

# Update on the “Report an Issue” Website Feature and City Mobile App Research



# Background

# Half Year Mark vs One Year Mark Data

## Half Year Mark - Data

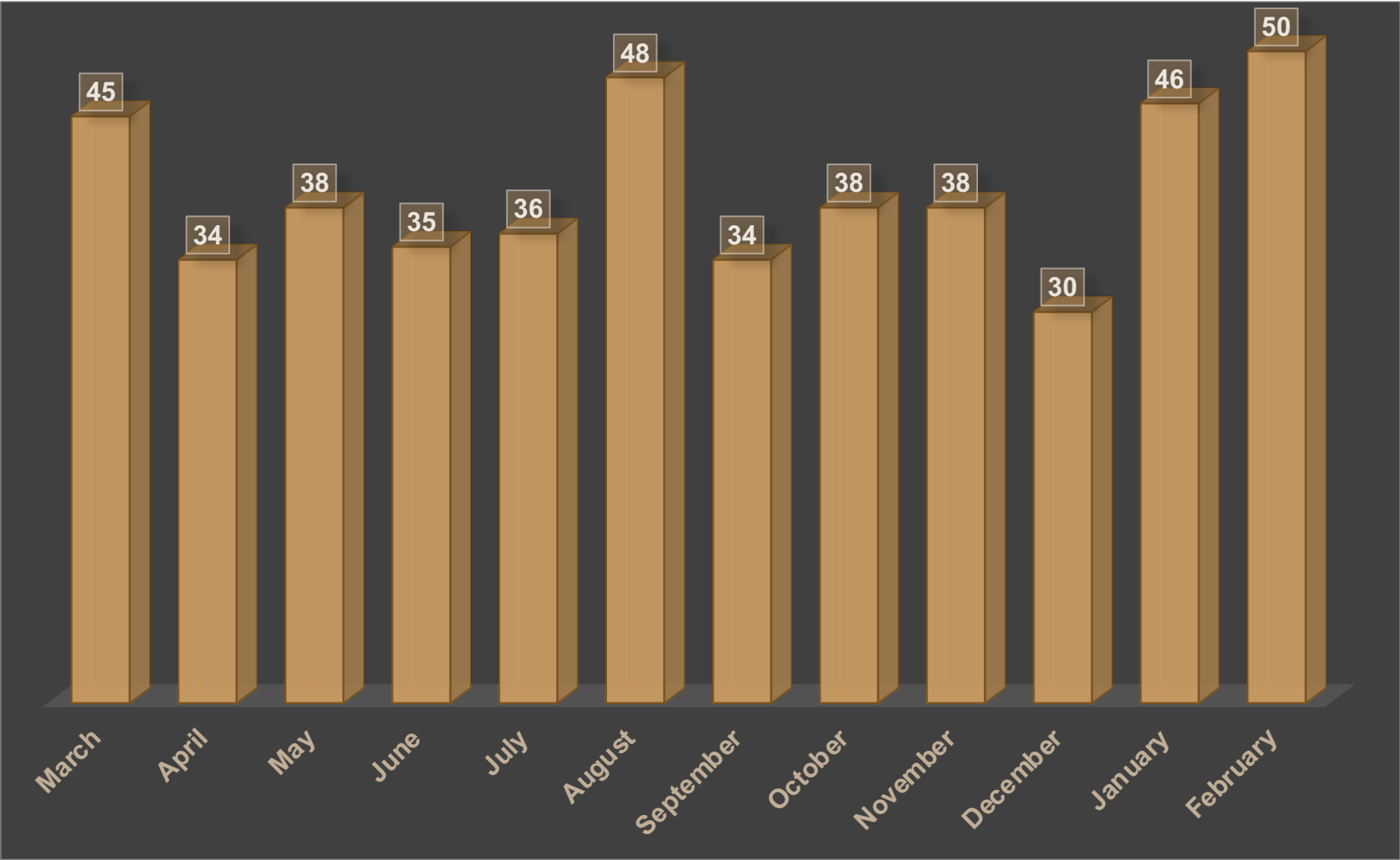
- **39** average monthly issues reported
- Total of **236** submissions
- Photos submitted in more than half of submitted reports
- Community Development Department calls regarding issues **decreased by 38%**

## One Year Mark - Data

- **39** average monthly issues reported
- Total of **472** submissions
- Percentage of reports that included at least one photo stabilized
- Community Development Department calls regarding issues **decreased by 44%**

