

Delivering Digital Services in a Smart City

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#ICMA2018

ICMA
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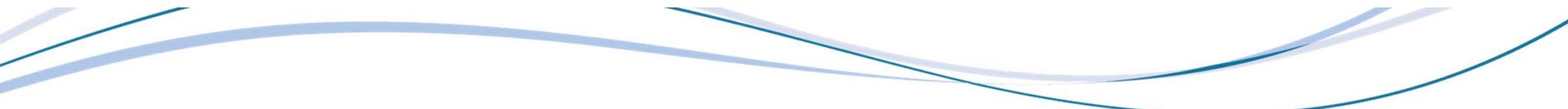
About Me



OpenCities

CODE *for*
AMERICA

ICMA



Principles of 21st Century Cities

1. **Design for people's needs**
2. **Use data to make and improve decisions.**
3. **Make it easy for everyone to participate**
4. Focus on what governments can do
5. Make data easy to find and use
6. **Choose the right technology for the job**
7. **Organize for results**

How did Grand Rapids Accomplish This?

235+ 

Online services available

Over 235 services are now available online for visitors to the Grand Rapids website to complete their city business.

50% 

Payments made online

Grand Rapids is converting 50% of the 80,000 walk-up payments to now use the online form in the new Grand Rapids site.

79% 

Reduction in Walk-ins

In just 11 weeks, the total number of walk-ins to the customer service desk to start a water service reduced by 79%.

<https://bit.ly/2PR1X0H>

Design for people's needs

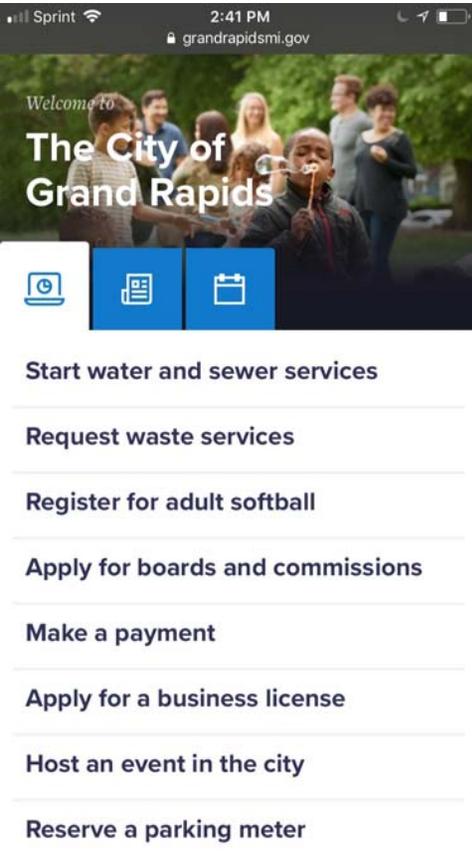


Figure 2: Use of Mobile Internet Service Alone to Go Online at Home by Family Income, Percent of Households Using the Internet at Home, 2013-2015

