrbeta
All SMS Data

⬏ GO TO REPORT

RTA Performance

Jul 22, 2018 - Jul 25, 2018

All Users
100.00% Sessions

Total Sessions
56
% of Total: 100.00% (56)

Avg. Session Duration
00:01:42
Avg for View: 00:01:42 (0.00%)

Total Sessions No Live Response: Greeting Only
15
% of Total: 26.79% (56)

Average Texts / Session, Including Automatic Responses
3.68
Avg for View: 3.68 (0.00%)

Total Sessions No Agent Logged In: Service Unavailable
10
% of Total: 17.86% (56)

Average Time to Respond to First Text
00:00:59
Avg for View: 00:00:38 (55.18%)

Total Sessions
● Sessions
30

15

Total Customer Texts
119
% of Total: 57.77% (206)

Total Agent Texts
32
% of Total: 15.53% (206)

Total Texts By Agent

Screen Name	Screen Views
cbts_demo_dev_response	32

Sessions by Intent

Event Action	Sessions	Avg. Session Duration
sickness	5	00:05:50
disorderly	4	00:01:55
weapon	4	00:08:26
fight	3	00:01:40
assistance	1	00:04:09
drugs	1	00:02:26
injury	1	00:00:03

Fentanyl mixed with meth, cocaine causing spike in overdoses
The danger is not just heroin anymore by [Jake Ryle](#) 4:21 AM, Aug 5, 2018

CINCINNATI – There's a warning going out about **a new drug cocktail causing a spike in overdoses in Hamilton County.**

It's meth and cocaine laced with fentanyl, and it has **contributed to 36 emergency department visits for overdose victims over a three-day period**, according to. Newtown Police Chief Tom Synan.

"There's been a lot of talk about methamphetamine and cocaine coming up and it has," said Synan, head of the Hamilton County Heroin Coalition. "There's no doubt that's taken a chunk out of the overdoses we're seeing. They're different drugs." Synan remembers vividly when fentanyl and carfentanil first made their deadly introductions two years ago in combination with heroin.
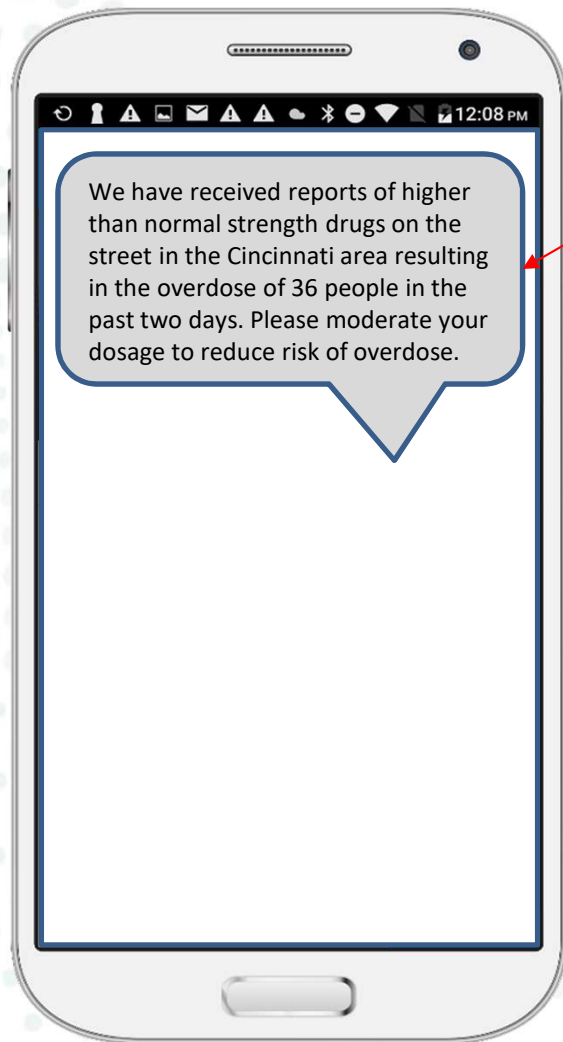
"When carfentanil hit the streets in 2016, I was getting reports from Cincinnati Police calling, texting me, saying something's going on," Synan said.

