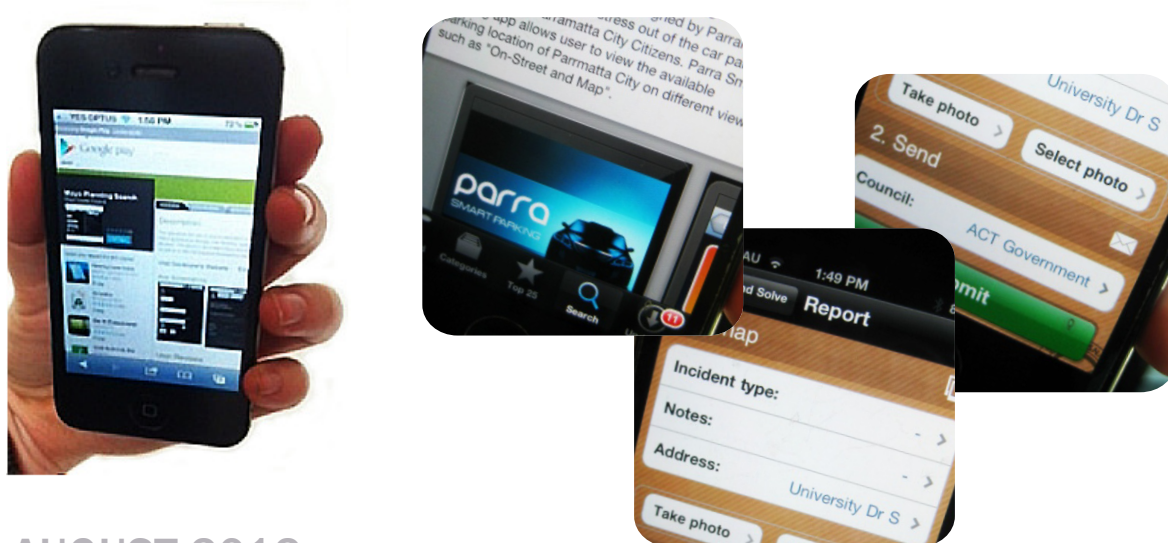


APPS FOR LOCAL GOVERNMENT AND MOBILE WEB USAGE

PRELIMINARY REPORT
ELLEN GRADY AND PAUL BATESON



AUGUST 2012

Innovation and Best Practice Program
Australian Centre of Excellence for Local Government
ANZSOG Institute for Governance at the University of Canberra

APPS FOR LOCAL GOVERNMENT AND MOBILE WEB USAGE

PRELIMINARY REPORT

PREPARED BY ELLEN GRADY AND PAUL BATESON

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Further Information

www.iken.net.au

www.ancelg.org.au

www.governanceinstitute.edu.au



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Disclaimer

The Australian Centre of Excellence for Local Government (ACELG) and the ANZSOG Institute for Governance do not endorse any commercial brands or products associated with mobile applications (“apps”) and other supporting platforms referred to in this report. To help make decisions, independent advice should first be obtained about the development of apps as part the overall communications or social media strategy of council.

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1. INTRODUCTION

Australia is slowly shifting to the concept of open and transparent governance that relies on a two-way communication system between the Government and citizens. One of the ways in which councils are engaging more with citizens is through the use of smart phone applications, or “apps” as they are more commonly known.

App is a term used to describe Internet based applications that run on smart phones and other mobiles devices. Apps help users by connecting them to internet services more commonly accessed on desktop or notebook computers, and can make a website mobile phone viewer friendly. ¹

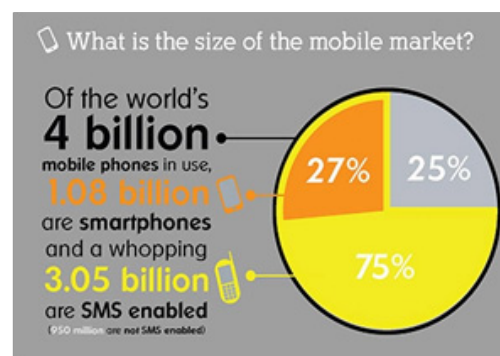
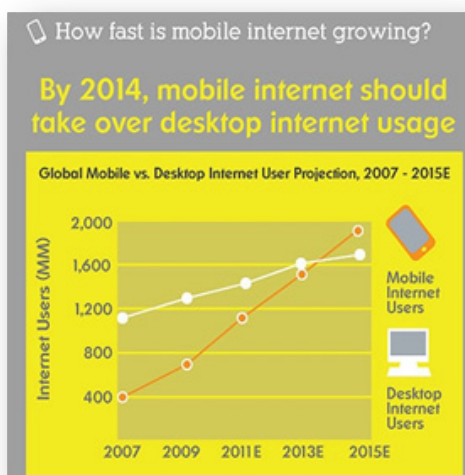
Over one billion of the world’s four billion plus mobiles phones are now smart phones, and at least three billion of all mobile phones are SMS enabled.

By 2014, mobile internet-usage will overtake desktop internet usage and already in 2011 and currently more than 50% of all “local” searches are done from a mobile device.

Councils can benefit from developing mobile apps as they can provide “...social networking platforms, content creation and sharing tools, weblogs and micro blogging tools that allow for a bidirectional information exchange within governmental organizations and government’s interactions with citizens.” ²

This preliminary report is based upon a desktop search of apps (completed in two stages during Feb-June 2012), some extracts from the draft discussion paper *From explanation to engagement: Application and use of social media to enhance local government performance* (Anne Howard, ACELG-University of Canberra December 2011) and conclusions of the co-authors.

Every effort has been made to compile lists of all relevant apps (Apple iPhone and Android platforms). However, this area of mobile web applications is moving very quickly. New apps are being released every day, and this includes many specifically for local government.



¹ http://www.webopedia.com/TERM/M/mobile_application.html

² Waldon, S. (2011) *The Information Needs of Communities: The Changing Media Landscape in a Broadband Age*. First Edition. Federal Communications Commission, Washington, USA.

ACELG has created a data base of apps that will be updated on at least a monthly basis and available to practitioners and researchers at

<http://www.iken.net.au/communities-of-practice/community-engagement-and-social-media>

For this ACELG preliminary report (July 2012), both the Apple and Android app stores were reviewed to provide a data base of apps developed for Local Government.

Apart from photographs of apps on smart phones, all images have been sourced from

<http://www.digitalbuzzblog.com/2011-mobile-statistics-stats-facts-marketing-infographic/>

The links are functional and accurate as of July 2012 and will be monitored and updated as necessary at the online database of IKEN.

