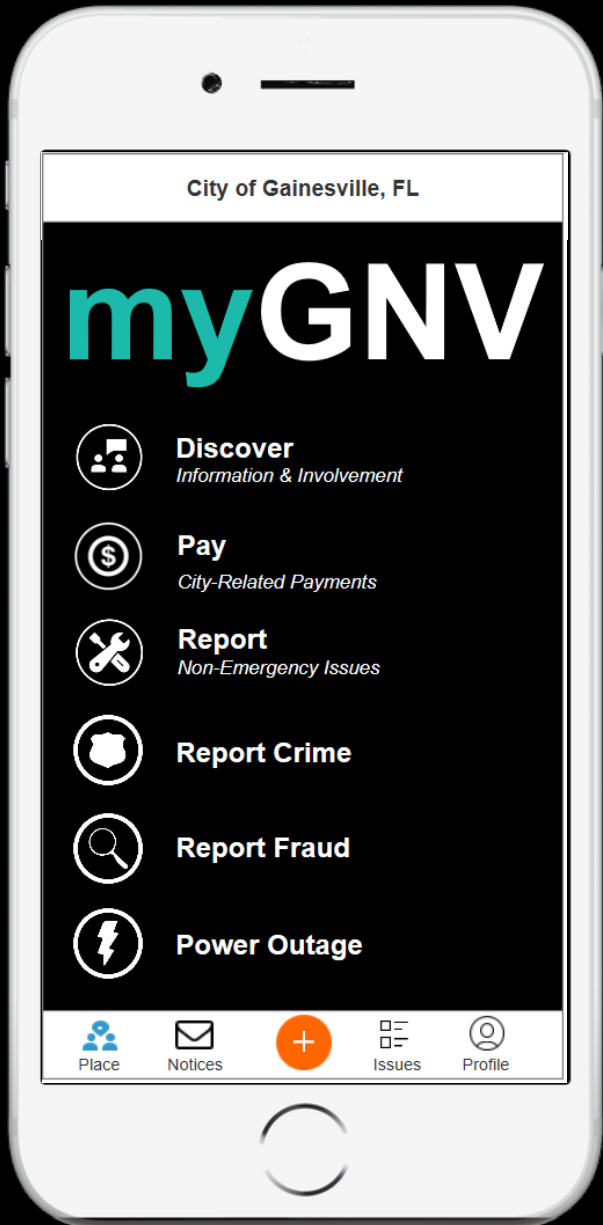


# myGNV

## Launch Update

**Strategic Initiatives**  
**October 17, 2019**

**Gainesville.**  
**Citizen centered**  
**People empowered**



**myGNV** is a mobile app that connects Gainesville residents with City services. Our vision is to be a single point of entry for residents who are on-the-go.

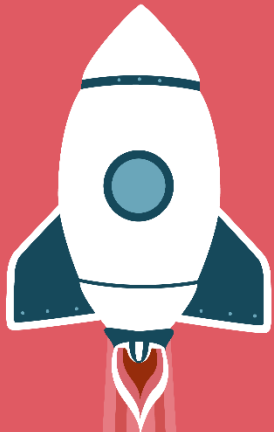
- Discover amenities, services, and engagement opportunities
- Pay for city services
- Report non-emergency issues



# Where We Started

- 311GNV launched in 2015
- Non-emergency reporting
- 3 City departments
  - Public Works
  - Code Enforcement
  - Police
- 18 report types
  - Potholes, tree limbs, graffiti, parking & traffic enforcement, etc.

# Since Launch...



**33**  
report types  
(7 depts)



**8,000+**  
citizen  
reports



**1,200+**  
user  
accounts

# Building on success...

- User-centered content
- More features
- New name

# User-Centered Content

Report Types are organized by topic instead of agency.

## Old Version

### Category

Q Search

#### County Service Area

Traffic Signal

#### University Context Area

Parking in Yard (Other Than Driveway)

#### Police Sector 4

Noise Complaint

Parking Enforcement

Traffic Enforcement

General Police Enforcement

#### City Service Area

Building (Abandoned/Damaged)

Drainage/Ditch Maintenance

Graffiti

## New Version

### Category

Q Search

#### Homes & Buildings

Building (Abandoned/Damaged)

Graffiti

Grass (Overgrown)

Mosquito Control

Residential Rental Maintenance

#### Parking Around University

Parking in Yard (Other Than Driveway)

