



## Florida League of Cities

# Center for Municipal Research & Innovation

## MiniSurvey Series – Municipal Mobile App Usage

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The Center for Municipal Research & Innovation conducted a survey of the 411 municipalities in Florida to determine the usage of mobile apps by cities for government service delivery. The survey was conducted electronically from August 4 – August 28, 2015 with a response rate of 56% or 231 cities.

### Key Take-Aways

Of municipalities who responded:

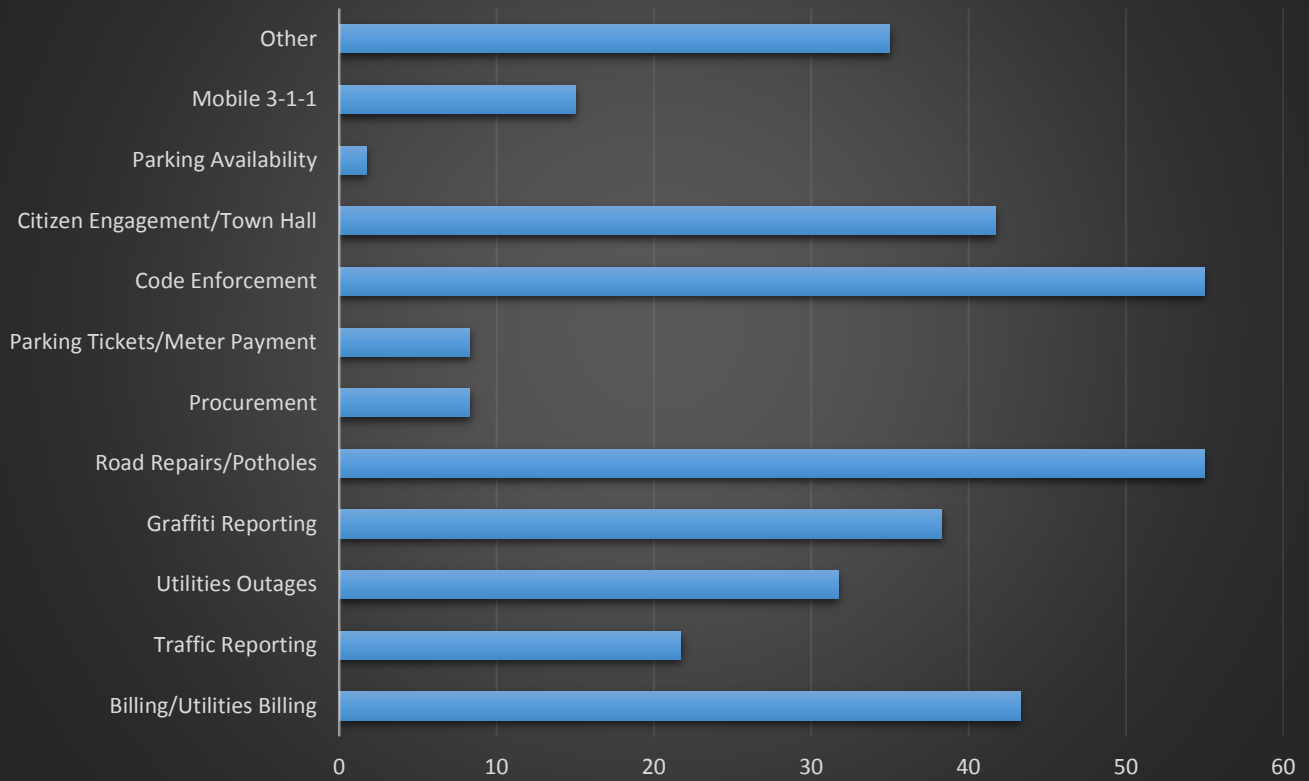
- **26% of cities use online mobile apps for service delivery.**
  - More than 50% of these cities utilize apps for code enforcement and road repair reporting.
  - The next most frequently used mobile apps are for billing/utilities billing, citizen engagement/town hall, graffiti reporting and utilities outages.
  - Other mobile apps offered beyond the survey options included events calendars, general citizen concerns, public records and budget documents.
  
- **74% of cities do not use online mobile apps for service delivery**
  - The top mobile apps desired were billing/utilities billing, citizen engagement/town hall, utilities outages and code enforcement reporting, respectively.

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

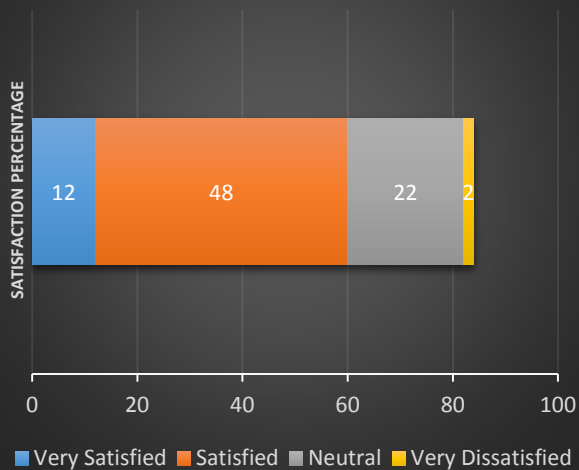
The FLC Center for Municipal Research & Innovation is the central source of local government research and resources at the Florida League of Cities. The Center serves as a link between Florida's public policy researchers and municipal governments, bridging the gap between academics and public policy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