2. LOCAL GOVERNMENT MOBILE APPLICATIONS (“APPS”)

This section covers the results of a preliminary desktop search of mobile application ("apps") developed and applied in Australia and internationally as they relate to local government. The lists are accurate as of July 2012, and will be reviewed and updated on a monthly basis for uploading to IKEN at <http://www.iken.net.au/communities-of-practice/community-engagement-and-social-media>

Search by entering “local government app Australia” (keywords) into www.bing.com the following Australian council related apps were found:



List of apps available on the Vic state government website
<http://www.vic.gov.au/social-media/mobileapps.html>

Federal Government apps available
<http://australia.gov.au/news-and-media/social-media/apps>

LGMA app
http://www.lgma.org.au/default/lgma_iphone_application

Australia-wide app “Snap Send Solve”
http://snapsendsolve.com/Snap_Send_Solve_-_Report_to_Council_with_your_iPhone_or_Android_smartphone_by_Outware_Mobile.html

Divvy Parking App <http://www.divvy.com.au/>

Search by entering “council” (keyword) into the Apple app store, the following Australian council related apps were found:

Lane Cove Council Alive <http://itunes.apple.com/au/app/lane-cove-alive/id467308177?mt=8&ls=1>

Au My Council Services <http://itunes.apple.com/us/app/au-my-council-services/id424387530?mt=8>

Adelaide City Council <http://itunes.apple.com/au/app/picture-adelaide/id436880216?mt=8>

DigiMacq - Parramatta City Council <http://itunes.apple.com/us/app/digimacq/id379704226?mt=8>

Mackay City Deals <http://itunes.apple.com/au/app/mackay-city-deals/id485998148?mt=8>

MyRandwick http://www.randwick.nsw.gov.au/Your_Council/Whats_happening/myRANDWICK_app/index.aspx

icouncil <http://itunes.apple.com/au/app/icouncil/id458270599?mt=8>

Govjobs <http://itunes.apple.com/us/app/govjobs/id470380867?mt=8>

“Snap Send Solve” <http://itunes.apple.com/au/app/snap-send-solve/id377854149?mt=8>

Fixvegas <http://www.urbaninformatics.net/projects/fixvegas/>

NeatStreets - <http://www.neatstreets.com.au/>



Parra Shuffle Tracker

<http://www.spatialsource.com.au/2011/09/27/article/LSYPYEWLEZ.html>

Parra Smart Parking

<http://itunes.apple.com/au/app/parra-smartparking/id480152196?mt=8>

Connect Unley

<http://itunes.apple.com/au/app/connect-unley/id431829421?mt=8>

Penrith City Centre App

http://download.cnet.com/Penrith-City-Centre/3000-31713_4-75635121.html

Sydney Walker

<http://itunes.apple.com/au/app/sydney-walker/id459673997?mt=8>

Hobart's Parks <http://itunes.apple.com/kz/app/hobarts-parks/id485277142?mt=8>

Ratemyplace <http://itunes.apple.com/us/app/ratemyplace/id347918580?mt=8>

Community App <http://itunes.apple.com/au/app/community-app/id440128799?mt=8>

Victoria Votes (specifically 2011 App)

<http://itunes.apple.com/au/app/victoria-votes-2010/id401302047?mt=8>

Report It <http://itunes.apple.com/au/app/report-it!/id469822455?mt=8>

Newport City Council - Malpas Junior School

<http://itunes.apple.com/us/app/malpas-church-junior-school/id476000873?mt=8>

Docs on Tap <http://itunes.apple.com/ke/app/docs-on-tap/id506865550?mt=8>

Mobile applications such as iPhones, Android smart phones, and Tablets such as the iPad and Android pads are becoming ever more popular with the community. Social media enables councils to provide information about new, updated, or changed services, and how to access those services directly via mobile devices. Social media allows constituents to notify councils concerning service breakdowns and failures.

Technology savvy council staff can develop applications, which may be licensed to other councils. Many services are provided through mobile applications ("apps") developed by third parties.

In Australia, some leading examples include iCouncil, Snap Send Solve, and Parramatta Council's Parra Smart Parking and Parra Shuttle Bus Tracker apps.³ These are presented on the following pages.

³ Howard, A. (December 2011) *From explanation to engagement: Application and use of social media to enhance local government performance*. Draft discussion paper. ACELG-University of Canberra.

TechnologyOne's iCouncil App enables people to quickly report problems to their Council such as dumped rubbish, potholes, graffiti and damaged infrastructure.

iCouncil

The iCouncil module can improve council service levels by enhancing the efficiency of field workers. It incorporates three core capabilities for handling enquires, inspections and public requests and integrates with maps, phone, internet and email which means that staff working for an eligible Council using TechnologyOne Property & Rating, can use iCouncil to access key information.

Information including people, properties, animals and applications can be viewed on an iPhone or iPad at any time, instantly.

When in the field, the "Near Me" function within iCouncil can be used to view a map view of properties, animals and applications.

iCouncil also offers Councils the ability to perform Inspections to assist in the enforcement of local government regulations. It also enables field workers to enter information once, accurately and easily, without the need to return to the office, meaning less time is spent on travel and administration, which enables greater efficiency and productivity.

TechnologyOne indicated that it currently has in the vicinity of 35-40 per cent market share of the local government ERP market into which they have recently launched the iCouncil app. A number of Councils are now trialing My Council Services with a view to testing and reporting back.

Snap Send Solve

Snap Send Solve is a free app for your iPhone or Android device that lets users report issues and provide feedback to Council in under 30 seconds Australia wide. The App determines the relevant Council using the smartphone's GPS location.

Once your GPS location has been determined the server sends back all relevant Council details, including contact information, location, and email contact.

Snap Send Solve allows citizens to easily capture through a photo taken on a smart phone and report on common issues including Litter, Hard waste, Parking, Street Cleaning, Trees, Noise, and also provide a general request or general feedback.

All reports from Snap Send Solve are sent from the app using your email address so that the Council can communicate directly with you to fix the issue. We are working to develop deeper integration with Council backend systems.

Snap Send Solve was developed by Outware Mobile, Melbourne based developers of apps for iPhone, iPad, Android and Windows Mobile.

Outware indicated that more than 30,000 people have downloaded the Snap Send Solve app in Australia in just over 12 months. The simplicity of this type of app means that constituents are now able to engage their Council through this new channel quickly and easily without having to perform several separate steps as would have previously been the case. Outware reported that many field staff who work for Councils have also downloaded the app due to its ease of use to report issues.

Although third parties have developed these applications, email messages are sent directly to the relevant Council and Councils are obliged to respond. Some concern had been expressed by Councils over the potential volume of issues and enquiries which could 'flood' their email inboxes.

Rapid reporting of service breakdowns also creates an expectation of rapid remediation. This has the potential to distort priorities from new services to managing a backlog of repairs and maintenance.

Parramatta City Council

Parramatta City Council has developed two free smart phone apps which aim to make parking and getting around in Parramatta easier.

Parra Smart Parking App is a free mobile application that offers live navigation to car spaces, using the smart phone GPS to display nearby car parks. It also enables users to touch on any of the locations to view car park details including up-to-the-minute occupancy rates.

The Parra Shuttle Bus Tracker app allows users to view live information about where the bus is travelling in real time, as well as route maps and bus stops. Users can view multiple bus routes simultaneously in the one application. Snap Send Solve is a free app for your iPhone or Android device that lets users report issues and provide feedback to Council in under 30 seconds Australia wide. The App determines the relevant Council using the smartphone's GPS location.

Important note:

Each smart phone has its own specific App store for the type of smart phone it is. Any individual app is available to download from any App store, unless it has been specifically created for that type of smart phone.

