

# Bridging the Citizen Divide

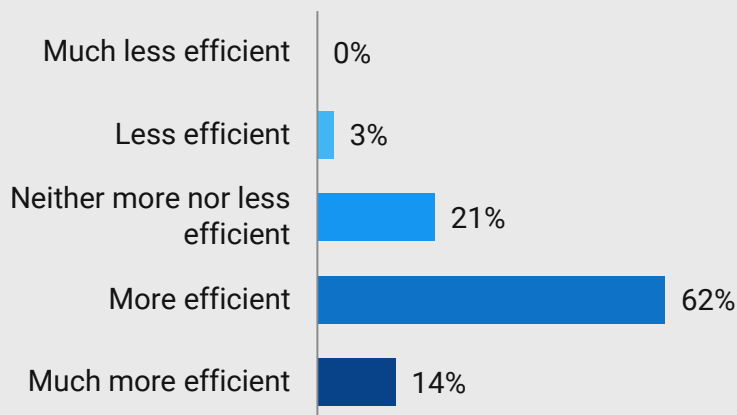
A Candid Poll on Mobile Technology in State and Local Government

## Introduction

State and local government agree – mobile technology contributes directly to organizational efficiency. However, many agencies are still in the early stages of adoption and are working to understand the full spectrum of options. To find out more about the mobile technology adoption progress of these agencies, Government Business Council (GBC) polled a random sample of 139 decision makers in September 2018.

## More than three-fourths of state and local leaders see boost to efficiency

1. Please complete the following statement: “Mobile technology tools have made my jurisdiction \_\_\_\_\_.”



Percentage of respondents, n=138  
Note: Percentages may not add up to 100% due to rounding

- **76%** of state and local government employees report that their organizations have become **more or much more efficient as a result of mobile technology.**
- Of these, a **significant portion (18%)** believe their organization has become **much more efficient.**

### Analysis:

These positive results confirm that mobile tech has a place in state and local government, but what can explain the difference in experiences? Read on to learn about the adoption journey and how implementation timelines affect perceptions.

## Insights from Accela

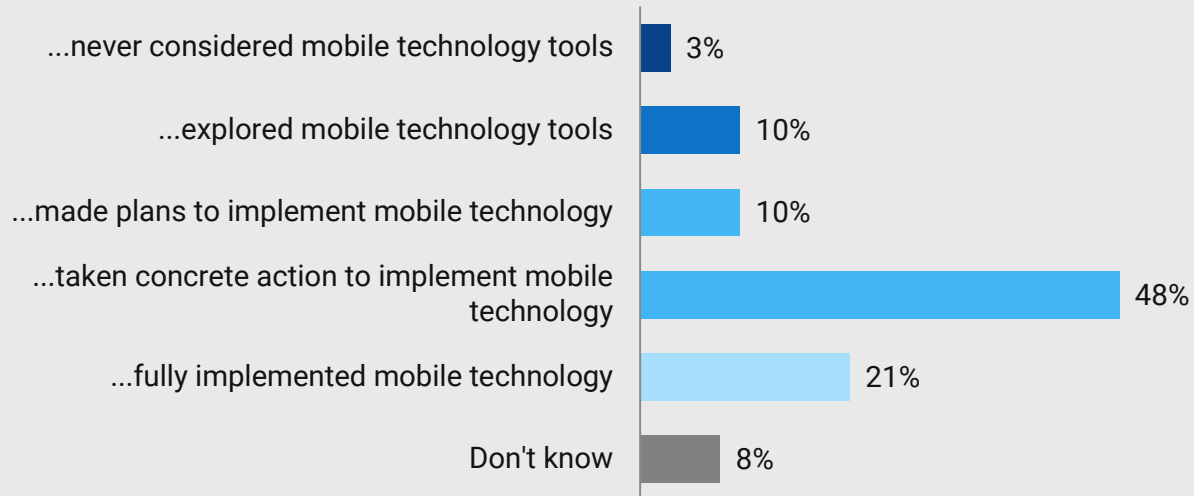
Today’s citizens increasingly demand convenient, electronic access to historically time-consuming government functions. Fortunately, much of what improves the customer experience for citizens (greater access to Web-based tools, user-friendly interfaces, and streamlined functionality) is also beneficial for state and local government agencies.

Through integrated, cloud-functional mobile technology, agencies across all jurisdictional levels can achieve quantifiable improvements in organizational efficiency and transparency, and can realize an overall boost to their citizen experience. By working with experienced technology partners, government can move closer to spending less on costly transformation efforts and focusing more on their missions.

## State and local agencies have yet to complete the mobile journey

### 2. Which of the following best describes your agency with respect to mobile technology tools?

"My jurisdiction has..."



