



Tallahassee, FL

Population: 180,000 • Launch: April 2013 • App: DigiTally

THE CHALLENGE

Market the DigiTally app as a user-friendly service to the residents of Tallahassee, and engage them in their local government's efforts to create an efficient mobile 311 system.



ENGAGING THE COMMUNITY

The city made pre-launch presentations to the Greater Tallahassee Chamber of Commerce to create interest among local businesses, and held a Lunch & Learn event for the Neighborhood Leadership Academy.



INTERACTIVE PRESS CONFERENCE

Tallahassee held its first-ever interactive press conference on launch day, inviting media to download DigiTally on the spot and walk through mock issues set up outside City Hall.



850 downloads
in the first week



87 service requests
in one week

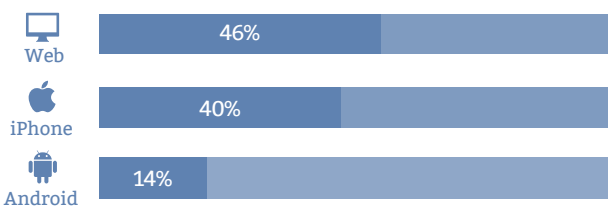


429 downloads
on launch day



52% of requests
were closed in week one

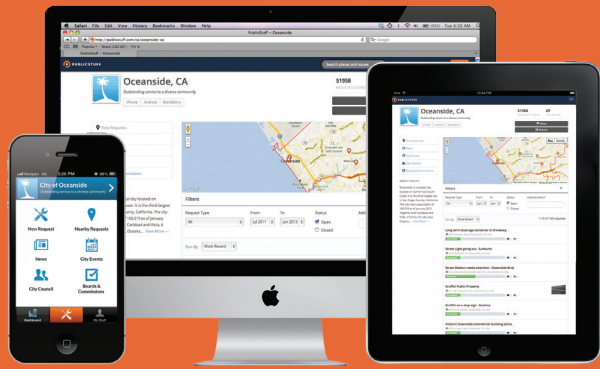
USAGE PER DEVICE



GOING BEYOND SERVICE REQUESTS: ENGAGING CIVIC APPS

Interactive apps within DigiTally direct residents to trash pickup days, park locator, a local event calendar, utility bill pay, and even pet adoption.

"Easy-to-use, all-in-one source of all kinds of information, and ways to report things. Thank you!" —Google Play Reviewer



Oceanside, CA

Population: 169,569 • Launch: May 2011 • App: Oceanside PublicStuff

THE CHALLENGE

Find an affordable CRM to enter requests from citizens that also acts as an internal request system for staff Information Systems needs.



OCEANSIDE CALL CENTER

Prior to using PublicStuff, requests were logged into multiple systems from both citizens and staff. Calls for service requests were answered throughout the city by individual departments. A Call Center was established to consolidate function while experiencing staff reductions.



WHY PUBLICSTUFF?

PublicStuff allowed the City to implement a centralized request system, while also providing access for citizens to submit and track their own requests. As a result, the call center will be expanding from 3 agents to 4 to accommodate call volume



53,000
service requests



45,000
total comments



1,600
requests via app
or mobile



43,400
requests via call
center

USAGE PER DEVICE

Call Center

91%

App/Web

9%

TOP FIVE SERVICE REQUEST TYPES



graffiti public
property



watering
violations



building
maintenance

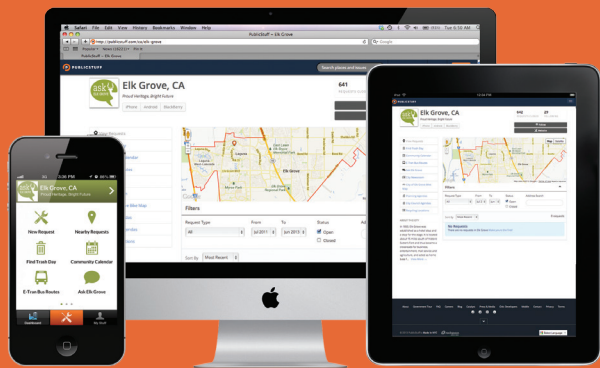


utility
billing



broken street
lights

"Job well done city of Oceanside! Speedy attention to addressing the graffiti. Many thanks." —Google Play Reviewer



Elk Grove, CA

Population: 154,908 • Launch: December 2011 • App: Ask Elk Grove

THE CHALLENGE

Provide 24 hour access to City Hall by implementing a user-friendly, mobile app that allows city engagement with citizens outside of regular City Hall hours.



ELK GROVE 311: ASK ELK GROVE

The city of Elk Grove has a 311 call center that is staffed with City Liasons who know how to provide citizens with the information they need. The city also has an online submission form that directs to their customer service team. Residents can also visit City Hall directly.



WHY PUBLICSTUFF?

PublicStuff fills the gap. The app gives citizens 24/7 access to submit requests via their smart phone at any time of day or night, on weekends or holidays. Additionally, the widgets allow the City to keep information fresh and update the system with new content in a flash.

TOP THREE SERVICE REQUEST TYPES



street lights



graffiti



code enforcement



798 comments
submitted



610 service requests
from 10/11–5/13

USAGE PER DEVICE



iPhone

80%



Android

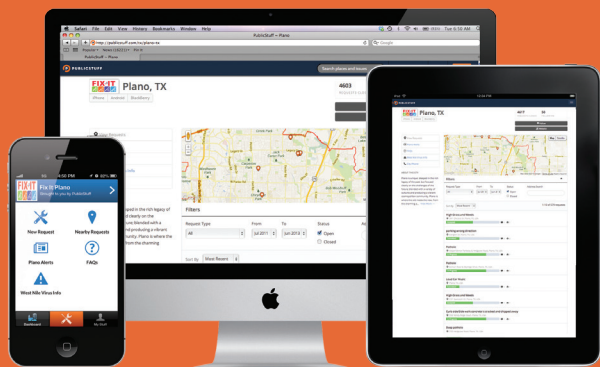
20%



GOING BEYOND SERVICE REQUESTS: ENGAGING CIVIC APPS

In Winter 2012/13, the City of Elk Grove debuted an outdoor ice skating rink. To help spread the word, the City added an “Old Towne Skating Rink” widget to their PublicStuff app. Elk Grove has created additional custom widgets that help keep the community informed.

“You really take care of the issues. Thanks for helping, I hope others use the site because it really works.” —Google Play Reviewer



Plano, TX

Population: 270,000 • Launch: July 2011 • App: FixItPlano

THE CHALLENGE

Implementing a user-friendly service request system that allows both citizens and their local government to combat Plano's drought issue.



CONSERVING WATER IN PLANO

In addition to the drought experienced between June 2012–May 2013, the City of Plano has an added complication to managing water resources: zebra mussels. This invasive species disrupts water supplies by clogging pipelines out of lakes and other city water sources. In an effort to curtail the spread of zebra mussels, Lake Texoma, which provides up to 28% of the water supply for the city, is inaccessible to city's residents until a new pipeline is completed. On June 1st, 2013, the city moved to Stage 3 water restrictions (once weekly lawn watering).



WHY PUBLICSTUFF?

The PublicStuff mobile app and web service allows citizens to report sightings of watering violations and water leaks in the city immediately, with the option to remain anonymous.



810
watering violations



193
water leaks



59% of watering violations and leaks
were reported privately or anonymously

USAGE PER DEVICE



Web

70%



App

30%



USER REPORTING BANDS

FixItPlano users have shown a continued interest in preventing the city drought problem by submitting regular service requests. Three residents reported more than 30 watering violations each, with one resident sending in 88 separate reports!