At the recent Mobile World Congress 2010, Dutch app store analytics firm [Distimo](#) presented their findings on the six largest mobile application stores in existence today: the iTunes App Store, BlackBerry App World, Google Android Market, Nokia Ovi Store, Palm App Catalog and Windows Marketplace for Mobile.⁴

⁴ http://www.distimo.com/blog/2010_02_our-presentation-from-mobile-world-congres-2010-mobile-application-stores-state-of-play/

International Apps found using search by entering “council” (keyword) into the Apple app store:

Boston, US Citizens Connect <http://itunes.apple.com/us/app/boston-citizens-connect/id330894558?mt=8>

Brighton and Hove, UK - AroundMe Brighton and Hove
<http://itunes.apple.com/gb/app/aroundme-brighton-hove/id363989169?mt=8>

Worcestershire County Council, UK
<http://itunes.apple.com/us/app/worcestershire-county-council/id465947187?mt=8>



Hamilton, NZ - HamiltonNZ
<http://itunes.apple.com/au/app/hamiltonnz/id429871747?mt=8>

Bournemouth Borough, UK
<http://itunes.apple.com/us/app/my-bournemouth/id495865073?mt=8>

Warrington Borough, UK – Warrington Borough Council
<http://itunes.apple.com/gb/app/warrington-borough-council/id417426611?mt=8>

Monmouth County, UK Treat and Trot Trails
<http://itunes.apple.com/cn/app/tread-and-trot-trails/id468399907?mt=8>

San Francisco – US, Transit and Trails: Find, Plan Share
<http://itunes.apple.com/us/app/transit-trails-find-plan-share/id415996890?mt=8>

Wellington, NZ Wellington City Council draft plan 2011/2012 (includes annual plans dating back to 2008 depending on what year you type in the title)
<http://itunes.apple.com/us/app/wellington-city-council-draft/id430271482?mt=8>

Shropshire, UK – Shropshire Council Newsroom <http://shropshire.gov.uk/news/about-the-newsroom/>

Hampshire County, UK - Hampshire <http://itunes.apple.com/gb/app/hampshire/id375544013?mt=8>

My Council Services, NZ - iTouch
<http://itunes.apple.com/us/app/nz-my-council-services/id465577009?mt=8>

Wiltshire, UK - Your Choices <http://itunes.apple.com/us/app/your-choices/id439887563?mt=8>

Indigo Public Affairs Ltd, UK - CouncilMap <http://itunes.apple.com/us/app/councilmap/id376579315?mt=8>

My Council Services, UK - iTouch
<http://itunes.apple.com/gb/app/uk-my-council-services/id424163238?mt=8>

Warwickshire, UK - Warwickshire <http://itunes.apple.com/au/app/warwickshire/id345904759?mt=8>

Tynemouth, UK - Surfing in Tynemouth
<http://itunes.apple.com/tr/app/surfing-in-tyne-mouth/id410031087?mt=8>

Northumberland, UK - Northumberland
<http://www.northumberland.gov.uk/default.aspx?page=8573>

Hampshire, UK Hampshire Libraries
<http://itunes.apple.com/gb/app/hampshire-libraries/id426908629?mt=8>

Donegal County Council, UK - Donegal Co Council
<http://itunes.apple.com/mg/app/donegal-co-council/id389752869?mt=8>

iBins, no location specified
<http://itunes.apple.com/us/app/id437474259?mt=8>

Aylesbury Vale District Council, UK – AVDC Bins
<http://itunes.apple.com/ye/app/avdc-bins/id469376020?mt=8>

Tameside, UK - Tameside Buy With Confidence
<http://www.tameside.gov.uk/app>

Tameside, UK - Tameside Radio
<http://itunes.apple.com/gb/app/tameside-radio/id399471624?mt=8>

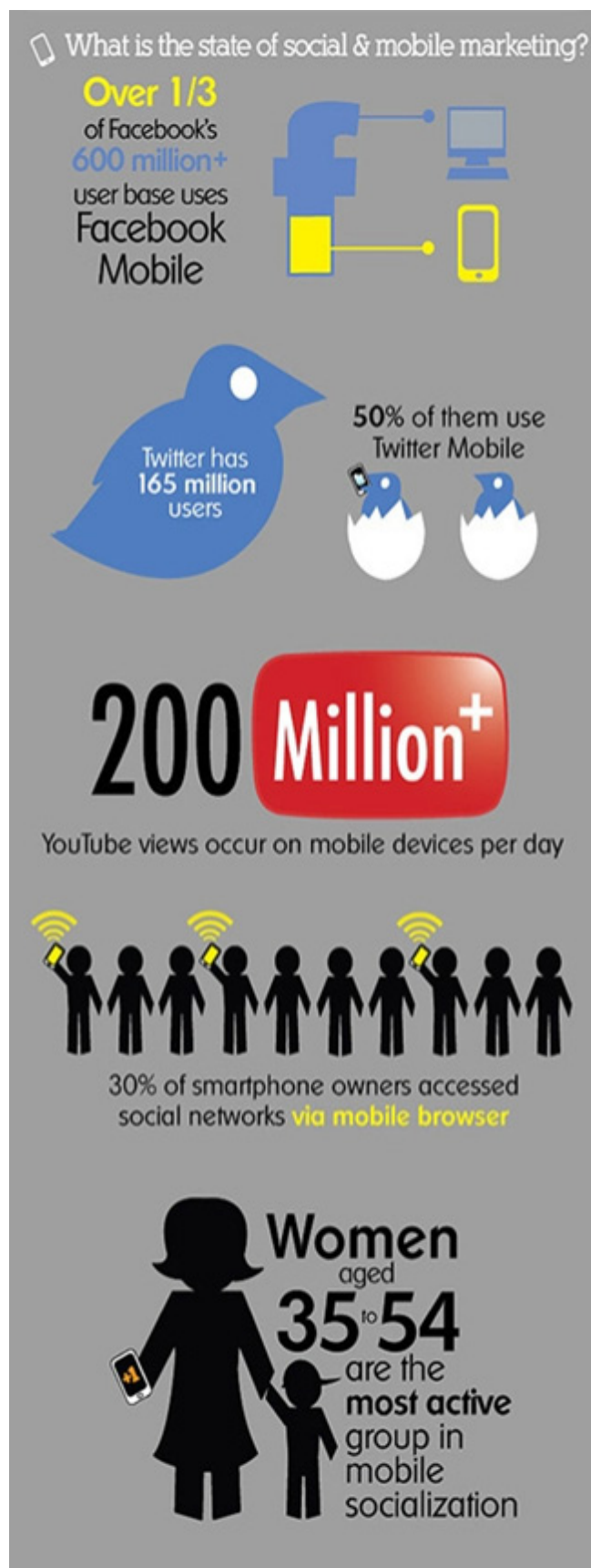
Tameside, UK - Tameside
<http://www.fastapp.com/iphone-ipod/tameside/lifestyle/free/tameside-council/english/index.html?detail=395896936>

Cavan County Council, UK - CavanCoCo
<http://itunes.apple.com/us/app/cavancoco/id453947474?mt=8>

Cavan County Council, UK Fleadh 2011
<http://itunes.apple.com/us/app/fleadh-2011/id453745357?mt=8>

Cavan County Council, UK Access Cavan
<http://itunes.apple.com/us/app/access-cavan/id482903333?mt=8>

Cavan County Council, UK Cavan Arts
<http://itunes.apple.com/us/app/cavan-arts/id436983147?mt=8>



Trafford, UK - Trafford

<http://itunes.apple.com/gb/app/trafford/id391381117?mt=8>

Scotland, UK - myjobscotland

<http://itunes.apple.com/tr/app/myjobscotland/id415489453?mt=8>

How has mobile usability changed?
Because of the increasing use of mobiles, their versatility is always growing...