#### Parks

Park Repair or Clean Up

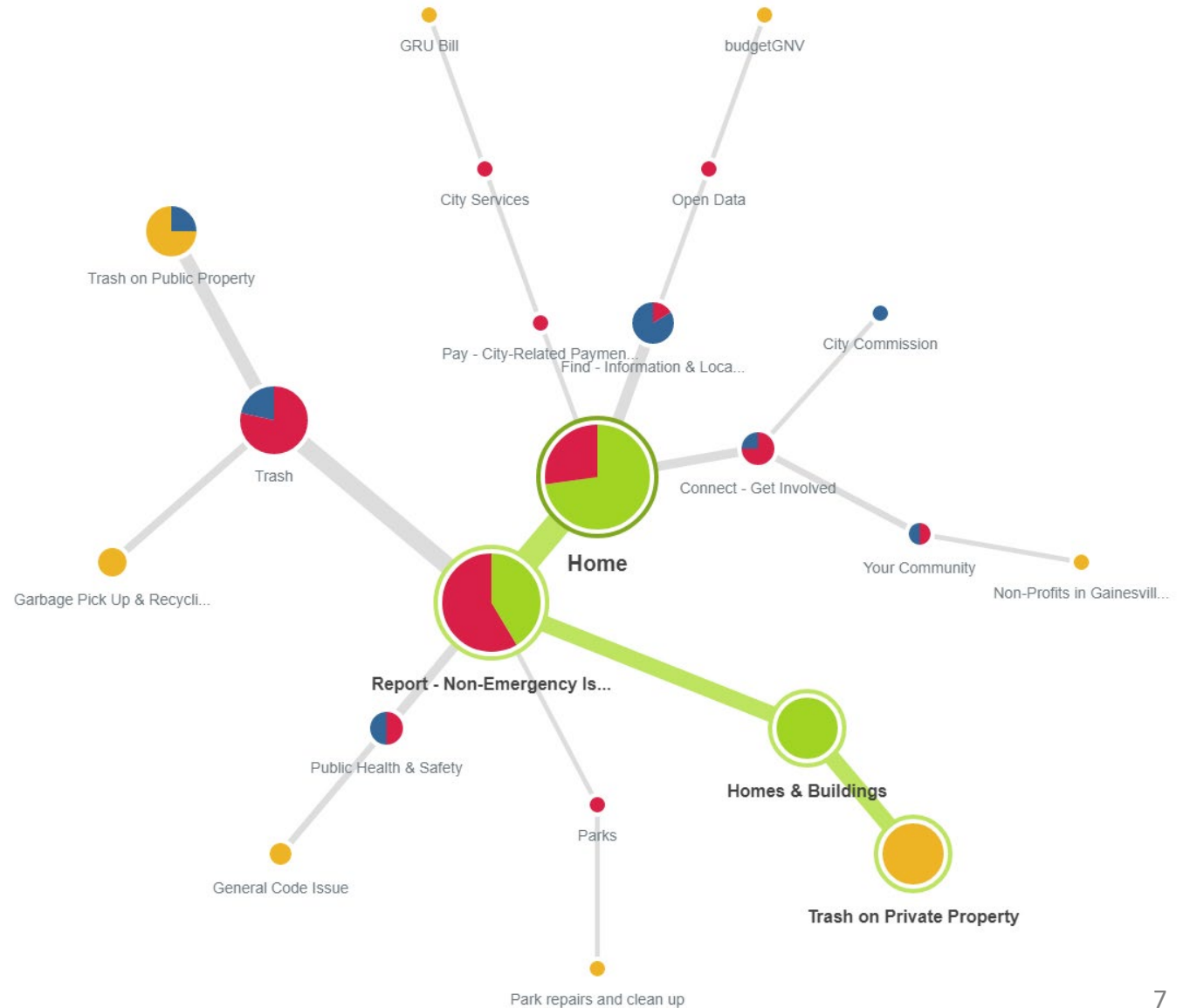
#### Police Sector 4

Parking Enforcement

Noise Complaint

# User-Centered Content

Community  
Engagement to  
test categorization  
and usability.  
250+ respondents