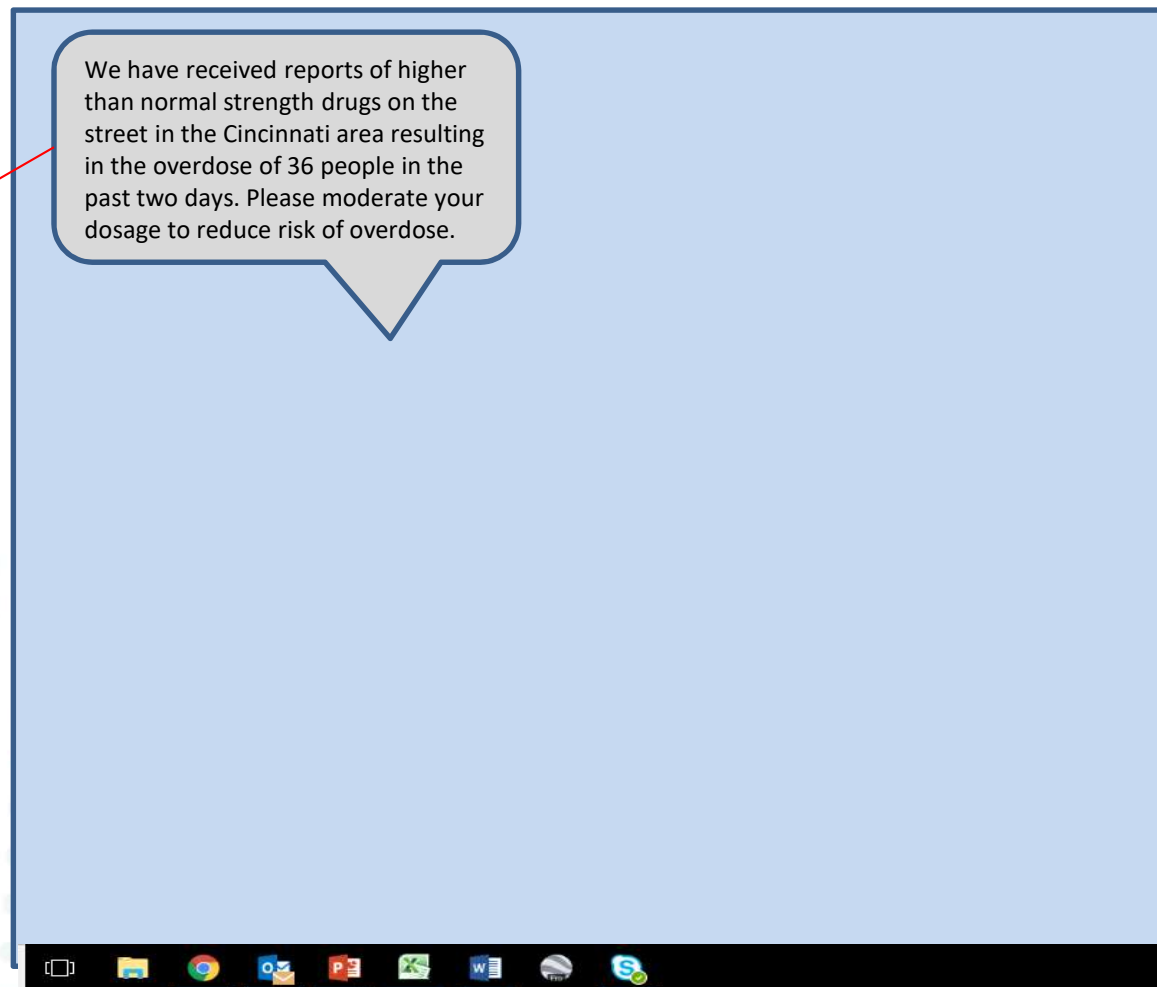**In one week, there were 200 overdoses and three deaths.**

Mass Notifications - Option

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All phones with previous interaction

We have received reports of higher than normal strength drugs on the street in the Cincinnati area resulting in the overdose of 36 people in the past two days. Please moderate your dosage to reduce risk of overdose.

Call Center Computer Screen, Logged In With Required Credentials

We have received reports of higher than normal strength drugs on the street in the Cincinnati area resulting in the overdose of 36 people in the past two days. Please moderate your dosage to reduce risk of overdose.