One half of all local searches are performed on mobile devices

Mobile tags provide more product information like comparison shopping offers than traditional barcodes

86% of mobile internet users are using their devices while watching TV

The infographic features several icons: a smartphone, a person holding a mobile device, a shopping bag with a price tag, a mobile phone, a tablet displaying a grid of colorful squares, and a person sitting in a yellow chair using a mobile device while watching a TV.

West Lothian Council, UK - West Lothian

<http://itunes.apple.com/us/app/west-lothian/id484466815?mt=8>

Reportall (no location specified)

<http://itunes.apple.com/gb/app/reportall/id488704835?mt=8&ign-mpt=uo%3D4>

Lancashire County Council, UK

Lancashirebuslite

<http://itunes.apple.com/ca/app/lancashire-buslite/id353488770?mt=8>

Bassetlaw District Council, UK - Bassetlaw Council Services

<http://itunes.apple.com/ph/app/bassetlaw-council-services/id492117300?mt=8>

Mayo County Council, UK

<http://itunes.apple.com/ie/app/greenway/id452304760?mt=8>

Halton Borough Council, UK - HBC Silver Jubilee Bridge Webcams

<http://itunes.apple.com/au/app/hbc-silver-jubilee-bridge/id456194057?mt=8>

Political Map, UK

<http://itunes.apple.com/gb/app/political-map/id366820095?mt=8>

South Dublin County Council, UK South Dublin County Council UVoice

<http://itunes.apple.com/ie/app/south-dublin-county-council/id436417068?mt=8>

Derby City Council, UK - City of Culture 2013

<http://itunes.apple.com/gb/app/uk-city-of-culture-2013/id368954079?mt=8>

Muskingum Valley Council, UK Muskingum Valley Council BSA

<http://itunes.apple.com/us/app/muskingum-valley-council-bsa/id409424540?mt=8>

A new App design competition - Apps for America

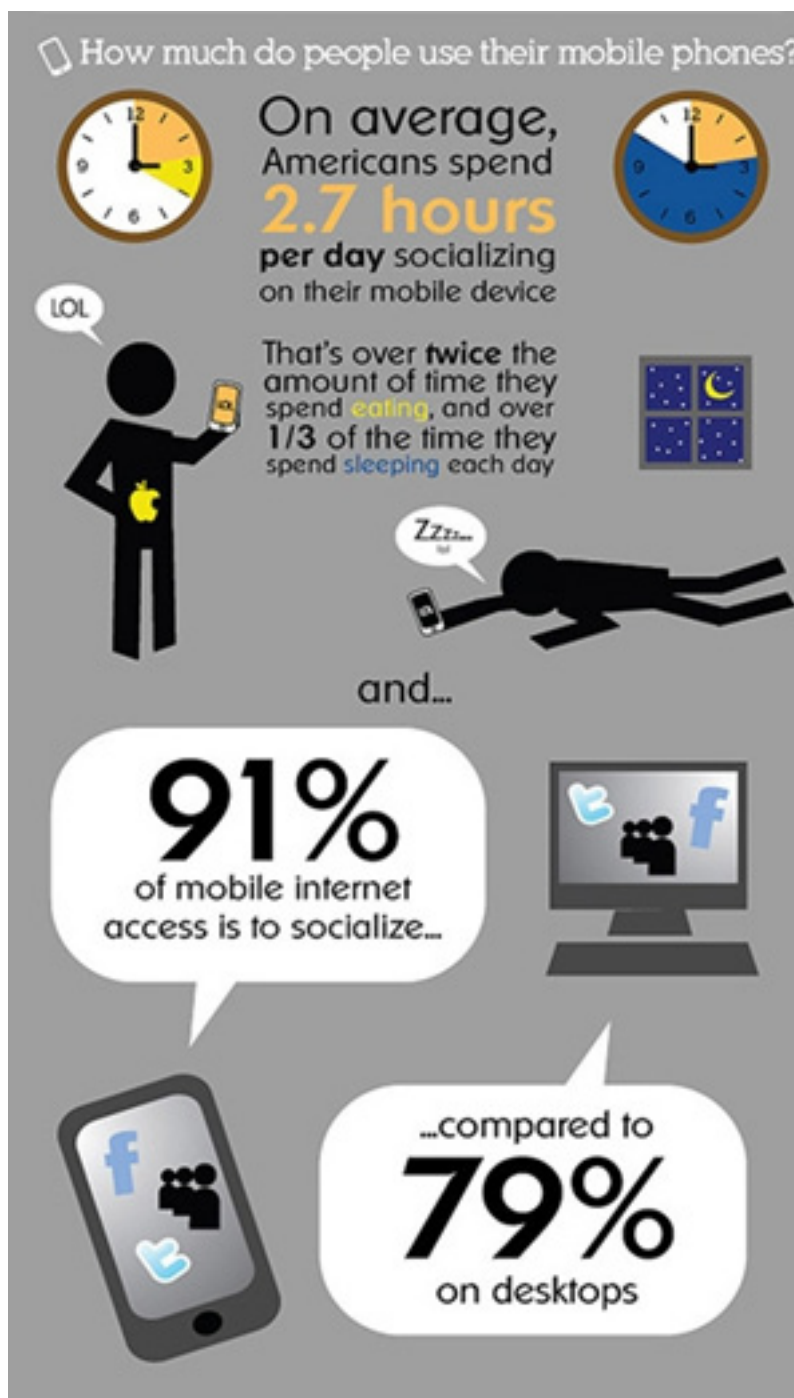
<http://sunlightlabs.com/contests/appsforamerica2/>

External Apps from website Apps.Gov:

https://www.apps.gov/cloud/main/start_page.do

https://www.apps.gov/cloud/cloud/category_home.do?&c=SA

https://www.apps.gov/cloud/cloud/category_home.do?&c=PA



Search by entering “council” (keyword) into the Android app store, the following Australian and international council related apps were found:

Wellington, NZ - Wellington City Draft LTP 2012

<https://play.google.com/store/search?q=council&c=apps&start=0&num=24>

UK-My Council Services

https://play.google.com/store/apps/details?id=com.mycouncil.app&feature=search_result

Salford City Council UK, Salford City Council

https://play.google.com/store/apps/details?id=uk.gov.salford.ios&feature=search_result#?t=W251bGwsMSwxLDEsInVrLmdvdi5zYWxmb3JkLmlvcyJd

Warrington Borough Council, UK - Warrington Borough Council

https://play.google.com/store/apps/details?id=uk.gov.warrington&feature=search_result#?t=W251bGwsMSwxLDEsInVrLmdvdi53YXJyaW5ndG9uIl0

Snap Send Solve

https://play.google.com/store/apps/details?id=com.outware.snapsendsolve&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5vdXR3YXJlLnNuYXBzZW5kc29sdmUiXQ..

Donegal County Council, UK - Donegal County Council

https://play.google.com/store/apps/details?id=com.citizenmode.dcc&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5jaXRpemVubW9kZS5kY2MiXQ..

