Preventive approach

1. Need

SWOT Analysis Report

Introduction

A Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis is a strategic planning tool to evaluate internal and external influences upon a common vision or specific goal.

SWOT analyses are a common method for a company or organization to assess its capacity to execute a plan or achieve an attainable goal. In the context of municipal planning the SWOT analysis evaluates the internal and external factors of a community (e.g.: quality of community services, external development pressures, internal attitudes toward commercial development, etc.) as they may pertain to the community values as reflected in the Vision Statement and Master Plan Goals as summarized below.

Presentation of the project

Disorder reigns in the city of gotham. The citizens complain about the batman fights and the police who leave the streets in bad shape. Garbage cans and waste are everywhere. In order to remedy this problem, the city council wishes to set up a project to renew and reorganize the waste collection system and by extension, repair the damage caused by Batman and the police in the city. Fearing that the change would be a failure, City Hall hired us to analyze and develop strategies to facilitate the implementation of the project.

Constitution of the project

The city council has found a solution to the recurrent problems of the city.

The project is characterized:

- The Time Manager application will be extended to enable planification/HR follow-up on working teams (instead of using excel sheets, or paper versions). This should result, if used properly, in a fairer schedule for those who work night shifts.

- The trucks will be equipped with GPS tracers, in order to be able to live-map their presence on the city map: thus, the managers can send the adequate team when there is an emergency.

- All the employees (office staff and field workers) will be equipped with an electronic device (tablet) so that they can report instantly their work/needs/requests to the Central. It should make reactions faster than driving back to SWAG warehouses every time they need something.

- Drones will be used to make surveillance in the various neighborhoods, in order to check up on the state of garbage collection and cleanness of the streets.

- The trash cans owned by the citizens will be changed: they will be smaller, but equipped with captors that will send a signal to SWAG when full. This should let SWAG offer a more customized service to citizens.

- An application will be set up to the public to report incidents and ask for sanitation services.

- A monthly reporting of the performance will be organized in order to check up on the various teams and be able to make up quickly for under-performing personnel

SWOT analysis

Gotham City Hall

SWOT Analysis

S W O T

Strengths

- Project of a large institution (City Hall)
- Great project that creates jobs
- The project brings a solution to 2 big problems: pollution and environmental protection
- Apk adapted to disabled people

Weakness

- The project proposes a lot of change and involves a lot of people
- If no investment is found
- if people are slow to report

Opportunities

- Citizens are aware so we can count on their reactivity
- create a partnership between the police and the city hall
- Support of the big institutions thanks to the strong points (creation of jobs, protection of the environment and fight against pollution) and creation of partnership

Threats

- The success of the project depends on 2 external parties (the police and the citizens): if they do not integrate the project well, the change will fail
- The more people involved, the more likely it is to fail
- Poor understanding between police and city hal
- Lack of involvement of residentsl

2.Identify

Stakeholder map :

3. Design

Here's the 7 points we want to change and implement to improve the city's cleanness and the SWAG team's reactivity and efficiency.

1. Improvement of Time Manager Application.

2. Equip SWAG's trucks with GPC tracers.

3. Equip each employee with an electronic/communication device.

4. Make drones patrol the city.

5. Reduce the volume of citizen's trash and equip it with sensors.

6. Create a public application for citizens's use.

7. Monthly reports on the performance of each cleaning crew.

Now we will see how these changes will be set up, the opposition they may create and how we will reassure them.

<u>How to :</u>

- About elements 1 and 6, we will ask a web development team to, first, improve the City Hall and SWAG's Time Manager Application to include teams management and take into account night shift which are often paid biased or not at all. Secondly, we will ask them to develop a public mobile application linked to SWAG's central to allow normal citizens to report on various incidents and degraded areas.

- Elements 2,4 and 5 will be handled by a technical team. We will ask them to equip each truck with a GPS tracer which will then be handled with a map of city. This map will report each location in real-time.

  Drones will also be developed by this team, and like SWAG's trucks, will also be equipped with a GPS tracker spotted on the earlier map. We will equip these drones with scanners which will report on the state of their scanned area and, consequently, we will know if these areas require a deployment from a swag team.

  In the same idea, each citizen's trash can will be equipped with a sensor that will indicate if said trash can need to be emptied. We will also reduce theirs general volume.

- About element 2, each employee, whether it be from City Hall or SWAG, will be equipped with a communication device, like a tablet, which will be linked to either Central.

- Element 7 will roughly be a meeting between all teams and each Centrals to report on their monthly activities.

Possibles oppositions and fears :

- Use of GPS trackers, sensors and various means of monitoring may annoy employees and citizens alike. They may think they are monitoring themselves.
- possible rogue utilisation of mobile application.
- may question the utility of these monthly reports.

Response :

- assure employees that the only use of GPS trackers will be concerning the redirection of closer teams on areas needed.
- assure citizens that the only means of monitoring those drones will be equipped are scanners and GPS tracker. Scanner will allow the report in real-time on the actual state of the street.

4. Coach