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

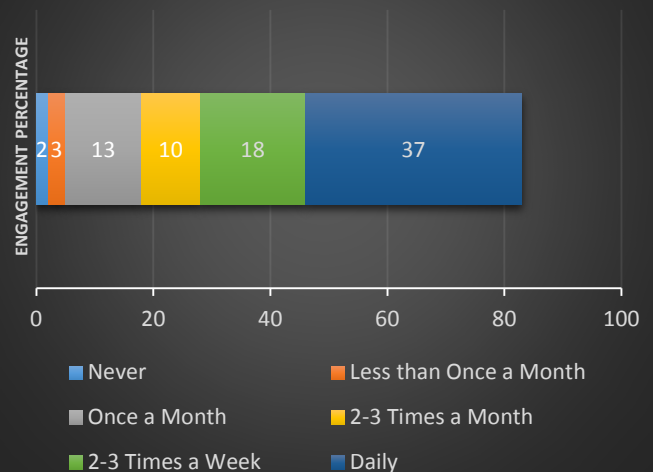
## Of Cities Using Mobile Apps - Percentage of Specific Types of Online Apps for Municipal Service Delivery



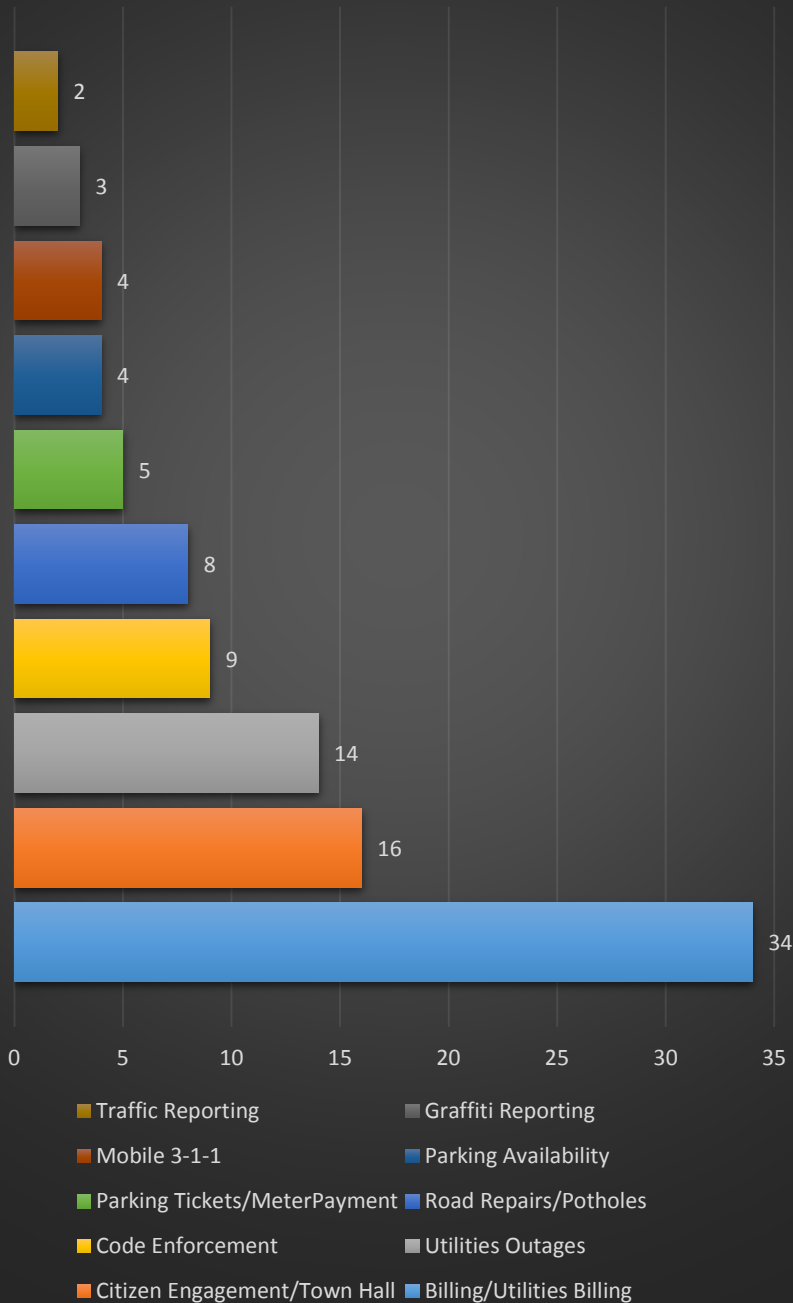
## City Staff Satisfaction with These Mobile Apps



## Citizen Engagement with Their City's Mobile Apps



## Percent of Cities Without a Mobile App Who Ranked a Particular Service as Their Top Choice



### For Cities Without a Mobile App...

If cost and staff time were not a barrier, which service delivery app would your municipality be most interested in providing your citizens?

1. Utilities Outages
2. Code Enforcement
3. Road Repairs/Potholes
4. Citizen Engagement/Town Hall
5. Billing/Utilities Billing
6. Traffic Reporting
7. Graffiti Reporting
8. Procurement
9. Parking Tickets/Meter Payment
10. Parking Availability
11. Mobile 3-1-1

\*represents overall total rankings