UK, Excluding Ireland - Council Tax Finder

https://play.google.com/store/apps/details?id=com.counciltaxfinder.tripler&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5jb3VuY2lsdGF4ZmluZGVyLnRyaXBsZXliXQ..

Northamptonshire Council, UK- NCC – Northamptonshire

https://play.google.com/store/apps/details?id=com.northampton.ncc&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5ub3J0aGFtcHRvbi5uY2MiXQ..

Bassetlaw Council, UK - Bassetlaw Council Services

https://play.google.com/store/apps/details?id=com.bassetlaw.council.app&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5iYXNzZXRsYXcuY291bmNpbC5hcHAIxQ..

Shropshire Council, UK - Shropshire Council Newsroom

https://play.google.com/store/apps/details?id=com.appmakr.app159581&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5hcHBtYWtyLmFwcDE1OTU4MSJd

Barrow Council, UK - Barrow Council Report It

https://play.google.com/store/apps/details?id=com.barrowcouncil.Reportit&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5iYXJyb3djb3VuY2lsLlJlLmFwcDE1OTU4MSJd

The City of Edinburgh Council, UK - My Bus Edinburgh Official

https://play.google.com/store/apps/details?id=uk.org.rivernile.edinburghbustracker.android&feature=search_result#?t=W251bGwsMSwxLDEsInVrLm9yZy5yaXZlcm5pbGUuZW50bWJ1cmdoYnVzdHJhY2tldm90

AU - My Council Services

https://play.google.com/store/apps/details?id=com.au.mycouncil.app&feature=search_result#?t=W251bGwsMSwLDEslmNvbS5hdS5teWNvdW5jaWwuYXBwIl0.

Auckland City Council, NZ - Family Places

https://play.google.com/store/apps/details?id=nz.co.juliusspencer.android.mixmash&feature=search_result#?t=W251bGwsMSwLDEslm56LmNvLmp1bGl1c3NwZW5jZXluYW5kcm9pZC5taXhtYXNoIl0.

Germany, Eu - Fix My Street Germany

https://play.google.com/store/apps/details?id=de.fliegersoftware.fixmystreet.german&feature=search_result#?t=W251bGwsMSwLDEslmRlLmZsaWVnZXJzb2Z0d2FyZS5maXhteXN0cmVldC5nZXJtYW4iXQ..

UK CitizenMode

https://play.google.com/store/apps/details?id=com.citizenmode.generic&feature=search_result#?t=W251bGwsMSwLDEslmNvbS5jaXRpemVubW9kZS5nZW5lcmljIl0.

Central Vermont, USA - Waterbury Tourism Council

https://play.google.com/store/apps/details?id=waterbury.org&feature=search_result#?t=W251bGwsMSwLDEslmNvbS5hbnVyeS5vcnciXQ..

Bournemouth City Council, UK - My Bournemouth

https://play.google.com/store/apps/details?id=com.bournemouth.council.app&feature=search_result#?t=W251bGwsMSwLDEslmNvbS5ib3VybmVtb3V0aC5jb3VuY2lsLmFwcCJd

Fresno City Council, USA - Kelly Miller Fresno Council

https://play.google.com/store/apps/details?id=com.yalpbrands.council&feature=search_result#?t=W251bGwsMSwLDEslmNvbS55YWxwYnJhbmRzLmNvdW5jaWwiXQ..

Switzerland, EU - Swiss Parl

https://play.google.com/store/apps/details?id=ch.parlament.swissparl&feature=search_result#?t=W251bGwsMSwLDEslmNoLnBhcmxhbWVudC5zd2lzc3BhcmwiXQ..

Scotland, UK- Scottish Councils

https://play.google.com/store/apps/details?id=com.appbuilder.u11589p198550&feature=search_result#?t=W251bGwsMSwLDEslmNvbS5hcHBidWlsZGVyLnUxMTU4OXAxOTg1NTAiXQ..

Elk Ridge City Council, UTAH USA - Nelson For Council

https://play.google.com/store/apps/details?id=appinventor.ai_furrysalamander.DadForCityCouncil&feature=search_result#?t=W251bGwsMSwLDEslmFwcGludmVudG9yLmFpX2Z1cnJ5c2FsYW1hbmRlci5EYWRGbzJDaXR5Q291bmNpbCJd

Victorian Government, AU - VicEvents

https://play.google.com/store/apps/details?id=au.gov.vic.vicevents&feature=search_result#?t=W251bGwsMSwLDEslmF1Lmdvdi52aWMudmljZXZlbnRzIl0.

Britain, UK - FixMyStreet

https://play.google.com/store/apps/details?id=com.android.fixmystreet&feature=search_result#?t=W251bGwsMSwLDEslmNvbS5hbmRyb2lkLmZpeG15c3RyZWV0Il0.



UK- Looking Local

https://play.google.com/store/apps/details?id=uk.gov.lookinglocal.l1a&feature=search_result#?t=W251bGwsMSwxLDEsInVrLmdvdi5sb29raW5nbG9jYWwubGxhI10.

St. Helens Council, UK - St. Helens

https://play.google.com/store/apps/details?id=com.sthelens.council.app&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5zdGh1bGVucy5jb3VuY2IsLmFwc-CjI0

UK- Binfo

https://play.google.com/store/apps/details?id=com.u6media.binfo&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS51Nm1lZGlhLmJpbmZvI10

Ang Mo Kio Town Council, Singapore- iConnect@AMK

https://play.google.com/store/apps/details?id=sg.org.amktc.iConnect&feature=search_result#?t=W251bGwsMSwxLDEsInNlMm9yZy5hbWt0Yy5pQ29ubmVjdCjI0

New York City, USA - New York City EMS Patient Care Protocols

https://play.google.com/store/apps/details?id=com.emsprotocols.nycemsprotocols&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS51bXNwcm90b2NvbHMubnljZW1zcHJvdG9jb2xzI10.

Brisbane, AUS - Brisinfo

https://play.google.com/store/apps/details?id=com.sid.brisbane&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5zaWQuYnJpc2JhbmUiXQ..

City of Riverside, USA- Riverside Council Agendas

https://play.google.com/store/apps/details?id=gov.riversideca.mobilecouncilagendas&feature=search_result#?t=W251bGwsMSwxLDEsImdvdi5yaXZlcnNpZGVjYS5tb2JpbGVjb3VuY2IsYWdlbmRhcjI0

Shropshire Council, UK - Shropshire News Room

https://play.google.com/store/apps/details?id=com.via3apps.shropshi500&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS52aWEzYXBwcy5zaHJvcHN0aTUwMCjI0

New Forest District Council, UK - New Forest In Touch

https://play.google.com/store/apps/details?id=com.mynewforest.council.app&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5teW5ld2ZvcnVzdC5jb3VuY2IsLmFwc-CjI0

Wayne County, USA - The Arts Council Wayne County

https://play.google.com/store/apps/details?id=com.myintouchmobile.app100017&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5teWludG91Y2htb2JpbGUuYXBwMTAwMDE3I10.

Leicester City Council, UK- One Clean Leicester

https://play.google.com/store/apps/details?id=com.ocl.main.page&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5vY2wubWFpbi5wYWdlI10.