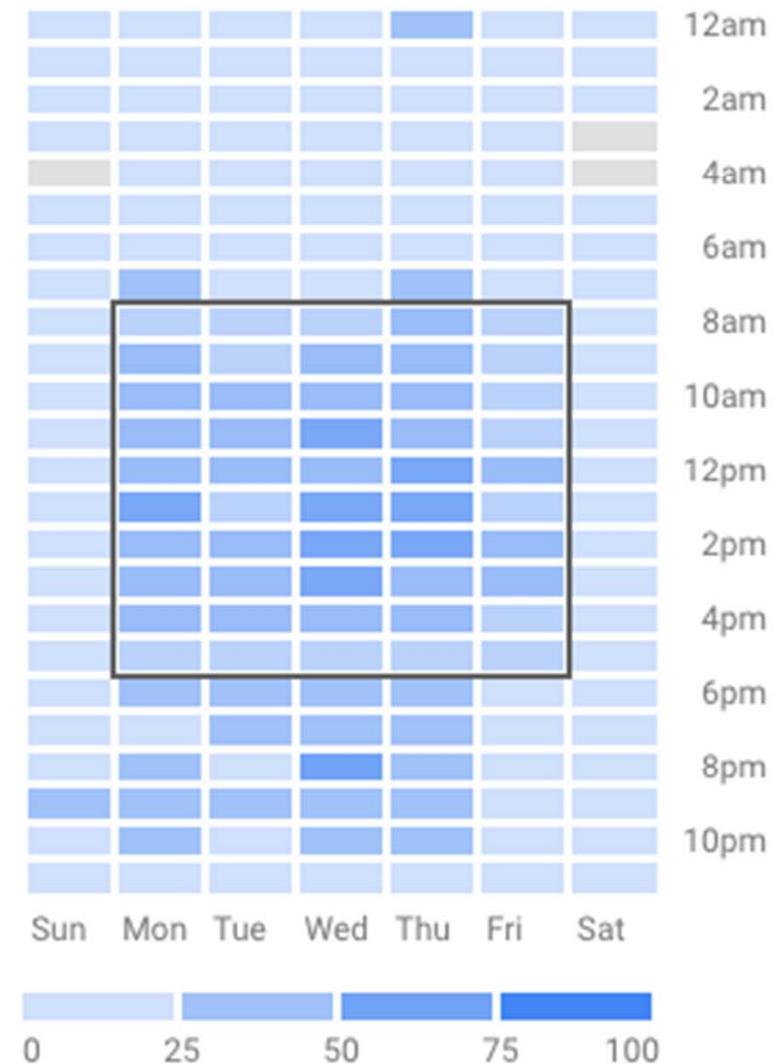


The study, which was conducted for the Commerce Department by the U.S. Census Bureau, partly reaffirms what we already knew. Low-income Americans are still [one of the biggest demographics](#) to rely solely on their phones to go online. Today, nearly one-third of households earning less than \$25,000 a year exclusively use mobile Internet to browse the Web. That's up from 16 percent of households falling in that category in 2013.

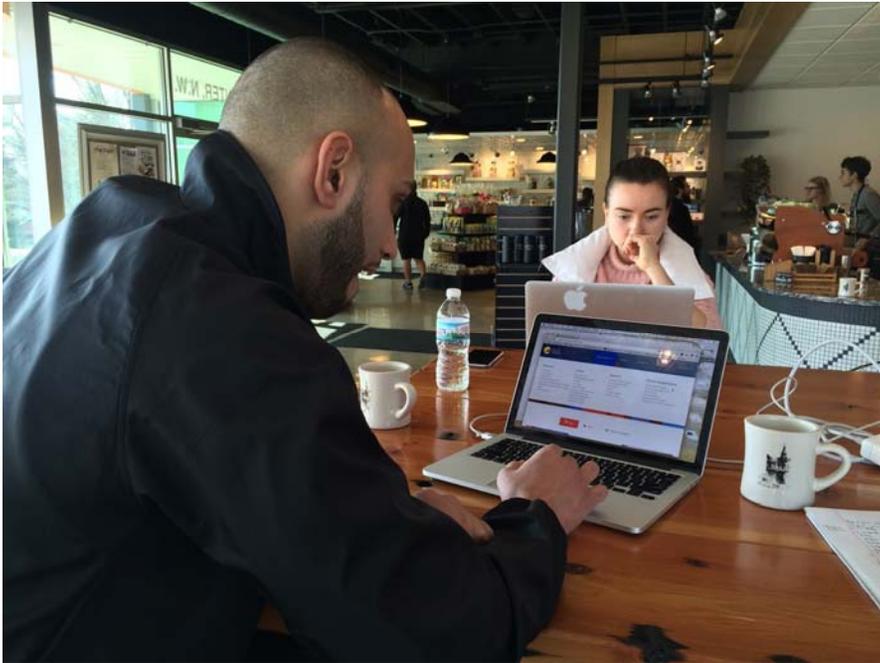
Stepping back a bit, as many as 1 in 5 U.S. households are now mobile-only, compared with 1 in 10 in 2013. That's a doubling in just two years.

Almost 40% of traffic came to the site while City Hall was closed.

Users by time of day



Make it Easy For Everyone To Participate



- ✓ It works well for everyone, on any device
- ✓ In words people understand
- ✓ In the languages spoken by our community

Organize for Results



EGOV AND DIGITAL SERVICES

Miami Website Redesign Puts Users First

The city is currently testing an alpha version of the website, preparing for a larger overhaul of its municipal online presence.

BY ZACK QUAINANCE / FEBRUARY 2, 2017

GOV TECH

Designing for Users, Building for Residents (Contributed)

Orlando, Fla., has created a Digital Platforms and Design Team to fundamentally reinvent Orlando's online municipal service platforms.

BY BUDDY DYER, MAYOR, ORLANDO, FLA. / APRIL 2, 2018

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