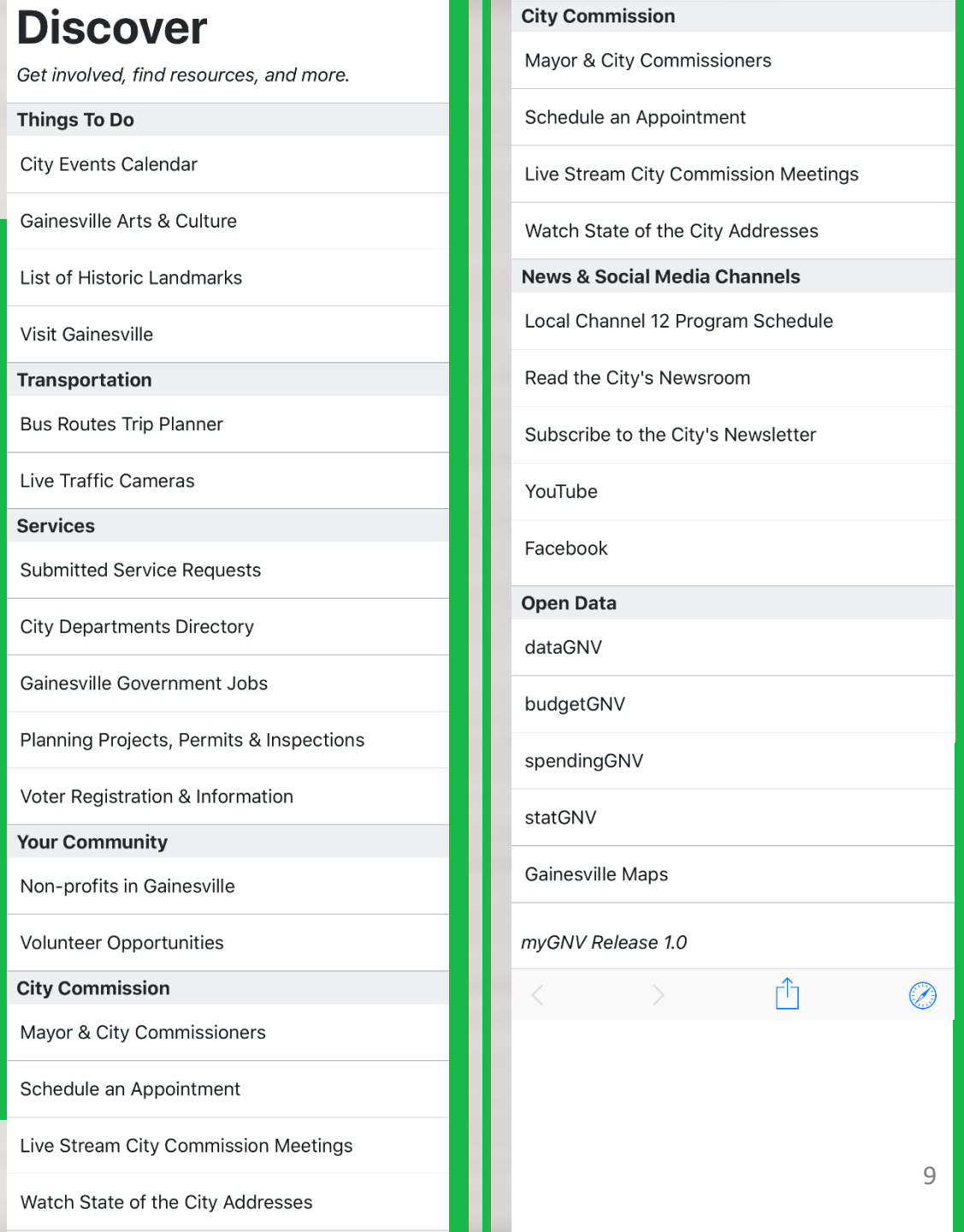
# **NEW FEATURES**



# Discover Section

Provide shortcut links to high-traffic content that is published across multiple websites:

- Things to Do
- Transportation
- Services
- Your Community
- City Commission
- News & Social Media
- Open Data



# Pay Section

Provide shortcut links to common bills a resident has to pay:

- GRU Bill
- Business Taxes
- Landlord Permits
- Parking Meters
- Parking Decals
- Parking Citation
- Traffic Tickets

## Pay

*Everything to pay, as related to the city*

### City Services

GRU Bill

Business Taxes

Landlord Permits

### Parking & Tickets

Parking Meter

Parking Permit

Parking Citation

Traffic Ticket

*myGNV Release 1.0*



# Report

## New Report Types:

- Water Pipe / Meter Leaks
- Sewage / Wastewater
- Tree / Limbs (Private Property)
- Garbage Pick Up & Recycling
- Dead Animals

## Category

Q Search

### Homes & Buildings

Building (Abandoned/Damaged)

Graffiti

Grass (Overgrown)

Mosquito Control

Residential Rental Maintenance

### Parking Around University

Parking in Yard (Other Than Driveway)

### Parks

Park Repair or Clean Up

### Police Sector 4

Parking Enforcement

Noise Complaint

Traffic Enforcement

General Police Enforcement

### Roads & Streets

Parking Meter Malfunction

Request for New Streetlight/Lamp

Right-of-Way Maintenance

Road Repair

Sidewalk Repair

Street Sign

Vehicle (Abandoned/Non-Operational)

### Traffic Signals

Traffic/Pedestrian Signal

### Trash

Trash/Debris (Private Property)

Trash/Debris (Public Property)

Garbage Pick Up & Recycling

### Trees

Tree/Limbs (Public Property)

Tree/Limbs (Private Property)

Tree Planting Suggestion

### Utilities (GRU)

Streetlight/Lamp

### Water Issues

Maintenance Ditch/Drainage/Flooding

Water Pipe Leaks/Spills

Sewer/Wastewater

### Other

Dead Animal (Public Property)

General Code Issue

Other

### Alachua County, FL

Illegal Hazardous Dumping/Discharge

Landscape Irrigation Violation

Construction Activities  
Sediment violation

# New Name: myGNV



A stage with a red carpet and many spotlights shining down. The spotlights are arranged in a line down the center of the stage, creating a perspective effect. The background is dark, and the spotlights create a bright, glowing path.

**DEMO TIME**

# myGNV

[www.myGNV.org](http://www.myGNV.org)



Available on the  
**App Store**



GET IT ON  
**Google Play**