Worcestershire County Council

https://play.google.com/store/apps/details?id=uk.gov.worcestershire.WCC&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd.

Kurt Wright for Mayor

https://play.google.com/store/apps/details?id=com.jey.demoapp&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd

Riverside Council, USA - Riverside Council Videos

https://play.google.com/store/apps/details?id=gov.riversideca.mobilecouncilvideos&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd.

Notubox

https://play.google.com/store/apps/details?id=com.mybit.notubox&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd.

Adelaide City Council, AUS - Adelaide Report It!

https://play.google.com/store/apps/details?id=com.citysourced.adelaideau&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd.

San Francisco Bay Area, USA - Transit and Trails

https://play.google.com/store/apps/details?id=com.openspacecouncil.tnt&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd

BC Recyclopedia

https://play.google.com/store/apps/details?id=com.rcbc.recyclepedia&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd

Parramatta City Council, AUS - Parramatta Shuttle Bus tracker

https://play.google.com/store/apps/details?id=smartcity.parrashuttletracker&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd.

NZ - FixMyStreet

https://play.google.com/store/apps/details?id=nz.net.catalyst.fixmystreet&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd

CycleLane

https://play.google.com/store/apps/details?id=org.lcog.cyclelane&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd

Love Clean Streets

https://play.google.com/store/apps/details?id=com.lcs.main.page&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd.

City of Central, USA - Central Now

https://play.google.com/store/apps/details?id=com.shoutem.n87057&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5qZXkuZGVtb2FwcCJd

Medway Council, UK - Love Medway

https://play.google.com/store/apps/details?id=com.lmw.main.page&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5sbXcubWFpbi5wYWdlIi0.

Santa Cruz, USA - Visit Santa Cruz

https://play.google.com/store/apps/details?id=com.nomadmobileguides.android.sccvc&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5ub21hZG1vYmlsZWd1aWRlcy5hbmRyb2lkLnNjY3ZjIi0.

Southampton City Council, UK - SCC Reminder

https://play.google.com/store/apps/details?id=com.imediadevelopment.sccreminder&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5pbWVkaWFKZXRibG9wbWVudC5zY2NyZW1pbmRlciJd

Brisbane, AUS - Brisbane Toilet Finder

https://play.google.com/store/apps/details?id=jackmarrows.hackfest.toiletfinder&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5yZWN5Y2xIzW9yYWJjIi0

Ashford, UK - Recycle for Ashford

https://play.google.com/store/apps/details?id=com.recycleforabc&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5yZWN5Y2xIzW9yYWJjIi0.

UK Local Authority Finder

https://play.google.com/store/apps/details?id=com.dreamstep.webWidget.wUK_Local_Authority_Finder&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5kcmVhbXN0ZXAud2ViV2lkZ2V0LndVS19Mb2Nhbf9BdXR0b3JpdHlfRmluZGVyIi0.

City of Wellington, NZ – Wellington City Draft LTP 2012

https://play.google.com/store/apps/details?id=com.fspacerpg.wccdltp.AOTRFFLFROWDXZK&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5mc3BhY2VycGud2NjZGx0cC5BT1RSRkZMRIJPVORYWksiXQ..

West Sussex Council, UK - Sussex Bus Rider

https://play.google.com/store/apps/details?id=com.castleia.sussexbus.view&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5jYXN0bGVpYS5zdXNzZXhidXMudmllldyJd

City Council of Gijon, EU - Gijón Guide

https://play.google.com/store/apps/details?id=com.santi.guia.gijon&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5zYW50aS5ndWlhLmdpam9uIi0.

UK - My Urban Angel

https://play.google.com/store/apps/details?id=Urban.Angel&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5yZWN5Y2xIzW9yYWJjIi0.

Parramatta City Council, AUS- Parramatta Smart Car Parking

https://play.google.com/store/apps/details?id=smartcity.parrasmartparking&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5yZWN5Y2xIzW9yYWJjIi0

City of Ryde Council, AUS - Toy Ryder Bus Service

https://play.google.com/store/apps/details?id=com.tacon.topryder&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS50YWNvbi50b3ByeWRlciJd

Ducklington, UK - My Ducklington

https://play.google.com/store/apps/details?id=com.dpc.myDucklington&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5kcGMubXlEdWNrbGluZ3RvbiJd

Wellington City Council, UK - Fix My Welly

https://play.google.com/store/apps/details?id=nz.com.csgoh.FixMyWelly&feature=search_result#?t=W251bGwsMSwxLDEsIm56LmNvbS5jc2dvaC5GaXhNeVdlbGx5IlI0

Fix Your Street (Ireland)

https://play.google.com/store/apps/details?id=ie.sdcc.mobile.fms&feature=search_result#?t=W251bGwsMSwxLDEsImllLnNkY2MubW9iaWxLmZtcyJd

Newham Council, UK - Love Newham

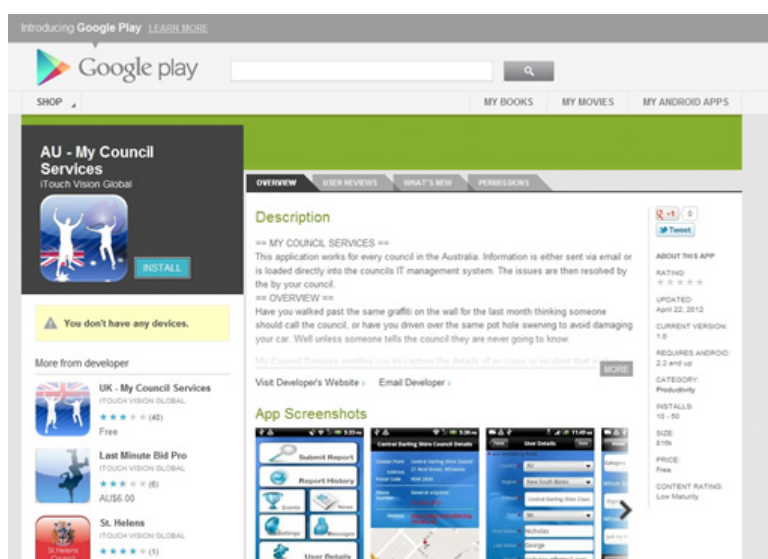
https://play.google.com/store/apps/details?id=com.nhl.main.page&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5uaGwubWFpbi5wYWdlIlI0

Golden Plains Shire Council, AUS – Golden Plains

https://play.google.com/store/apps/details?id=com.neteffects.gp&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5uZXRlZmZlY3RzLmdwIlI0

Monaghan County Council, UK - Monaghan Tourism

https://play.google.com/store/apps/details?id=com.edynamics.autopilot.exploremonaghan&feature=search_result#?t=W251bGwsMSwxLDEsImNvbS5lZHUyY3RzLmV4cGx5IjI0



3. THE GLOBAL PICTURE FOR MOBILE WEB USAGE AND APPS

The principal source for the following summary of global picture comes from:

<http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats#mobilebroadband>

There are almost 1.2 billion mobile Web users in the world.

