



Florida League of Cities

Center for Municipal Research & Innovation

MiniSurvey Series – Digital Technologies

The Center for Municipal Research & Innovation conducted a survey of the 412 municipalities in Florida regarding their use of digital technologies to communicate with their citizens. The survey was conducted electronically from October 25 - November 12, 2017 with a response rate of 36% or 147 cities.

Key Take-Aways

Of municipalities who responded:

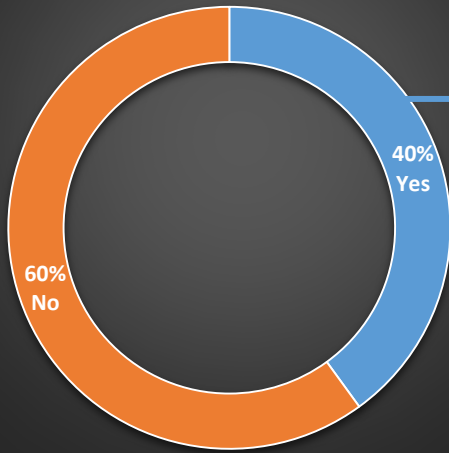
- **82% of the cities that responded have a website**
 - Of the cities who utilize web analytics to track the number web visits, nearly 50% received more than 10,000 visits per month during the last year.
 - The average number of web visits per month was just over 27,000.
- **40% of cities utilize a text notification system to communicate with citizens.**
 - Of those cities that have a text notification system, the most common notifications sent are emergency notifications (92%), event notifications (59%) and meeting notices (39%).
- **20% of cities utilize a mobile app to communicate with citizens.**
 - Of those cities that have a mobile app, the most common notifications sent are emergency notifications (80%), event notifications (67%) and meeting notices (40%).
- **71% of cities utilize at least one social media platform to communicate with citizens.**
 - Of those cities that have a social media platform, the most frequently used are Facebook (70%) and Twitter (40%).
 - Of those cities that have a social media platform, the most common notifications sent are event notifications (87%), emergency notifications (83%) and meeting notices (63%).

Pages 2-3 of this report contain additional graphs of the data collected. Contact Research Analyst Liane Schrader at lschrader@flcities.com for the survey questions or additional information.

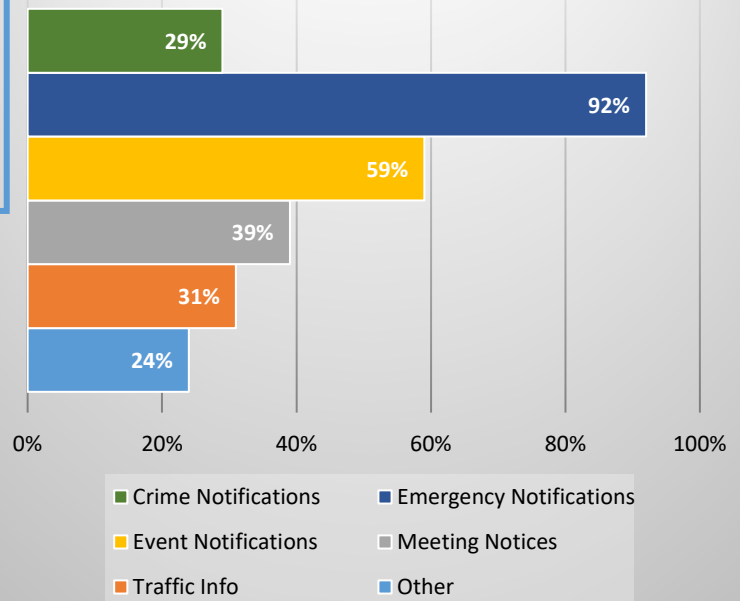
The FLC Center for Municipal Research & Innovation is the primary source of local government research and resources at the Florida League of Cities. The Center serves as a link between Florida's public policy researchers and municipal governments, bridging the gap between academics and public policy makers and administrators. More information on the Center can be found at [www.floridaleagueofcities.com/Research Material.aspx](http://www.floridaleagueofcities.com/Research%20Material.aspx).

**Surveys are completed by members of each individual municipality and the FLC staff does not verify or cross-reference responses with other sources.*

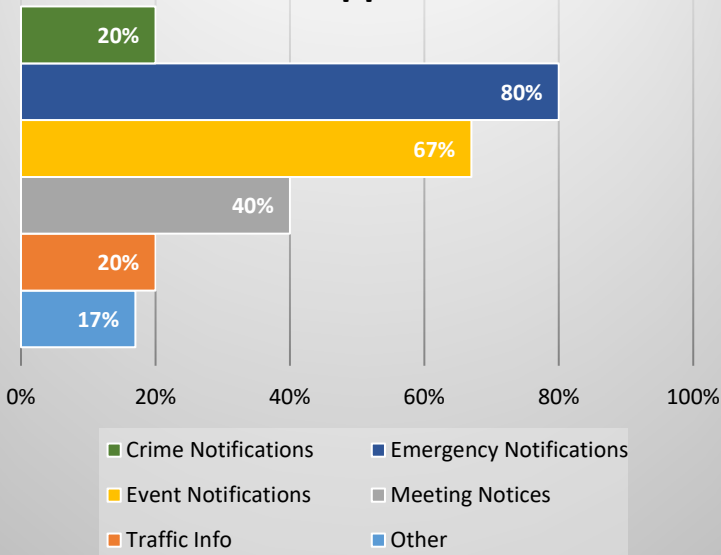
Does your city have a text notification program for your citizens?



