Auburn, AL

How Auburn, AL Created a Customized App to Meet Public Service Request Needs

2,915	1,531	6	96%
app downloads	requests submitted in last year	days from request start to completion	response rate to requestor

OVERVIEW

While Auburn, Alabama is known as a college town, the city is also home to one of the fastest-growing populations in the South. Meeting the needs of over 78,000 tech-savvy residents required a new approach to handling public service requests. Thanks to govService OneView, the City of Auburn was able to create and implement a mobile app to make it easier to submit requests, as well as update on project progress.

SITUATION | MEETING DEMANDS OF A TECH-SAVVY CITY

For years, Auburn, Alabama's population has grown disproportionately to city staff. With a goal of working smarter, not harder, the IT team saw the need to bring technology to help meet growing needs for public service requests.

"Being a college town with obviously a lot of tech-savvy citizens, we realized that our old ways of doing business in how citizens could report concerns to us, was something we needed to improve," said Britt Johnson, GIS Business Analyst for the City of Auburn.

SOLUTION | AN APP THAT EMBRACES CUSTOMIZATION

Growth in residential areas was a major factor in seeking a solution using the most up-to-date GIS data available. Starting in mid-2018, Johnson looked to build a digital tool that allowed residents to leverage data while not changing staff's daily processes. After speaking with other cities meeting similar needs, Auburn decided on govService and the OneView tool that integrates ESRI map information into a user-friendly app for reporting service requests.

RESULTS | A POSITIVE RESPONSE FROM STAFF AND THE PUBLIC

The Auburn FixIt app powered by OneView, has handled over 1,530 submitted requests in 2022-23. Auburn staff is achieving a 96% response rate on requests and completing those requests in an average of six days from submission. The Auburn community has also shown their interest in the new approach to service by downloading the FixIt app nearly 3,000 times since it launched.

MUST HAVE SOLUTION
govService OneView

"Our goal is to empower users with advanced technology to do their jobs better. I think OneView fits right in with our goals both as a department and City leadership to work more efficiently in solving citizen concerns."

Britt Johnson,
GIS Business Analyst,
Auburn, AL