From 2007-2010, over 300,000 mobile apps have been developed. In 2010 these 300,000+ applications were downloaded 10.9 billion times. There are predictions that global downloads will reach 76.9 billion in 2014 and will be worth US\$35 billion. New York based research analysis organisation, ABI Research predict that there will be 29 billion apps downloaded in 2011, up from 9 billion in 2010. In Q2 Android overtook Apple in terms of app downloads with 44 per cent of downloads, compared to Apple's 31 per cent.⁵

Many argue that the rapid creation and downloading of phone apps is just a fad that will fade when more websites develop mobile friendly platforms. Interestingly, one in four mobile apps once downloaded is never used again. A study by Localytics (January 2010) found that many apps are downloaded, tried once and then discarded. Tracking downloads is often a first step to gauging an app's success, but download stats often provide an incomplete and inflated view. High download numbers always feel great, but if those customers never open the app or abandon it after just a few uses, those high download numbers are really part of a high churn rate.⁶

According to estimates by The ITU (2011) there are 1.2 billion active mobile-broadband subscriptions in the world. That is 17 per cent of the global population.

- Mobile-broadband subscriptions have grown 45 per cent annually over the last four years.
- Mobile-broadband subscription out number fixed broadband subscriptions by 2:1.
- In developed countries mobile-broadband users often also have a fixed-broadband connection, which is in contrast with developing countries where mobile broadband is often the only access method available to people.

⁵ ABI Rsearch, October 2011 cited by Global Mobile Statistics (February 2012)

<http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats#mobile-app-flops>

⁶ Localytics study (Localytics makes analytics tools for mobile apps). Source: Global Mobile Statistics (February 2012)

<http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats#mobile-app-flops>

Active mobile broadband subscriptions by region in 2010 and 2011
(2011 figures are estimates)

	Global	Developed nations	Developing nations	Africa	Arab States	Asia & Pacific	CIS	Europe	The Americas
Active mobile broadband subscriptions 2011 (millions)	1,186	701	484	31	48	421	42	336	286
Per 100 people 2011	17.0%	56.5%	8.5%	3.8%	13.3%	10.7%	14.9%	54.1%	30.5%
Active mobile broadband subscriptions 2010 (millions)	870	569	301	20	36	289	31	254	224
Per 100 people 2010	12.6%	46.2%	5.3%	2.5%	10.2%	7.4%	11.2%	41.3%	24.1%
Source: International Telecommunication Union (November 2011)							via: mobiThinking		

Top 10 Countries by active mobile broadband subscriptions per 100 inhabitants					
Rank	Country	Percentage	Rank	Country	Percentage
1	Korea (Rep.)	91.0	6	Hong Kong, China	74.5
2	Japan	87.8	7	Portugal	72.5
3	Sweden	84.0	8	Luxembourg	72.1
4	Australia	82.7	9	Singapore	69.7
5	Finland	78.1	10	Austria	67.4
Source: ITU and Wireless Intelligence (2011)			via: mobiThinking		

There are more mobile Internet users in China than any other country.

[The China Internet Network Information Center](#) (CINIC) reports (July 2010): There are 277 million mobile Web users in China, up 43 million in six months. This represents almost two-thirds of China's total web users (420 million). The majority of these also access the Web via PC or laptop, but 11.7 per cent of Web users exclusively use mobile to access the Web (this works out about 49 million, or equivalent to more than the total population of Spain).

If these stats are accurate, then China is on track for having mobile Internet users than there are people in the US, the world's third largest nation. However stats from [China Mobile](#), [China Unicom](#) and [China Telecom](#) (November 2011) suggest there are 118 million 3G users in China. While 3G is not essential for mobile Web access, it is the minimum requirement for high-speed mobile browsing.

For more analysis see: [Why Asia will \(continue to\) dominate the mobile Web](#)

In January 2012, 8.49 per cent of Website hits/page views come from a handheld mobile device; according to [StatCounter](#)

Growth in mobile Web penetration is strongest in Asia and Africa, where PC penetration is lower. The worldwide leader for mobile page views by a considerable margin is Nokia's Symbian operating system, with almost 32 per cent, due to its dominance of mobile phone shipments, particularly in Asia.

Proportion of global Web page-views from mobile devices, by region, in Jan 2011 and Jan 2012							
	Global	Africa	Asia	Europe	North America	Oceania	South America
Mobile page-views in Jan 2012	8.49%	19.17%	14.32%	4.22%	8.03%	7.75%	2.88%
Mobile page-views in Jan 2011	4.3%	6.33%	6.06%	2.17%	5.78%	3.69%	1.88%
Top mobile operating system for page-views, by region, in Jan 2012							
1	Symbian 31.89%	Symbian 70.94%	Symbian 55.42%	iOS 41.19%	iOS 44.29%	iOS 70.62%	Symbian 33.73%
2	iOS 24.04%	Samsung 7.23%	Android 13.43%	Android 30.89%	Android 38.63%	Android 20.84%	Android 26.93%
3	Android 24.04%	Android 7.23%	Samsung 13.43%	Blackberry 30.89%	Blackberry 38.63%	Symbian 20.84%	iOS 26.93%
Source: StatCounter (February 2012)						via: mobiThinking	

Many mobile Web users are mobile only - they do not, or very rarely also use a desktop, laptop or tablet to access the Web, according to [On Device Research](#).

- In many developing nations, the majority of mobile Web users are mobile-only, highest include Egypt at 70 per cent and India at 59 percent. The mobile-only tend to be under 25 years of age.
- In developed nations, including the US at 25 per cent, a minority of mobile Web users is mobile-only. Particularly In the US, many mobile-only are older people and many come from lower income households.
- In Africa, the 85 per cent of the mobile-only Web users access the Web with a feature phone. The top mobile activities for mobile-only users are: downloading games (55 per cent); downloading music (54 per cent); social networking (52 per cent); search (48 per cent); email (46 per cent).
- Many mobile-only Web users do not have a bank account, in India this is 57 per cent of the mobile-only.

Percentage of Mobile Web users who never or infrequently use the desktop Web			
Country	Percentage mobile-only	Country	Percentage mobile-only
Egypt	70%	Indonesia	44%
India	59%	Thailand	32%
South Africa	57%	China	30%
Ghana	55%	US	25%
Kenya	54%	UK	22%
Nigeria	50%	Russia	19%
Source: On Device Research (December 2010)		Survey Group: 15,204	Via: mobiThinking

In 2011 over 85 per cent of new handsets will be able to access the mobile Web. Today in US and Western Europe, 90 per cent of mobile subscribers have an Internet-ready phone.

- [Gartner](#) (March 2010) prediction for 2011 is that over 85 per cent of handsets shipped globally will include some form of browser.
- For mature markets, such as Western Europe and Japan, approximately 60 per cent of handsets shipped will be smartphones with sophisticated browsing capabilities.
- In mature markets, the mobile Web, along with associated Web adaptation tools, will be a leading technology for business to consumer (B2C) mobile applications through 2012, and should be part of every organisation's B2C technology portfolio.
- [comScore](#) (February 2011) estimates that 90 per cent of mobile subscribers in US and Western Europe have a phone that can access the mobile Web. Over 48 per cent of US and 61 percent of Western Europeans have a hand-set with an HTML browsers (this proportion is increasing fast), the rest have WAP browsers.
- ComScore notes that there are more than 60 different types/versions of mobile browser in use on mobile handsets. This makes mobile Web design more complicated than desktop Web design.
- [dotMobi](#) (July 2011) - [mobiThinking's](#) parent company estimates that there are 6,500 distinct Web-capable mobile devices models out there. That's ignoring devices that only vary in color or phones that have be renamed/relabelled by operators etc. The majority of these are not smartphones. The specifications and features of these devices vary massively, screen sizes particularly.
- [ABI Research](#) (July 2011) predicts that 2.1 billion mobile devices will have HTML5 browsers by 2016 (up from 109 million in 2010). HTML5 will help to deliver a richer, more interactive mobile web experience, including being able to play video without needing a plug such as the Adobe Flash Player.

