



MEMORANDUM

TO: Austin Mayor and City Council
FROM: Bill Starks, PMP, Business Systems Analyst
DATE: September 9, 2014
SUBJECT: Austin 3-1-1 Smart Phone Application Statistics

Overview:

The Austin 3-1-1 Smart Phone Application and related Open 311 portal were opened to public use at the end of July. In a meeting with the Council Emerging Technology & Telecommunications Committee the City of Austin's Chief Information Officer Stephen Elkins forwarded a request to Austin Energy management to provide initial metrics for system usage and related information.

Metrics:

Application downloads: 2,273

Apple iTunes store: 1,520

Google Play store: 753

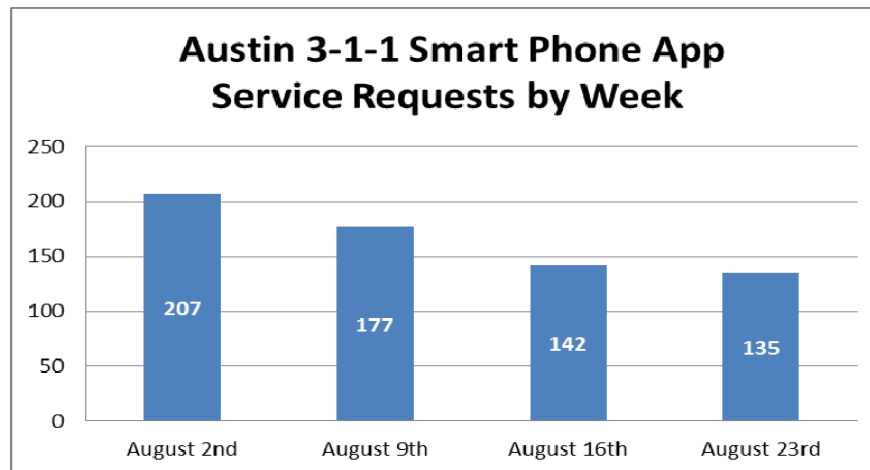
The 2:1 ratio in downloads between the two systems available mirrors similar results in other recent 311 phone app deployments.

Through Week Of:	Austin 3-1-1 Smart Phone App Downloads	Total Downloads to Date
August 2nd	1,544	1,544
August 9th	394	1,938
August 16th	142	2,080
August 23rd	81	2,161
August 24 - 27	112	2,273

Service Requests Metrics:

Data has been collected during the soft launch and the public launch. The use of the application has been steady, with an expected levelling of use after the initial debut to the public.

Data collection completed on August 27th with a total of 714 service requests being submitted via the application portal, smart phone app and associated web app. An initial analysis of data shows the new application is generating approximately 1% of the total amount of service requests received by Austin 3-1-1.



A total of 13 service request types are currently available on the application. The “Other” service request type is receiving the largest overall amount of requests. The requests in this category are being reviewed for trends. Then actionable requests may be added to the platform in the future, along with refinements to existing request types.

Service Request Details:

Service Request Type	Service Request Count
Other	301
Water Waste Report	73
Graffiti Removal	65
Pothole Repair	65
Street Light Issue	46
Loud Music	34
Sidewalk Repair	33
Park Grounds Maintenance	37
Dead Animal Collection	21
Sign - New	22
Street Sweeping	10
Community Engagement Feedback	5
Found Dog (Confined) Pick Up	2
Total	714

Initial analysis of the “Other” Service Request Type and actions taken with these requests:

"Other" Service Request (SR) Outcome	SR Count
Code Compliance SR	54
Referred to APD	46
Traffic Signal – Maintenance SR	14
Obstruction in ROW SR	13
Tree Issue ROW/Maintenance (PARD)	12
Referred to AWU	8
Referred to TxDot	8
Referred to Other External Agency	7
Road Markings/Striping Maintenance SR	7
Traffic Sign Maintenance SR	6
Other departmental service requests	60
Miscellaneous Requests, Comments, Referrals	66
Total	301

We will continue to monitor the analytics and make improvements to it to continue to ensure the public is getting a user friendly application.

CC: Marc Ott, City Manager
Anthony Snipes, Assistant City Manager
Sue Edwards, Assistant City Manager
Robert Goode, Assistant City Manager
Bert Lumbreras, Assistant City Manager
Michael McDonald, Assistant City Manager
Rey Arrellano, Assistant City Manager
Stephen Elkins, Chief Information Officer
Jawana Gutierrez, Austin Energy Vice President