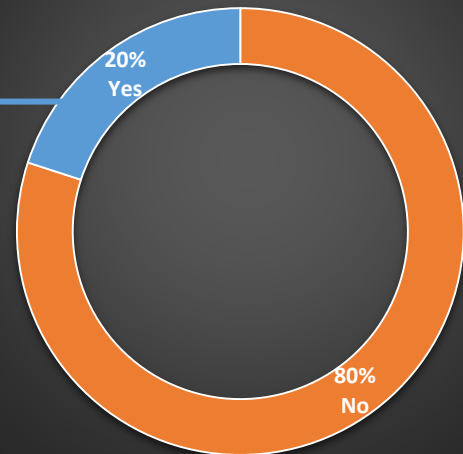
What types of text notifications does your city send out?



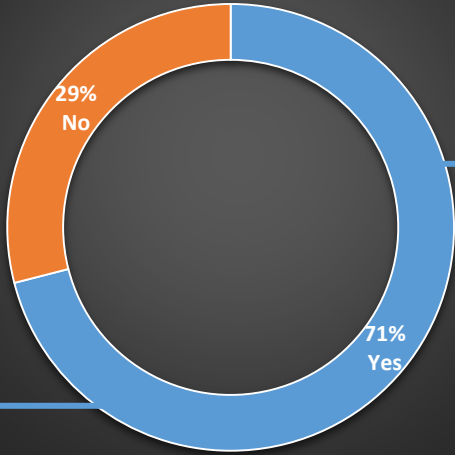
What types of notifications does your city send via the mobile app?



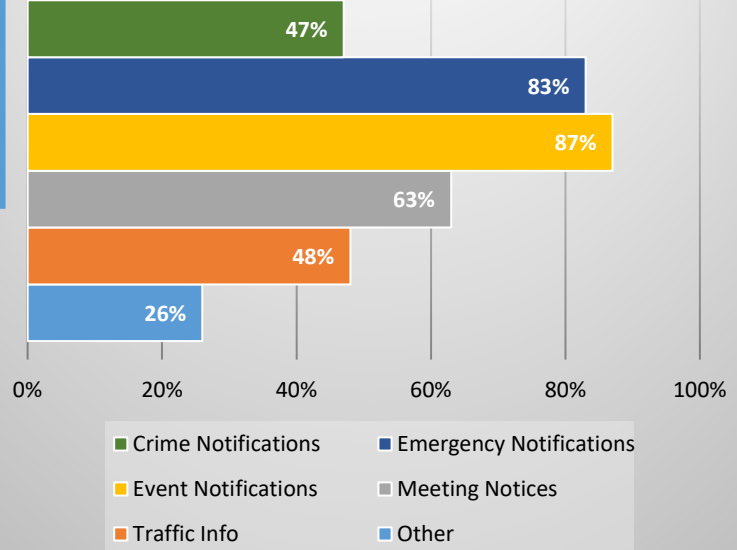
Does your city have a mobile app for your citizens?



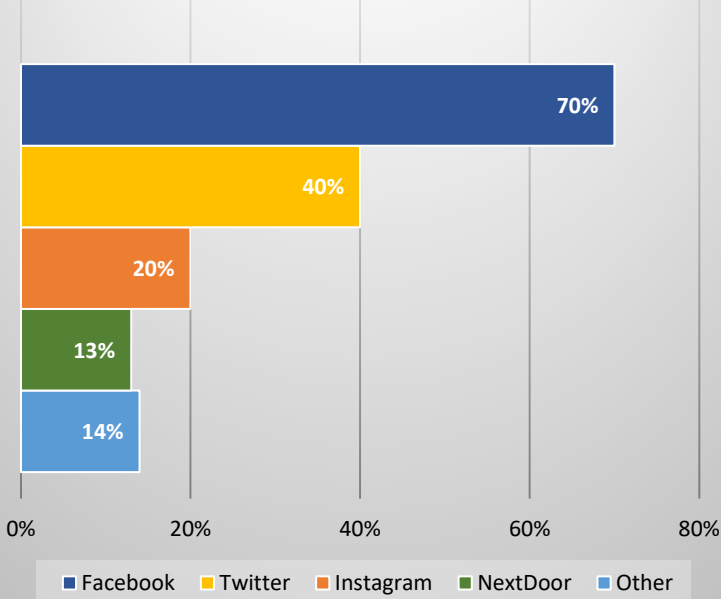
Does your city use any social media platforms to communicate with citizens?



What types of notifications does your city send via social media platforms?



What social media platforms does your city use?



During the last 12 months, what is the average number of monthly web visits to your city website?