Percentage of respondents, n=138  
Note: Percentages may not add up to 100% due to rounding

- **Nearly half (48%)** of state and local government agencies have taken concrete action to implement mobile technology, but have yet to finalize the implementation throughout the organization.
- By contrast, **nearly one-fourth (23%)** of respondents indicate that **their agencies have taken no action to implement mobile technology tools**, of which more than half have not gotten past the planning stages.

#### Analysis:

While some agencies have taken mobile technology adoption in full stride, others are using a more methodical approach. Across the nation, state and local jurisdictions represent a broad range of mobile tech implementation completion.

## Cases: Key areas to drive value through mobile

### Permitting and Regulation



Sharing economy and recreational cannabis use growth has caused regulatory headaches for many governments. Creating opportunities for easy, mobile-equipped submission is helpful in enhancing compliance. <sup>1</sup>

### Smart Communities



Mobile also creates functional linkages in cities and other local jurisdictions, setting the stage for growth in smart communities. By 'democratizing' its data and tying in mobile tech, Atlanta recently improved citywide waste management. <sup>2</sup>

### Public Health



A variety of data collected through mobile devices can be used to feed big data and analytics efforts in public health, fighting opioid abuse and other pernicious health issues. <sup>3</sup>

### Open Data

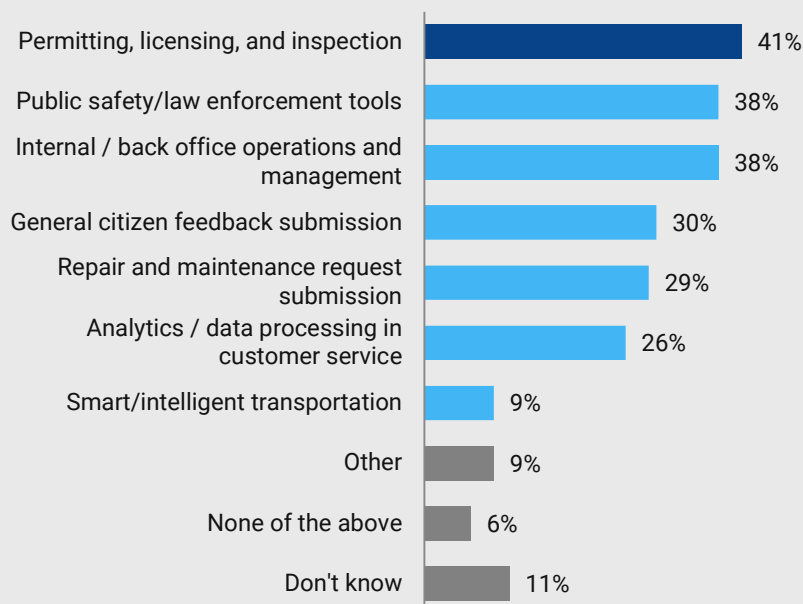


Sharing and collaboration produce economies of scale, allowing state and local government to leverage mutual experience. Borrowing the federal government model, local jurisdictions have begun to share results from pilot projects. <sup>4</sup>

## State and local government are implementing varied mobile technologies

- At least one-third of those surveyed indicated full implementation of mobile technology in internal/back office operations and management (38%), public safety tools (38%), and permitting/licensing/inspection solutions (41%).
- Similarly, more than one-fourth of respondents report that their organization utilizes mobile technology in analytics/processing for customer service (26%), repair and maintenance requests (29%), and general citizen feedback submission (30%).

### 3. Which of the following mobile technology tools has your organization implemented? Please select all that apply.



Percentage of respondents, n=139.

#### Analysis:

Despite significant progress in implementing mobile technology tools across a variety of agency functions, the majority of organizations represented in this survey do not utilize these tools. Thus, despite the adoption by certain leading agencies, there are ongoing opportunities for others to enhance their technological standing.

#### Methodology

GBC deployed a 3-question poll on mobile technology tools to a random sample of 139 state and local government employees. The poll was fielded in September 2018. From the total pool of respondents, 76% identified as local government employees and 24% as state government employees.

#### Sources

- "Denver is making progress regulating short-term rentals," *The Denver Post*. Published January 2018 ([link](#)).
- "How Atlanta is transforming itself into one of the top smart cities in the world," *TechRepublic.com*. Published August 2018 ([link](#)).
- "Innovation in Local Government: Open Data and Information Technology," *McKinsey & Company*. Published 2014 ([link](#)).
- Ibid.*

#### About Government Business Council

As Government Executive Media Group's research division, Government Business Council (GBC) is dedicated to advancing the business of government through analysis, insight, and analytical independence. An extension of *Government Executive's* 40 years of exemplary editorial standards and commitment to the highest ethical values, GBC studies influential decision makers from across government to produce intelligence-based research and analysis.

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