FindLocalTreatment.com - Option

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Drug User Phone

Call Center Computer Screen

Auto response

Keywords triggers auto responses, with API links directly to findlocaltreatment.com
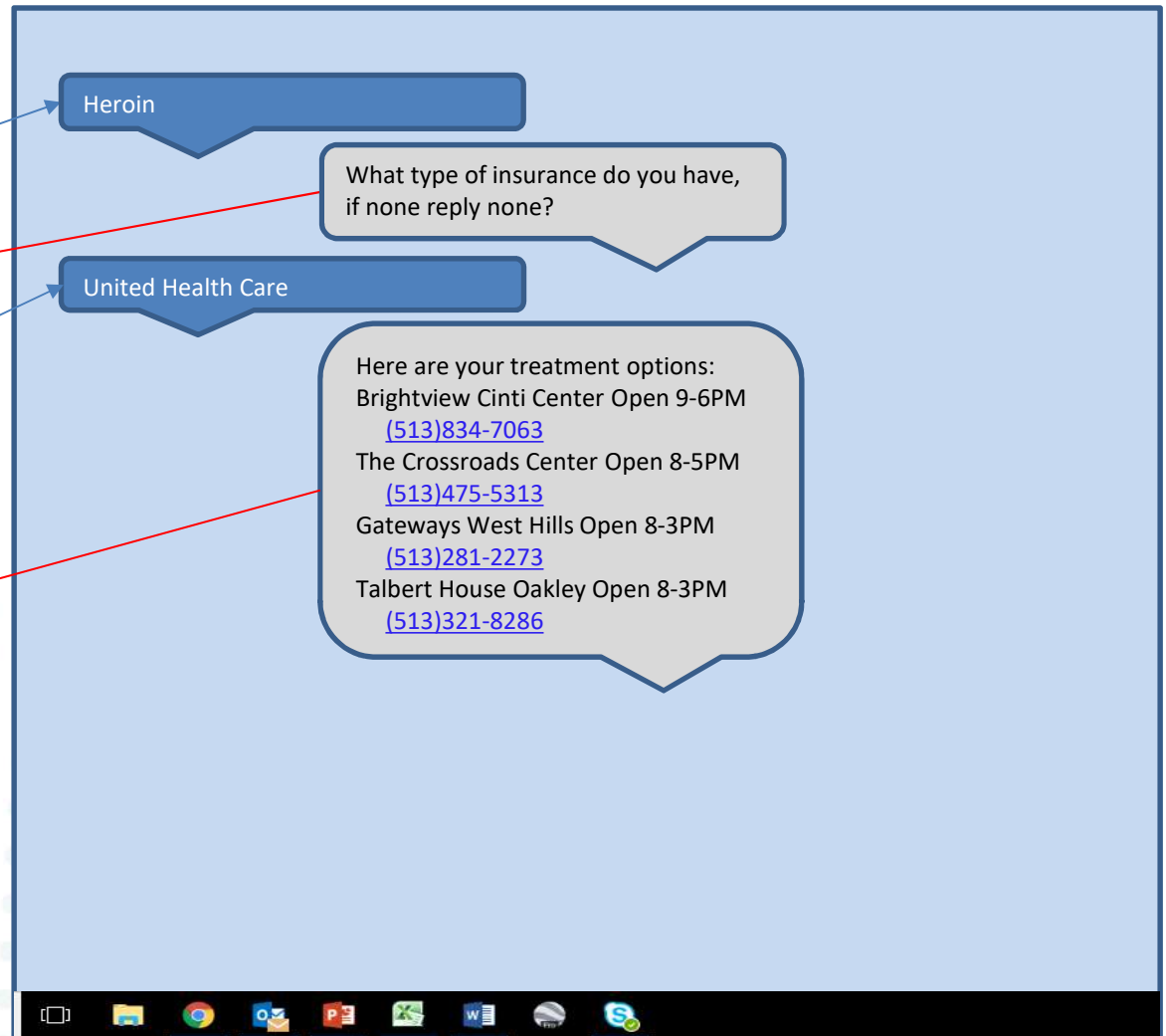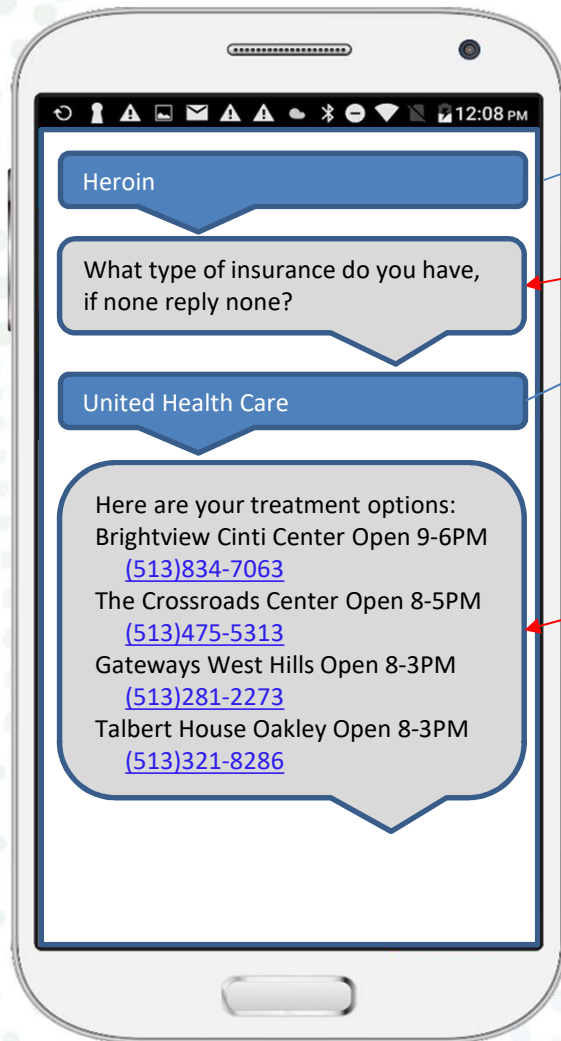
The Future – Program Follow Up

Person enrolled in out-patient
program or in-patient post discharge

Please click this link to take your daily survey: https://smartforms-cinbell.com/4234

#1

Your daily recovery survey

BEGIN

#2

Did you take your Revia or Vivitrol today?

Yes   No

#3

Did you talk to your counselor today?

Yes   No

The Future – Program Follow Up

#4 — Are you interacting with bad influences? [Yes] [No]

#5 — Do you feel like you are going to use today? [Yes] [No]

#6 — Thanks for taking your survey

Questions?