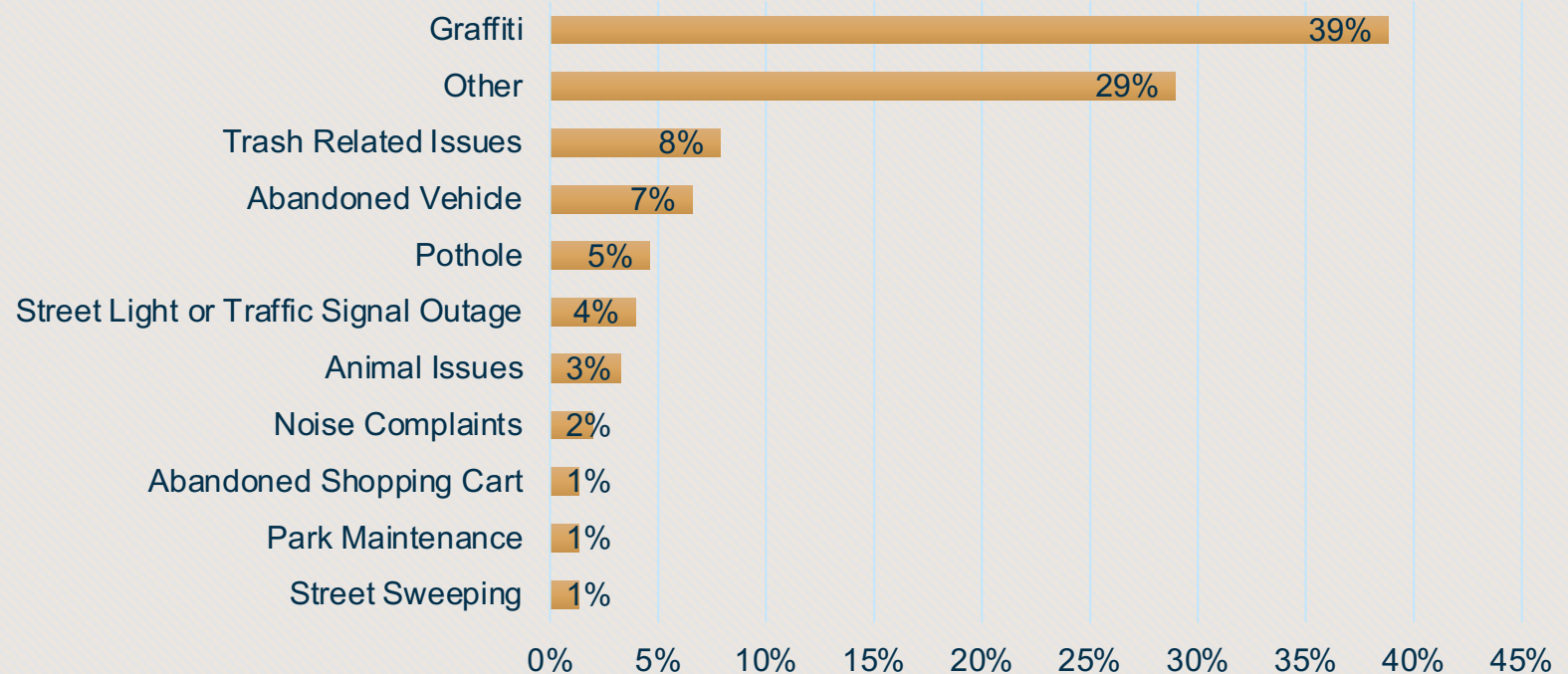


# Reported Issues Each Month



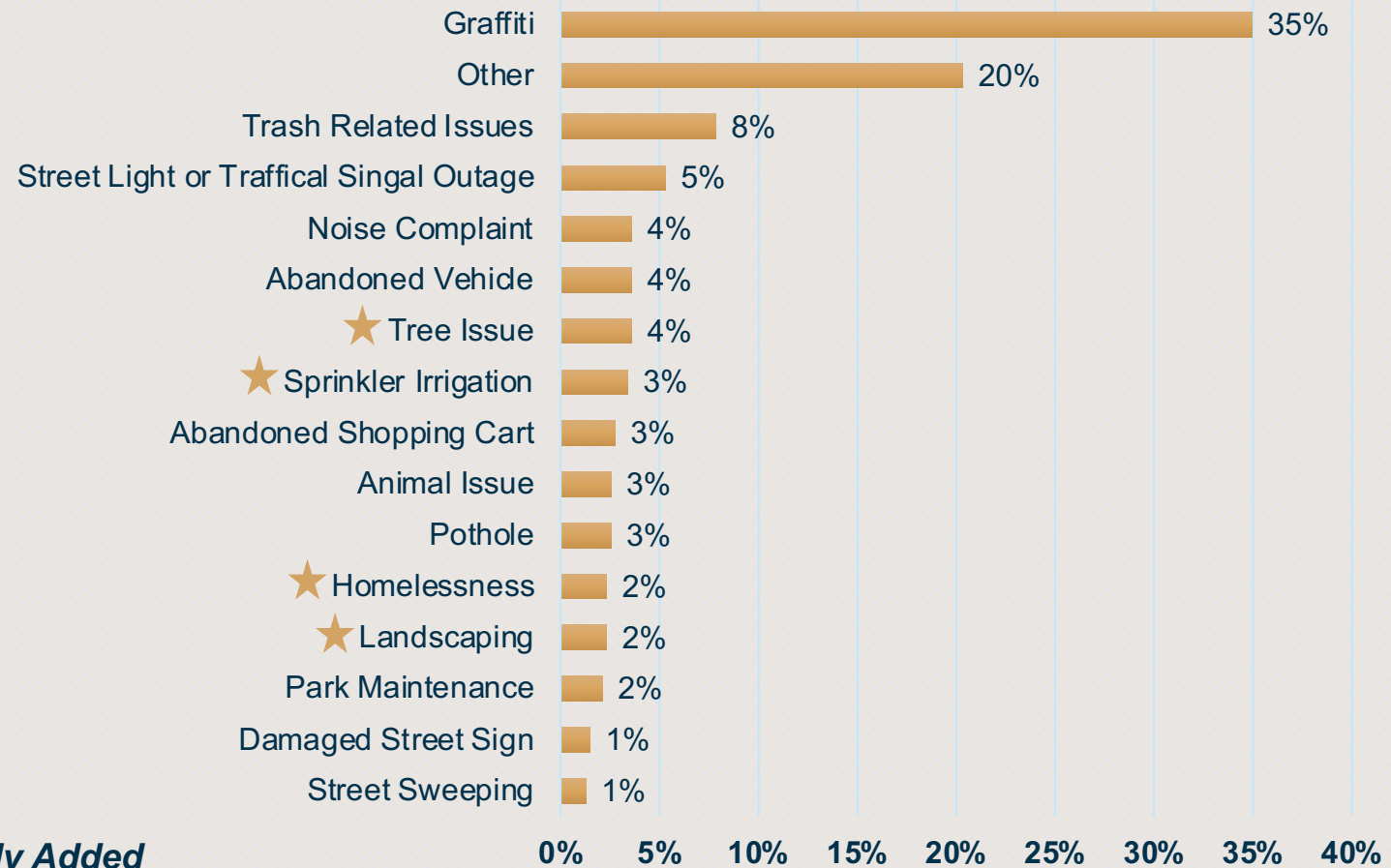
# Half Year Mark - Data

## Breakdown of Reported Issues



# One Year Mark - Data

## Breakdown of Reported Issues



# Comparison

## City of Duarte – “Report an Issue”

- Launched at the end of February 2023
- No cost to develop
- Less than a month to create
- 472 total submissions
- 39 average monthly issues reported
- City Population: 21,807  
*According to the Census Bureau*

## City of South Pasadena – Mobile Application or “App”

- Launched at the beginning of September 2022
- ~\$15,000 per year
- ~2 months to create
- ~300 total submissions
- 25 average monthly issues reported
- City Population: 25,850  
*According to the Census Bureau*



# Commission Feedback Implemented

- QR code was created and added to outreach material
- Updated language under the **Contact Information (Optional) section**
- Updated completion message:
  - *“Thank you for your submission. Reports will be processed Monday – Thursday, between 7:30 AM – 6 PM.”*





# City Mobile App Research



# City Mobile App Research

- Average time to develop app is a little over 3 months
- GOGov provides service to 25 cities in LA County
- Less than half of cities in the San Gabriel Valley region have a mobile app available
- Each city mobile app has the same components as the "Report an Issue" website feature:
  - Have an issue-reporting form
  - Provide the option to upload photos to submissions
  - Managed by city staff



# City Mobile App Research

City	Population	App Downloads	Average Monthly Submissions
Covina	49,489	~1,500	198
Monterey Park	58,554	521	220
South Pasadena	25,850	~3,000	25



# City Mobile App Research

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- Estimated cost to develop and maintain a Duarte mobile app is ~\$12,000 per year



# City of Duarte's Mobile Version of Website



# GOGov's Mobile App Example



# Recommendation

- It is recommended that the City Council concur with the Public Utilities, Communications, and Technology Commission's recommendation for City staff to continue using the "Report an Issue" website feature and not move forward with a request to City Council to fund a city mobile application ("app").



Questions?