



# 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

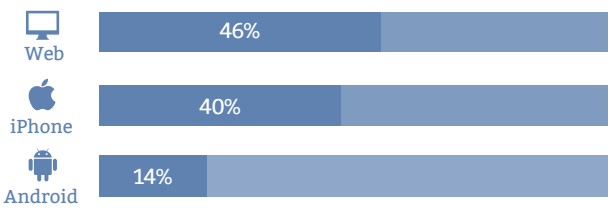


429 downloads on launch day



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