

Groundcrew for Workforce and Community Coordination

Groundcrew coordinates workforces and communities in real time, combining maps and text messaging. You see people at-a-glance on a map and coordinate their actions, address problems, run events, ask and answer questions, etc. Groundcrew lets you accomplish more in the field, simplify logistics, and keep your workers and community members engaged by staying in touch and encouraging them via text message and mobile technology.

Key Features

See workers on a map, and send assignments in real time to individuals or groups

Cross connect workforces to increase your pool of data and resources

Organize workers and community members by skills, interests, and availability

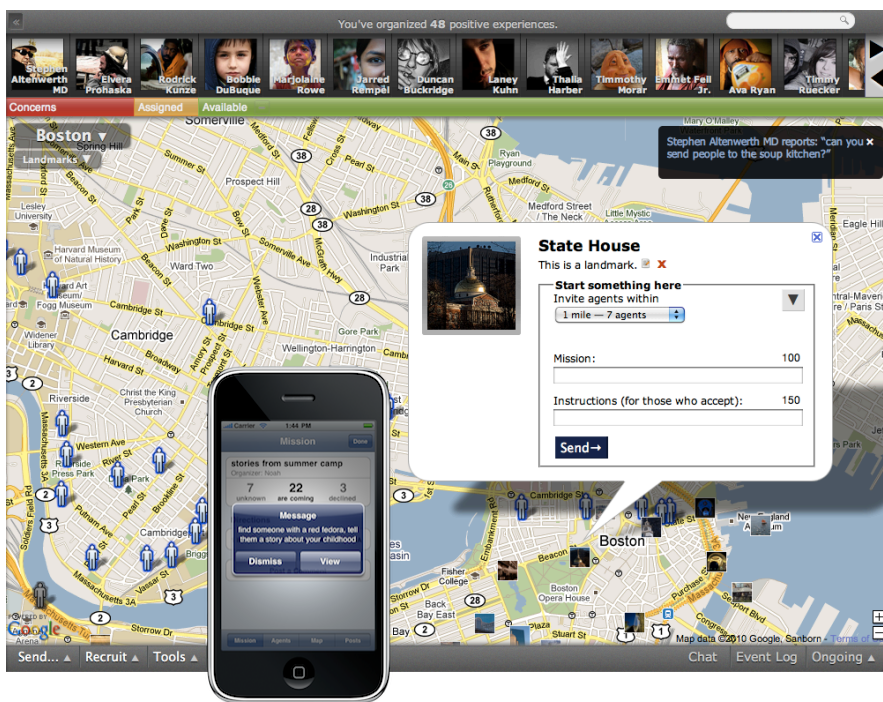
Guide organizers with recipes and instructions for running activities and events

Dispatch workers rapidly around actual needs and timely issues by asking questions and creating events

Automatically notify and coordinate volunteers via mobile phones, according to their preferences, roles, skills, and availability

Geolocation and messaging from any phone using cell towers, smartphone GPS, J2ME, and SMS geocoding

Integrates easily with existing contact databases, and can be synced with organizing partners



Screenshot of Groundcrew's map-based web application and iPhone client.

Also works over SMS and on other smart phones (Android, Blackberry, etc).

Variety of Uses for Community Coordination

Cross-org workforce pools

Many businesses or community-based organizations have only a small workforce of their own and depend on aggregating helpers from other workforces or volunteer pools. With Groundcrew, it's a one-click operation for an organization to share their worker pool, including real-time tracking data, with another organization on the system.

Many organizations, whether they are managing a small group of field workers or mobilizing political supporters around the country, can quickly build their workforce pool and personnel data source from many local chapters or subgroups.

Government / large organization overview

When local teams use Groundcrew to coordinate, it's easy to monitor their progress and position at state, national, and international levels within the same organization.

Because we offer so much value even at the local level, this isn't a burden: we offer our technology to local units and then demonstrate what's possible to the decision makers once it is in use.

Measure results locally and across the network

Groundcrew aggregates data about involvement, roles, activities, skills, and organizers. Our point system identifies emerging leaders: successful organizers and agents engaging in a variety of projects. For each agent, we know what they have responded to and how much they have engaged. For events, we know which assignments were confusing or problematic. For projects, we know exactly how well an organizer is affecting the community, and how the community feels about his/her projects.

This gives a network of local projects a totally new level of analytical and assessment potential, from measuring social capital formation in communities to identifying patterns in social networks.

Increase the impact of your network, and of each local project

Give emerging leaders access to workers from other local projects and connect them with remote mentors. Leaders can learn how to have an impact by surveying agent availability, project locations, submitted ideas, and activity recipes.

The tools we provide for organizing, ranging from real-time dispatch to an editable library of one-click group actions, help emerging leaders become professional and strengthen their management capabilities.

Small, mixed teams on the ground

Many network-level users, like the World Bank and the Dept. of Homeland Security, build their workforce out of mixed teams involving local contacts with a temporary affiliation, including aid workers, firefighters, teachers, volunteers, etc.

The fact that we can sign someone up for a limited time and use in under a minute, featuring full messaging and location and using only a mobile phone number and/or twitter account, appeals to them.

Deployments active in:

San Jose, San Francisco, Boston, New York, Pakistan.

System Requirements:

Hosted service works with any modern web browser, and a variety of mobile clients.

Licensing:

Cost scales based on number of people coordinated.

Relationships with:

World Bank, US State Dept., FEMA, Sunlight Foundation, LA Bucket Brigade, Audubon Society, USAID, Google Geo, MIT, Knight Foundation.

Contact

Joe Edelman
CEO, Groundcrew

413-250-8007
joe@citizenlogistics.com

How Organizations Use Groundcrew

Eldercare Organizations are dispatching neighbors and registered nurses to respond to the needs of elderly people under their care.

Political Campaigns use Groundcrew to organize supporters, sending them out to canvass, attend meetings, and hold signs.

Field Service Organizations are monitoring their workload more efficiently, easily rerouting available workers to customers who need assistance.

Aid NGOs use Groundcrew to track and communicate with workers on the ground, receive useful realtime information about a disaster, and respond to immediate needs quickly and efficiently.