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myGNV Launch Update (B)

The City of Gainesville launched a non-emergency reporting service in the summer of 2015. It was called 311GNV and was available as a mobile and web application. It launched with 18 categories across the City Manager, Code Enforcement, and Public Works. The project has been a success. Since then:

There have been 5,123 download the app from the Apple store and 546 downloads from Android.

There have been over 8,000 reports submitted by citizens.

The number of categories has grown from 18 to 33.

The number of departments has grown from 3 to 7.

We are pleased to share three key updates from our most recent release:

1. Shifting to more citizen-centered content by making the categories more user-friendly and intuitive.
2. Adding report types and shortcut links to make the process quicker and easier to use.
3. Rebranding the app to myGNV so people would feel more empowered to make a positive change in Gainesville.

None. This is an informative presentation only. No additional funds required. This is already in place. The City Commission hears a presentation from staff.