

# 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?

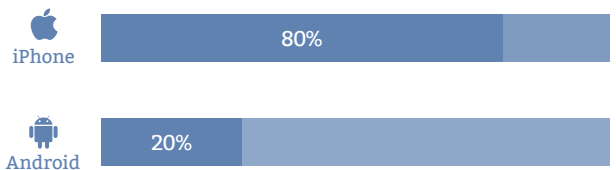
PublicStuff fills the gap. The app gives citizens 24/7 access to submit requests via their smart phone at any time of day or night, on weekends or holidays. Additionally, the widgets allow the City to keep information fresh and update the system with new content in a flash.

### TOP THREE SERVICE REQUEST TYPES

 street lights  
  graffiti  
  code enforcement

 798 comments submitted  
  610 service requests from 10/11-5/13

### USAGE PER DEVICE



### 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*