At least 45 per cent of the world's population is now covered by a 3G mobile network (required for fast mobile Internet access (source: [The ITU](#) 2011).

3G networks are now been launched in 159 countries. Some countries such as Sweden, Norway, Ukraine, Australia and United States are already moving to 4G.

Top regions and countries for penetration of 3G handsets

Top regions for penetration of 3G handsets according to Ovum			Top 10 countries for penetration of 3G handsets according to Informa	
Region	2009	2014	Country	%
Western Europe	39%	92%	Japan	90%
North America	38%	74%	South Korea	75%
Eastern Europe	9%	40%	Australia	56%
AsiaPac (without Japan)	7%	37%	Singapore	44%
Japan	91%	100%	Israel	46%
Middle East & Africa	7%	35%	Spain	41%
South & Central America	4%	17%	USA	41%
			Sweden	40%
			Austria	40%
			Portugal	35%
			Italy	34%
Global	15%	43%	Global	12%
Source: Morgan Stanley (April 2010)			Morgan Stanley	via: mobiThinking

More widespread availability of unlimited data plans has helped the US overtake and extend its lead in mobile media use (mobile Web, apps, content downloads etc.) over Western Europe.

- [ComScore](#) found where 29 per cent of US subscribers now have unlimited plans, there are only 8 per cent in the EU5 (UK, France, Germany, Italy, Spain). ComScore does not provide comparable data for Japan, where mobile media penetration is 75 per cent dwarfing both the US and EU5.
- By contrast, [Infinita](#) estimates that 75 per cent of Japanese are on unlimited plans (it was first introduced in 2004), while over 95 per cent have 3G handsets. In this [Guide to Japan](#), Infinita states that penetration of unlimited data is the main reason mobile Web in Japan is so advanced.

Mobile Market Enablers in the U.S. and W. Europe, Q4 2010, according to ComScore				
Country	Unlimited data plans	Smartphone penetration	3G/4G handset ownership	Mobile media usage
US	29%	27%	50%	47%
Western Europe (EU5)	8%	31.1%	47.1%	37%
Japan				75%
Source: ComScore (February 2011)		Survey Group: 27,000		via: mobiThinking

4. SOME IMPLICATIONS FOR AUSTRALIAN LOCAL GOVERNMENT

Clearly, the huge growth in smart phone and mobile web technology and portable devices requires councils to respond to consumer demands, interest and needs.

The development of “apps” designed specifically for the needs of and application by local government needs provides many diverse opportunities to better provide information and services for local communities. Apps in themselves are not new, yet could be an integral part of a local innovation focused on a new product, process, system or delivery of service to the community.

Councils in Australia need to be cautioned against rushing into the app market place ahead of getting their own primary website into better practice functionality first.

Firstly, this includes ensuring that a council website is of Gov 2.0 standard.

One definition for this is:

“Government 2.0 is not specifically about social networking or technology based approaches to anything. It represents a fundamental shift in the implementation of government - toward an open, collaborative, cooperative arrangement where there is (wherever possible) open consultation, open data, shared knowledge, mutual acknowledgment of expertise, mutual respect for shared values and an understanding of how to agree to disagree. Technology and social tools are an important part of this change but are essentially an enabler in this process.”⁷

Next, providing a mobile web (or smart phone) friendly version of the council website is rapidly becoming the norm based upon expectations from users of these hand-held devices.

Even with such a mobile web version in place, many users will still want to option of diverting to the full desktop (or ‘classic’) version of the website. So it is best to test and refine the latter, so a smart phone can still upload pages efficiently and also be able to use the full range of interactive functions including e-commerce and messaging, blog posting etc. This will overcome all too frequent complaints and frustrations for clients, ratepayers and external stakeholders using their smart phones.

The cost of designing and developing a local government app needs to be balanced with likely performance improvement, productivity gains and better services delivery to the community. Will this contribute to cost savings in a business sense, or provide a burden from increases expectations from sections of the community and the lack of internal resources to be able to effectively and efficiently respond?

While there are many very ethical, competitive and technically competent private contractors and consultants to undertake app development work for local government, there is a strong case for building internal capacity of a council or groups of councils to carry out such work or at least share the tasks. This can include partnerships and collaboration with third party entities.

⁷ <http://www.gov2u.org/index.php/blog/164-gov-20-definitions-and-developments>

For councils with limited capacity (e.g. smaller low rate base remote-rural), there is great potential for the shared services approach to collaborate and employ a position that works across the region or sub-region. So an important message is to think beyond just contracting work out to a consultant.

The application of new information communication technology (ICT) will require councils to rethink their internal structures to facilitate better team approaches across the organization. Workforce and skills requirements will need to be based around new ways of doing business where ICT including communication tools like apps become some of the principal community engagement methods.

Apps along with the various forms of social media and other web-based technology applications need to be approached strategically, alongside other methods of communication, conversations and engagement with local communities.

ICT will be evolving component of the emerging paradigm shift towards e-democracy and citizen-centric decision-making processes.

Readers of this report are encouraged to contact ACELG so that the data base of local government apps can be updated over time and shared via the online IKEN resource at:

<http://www.iken.net.au/communities-of-practice/community-engagement-and-social-media>

Other useful reports include:

Howard, Anne H. (2012) *Connecting with Communities: How local government is using social media to engage with citizens*. ANZSOG Institute for Governance at University of Canberra & Australian Centre of Excellence for Local Government.

[http://www.iken.net.au/sites/iken.net.au/files/Connecting%20with%20Communities%20ANZSIG-ACELG%20August%202012%20\(2\).pdf](http://www.iken.net.au/sites/iken.net.au/files/Connecting%20with%20Communities%20ANZSIG-ACELG%20August%202012%20(2).pdf)

Purser, K. (2012) *Using Social Media in Local Government: 2011 Survey Report*. Australian Centre of Excellence for Local Government, University of Technology, Sydney

http://www.acelg.org.au/program-details.php?pid=2#news_events

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ABOUT ACELG

ACELG is a unique consortium of universities and professional bodies that have a strong commitment to the advancement of local government. The Secretariat is based at the University of Technology, Sydney and the consortium includes the UTS Centre for Local Government, the University of Canberra, the Australia and New Zealand School of Government, Local Government Managers Australia and the Institute of Public Works Engineering Australia. Also, ACELG works with other program partners to provide support in specialist areas and extend the Centre's national reach. These include Charles Darwin University and Edith Cowan University.

PROGRAM DELIVERY

ACELG's activities are grouped into six program areas:

- Research and Policy Foresight
- Innovation and Best Practice
- Governance and Strategic Leadership
- Organisation Capacity Building
- Rural-Remote and Indigenous Local Government
- Workforce Development

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