# Government Accountability, Communications Committee Appendix

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# Municipal Communicators Survey Report

Tuesday, September 26, 2017

**5** **responses**

Invited: Canton, Farmington Hills, Garden City, Northville, Novi & Plymouth

Complete Responses: 4

Conducted Online

Survey Period: September 5-12, 2017

Margin of Error: NA

# Key Insights

The environmental scan says:

- While mobile apps are important to the mix, only one city has invested in an app and the residents' usage is low.
- Every municipality uses Facebook and feels strongly that it is important. A few also use other social channels.
- Newsletters are very important.
    - One municipality *only offers* enews.
    - Others provide print and topical enewsletters.
- A calendar is very important and most (3 out of 4) *only* provide it electronically (website and enewsletters).
- The website is *THE* most critical communication vehicle; most (3 out of 4) have invested in responsive websites.
- The majority of their residents (over 66%) use mobile devices to access their website.
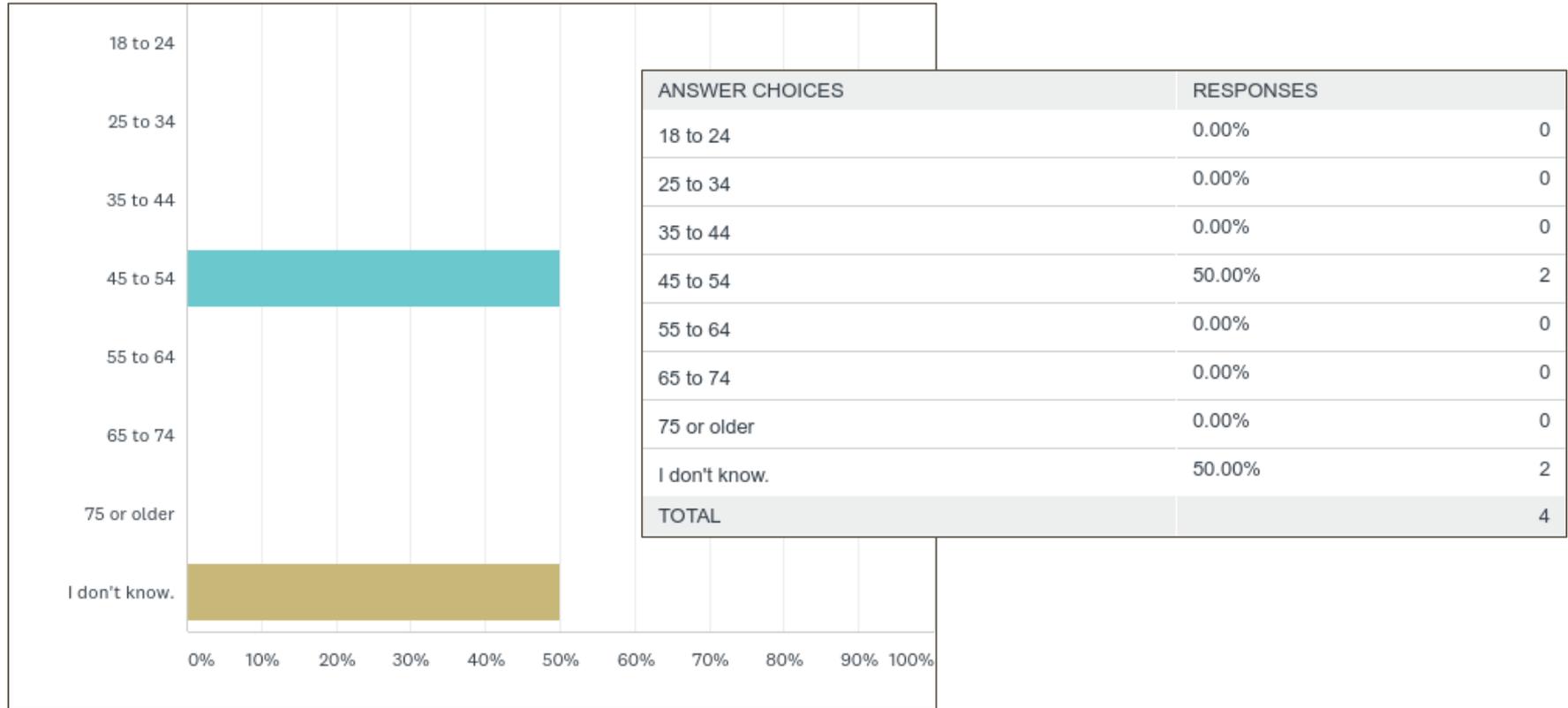
**Q1:** **Plymouth Township's Citizen Advisory Council has been charged with making communication recommendations to the township supervisor and trustee. May we talk to you about how your city communicates with its residents?**

Answered: 5    Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Yes | 100.00% | 5 |
| No | 0.00% | 0 |
| TOTAL | | 5 |
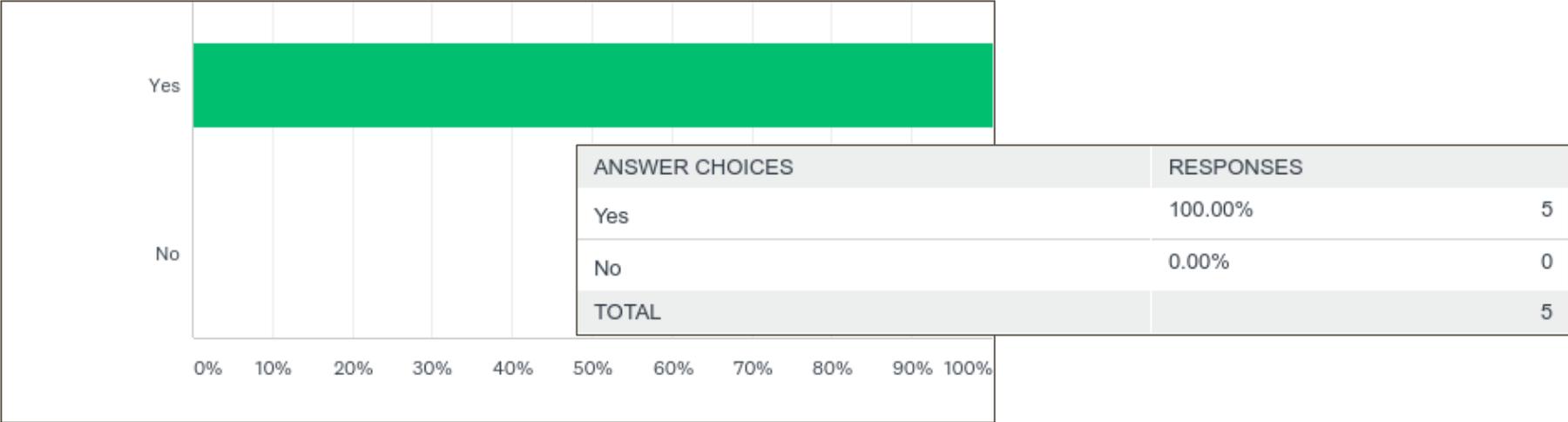
# Q2: What is the average age of your residents?

Answered: 4    Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| 18 to 24 | 0.00% | 0 |
| 25 to 34 | 0.00% | 0 |
| 35 to 44 | 0.00% | 0 |
| 45 to 54 | 50.00% | 2 |
| 55 to 64 | 0.00% | 0 |
| 65 to 74 | 0.00% | 0 |
| 75 or older | 0.00% | 0 |
| I don't know. | 50.00% | 2 |
| TOTAL | | 4 |

# Q3: Does your city have an active profile on any of the following social networks? (Please select all that apply.)
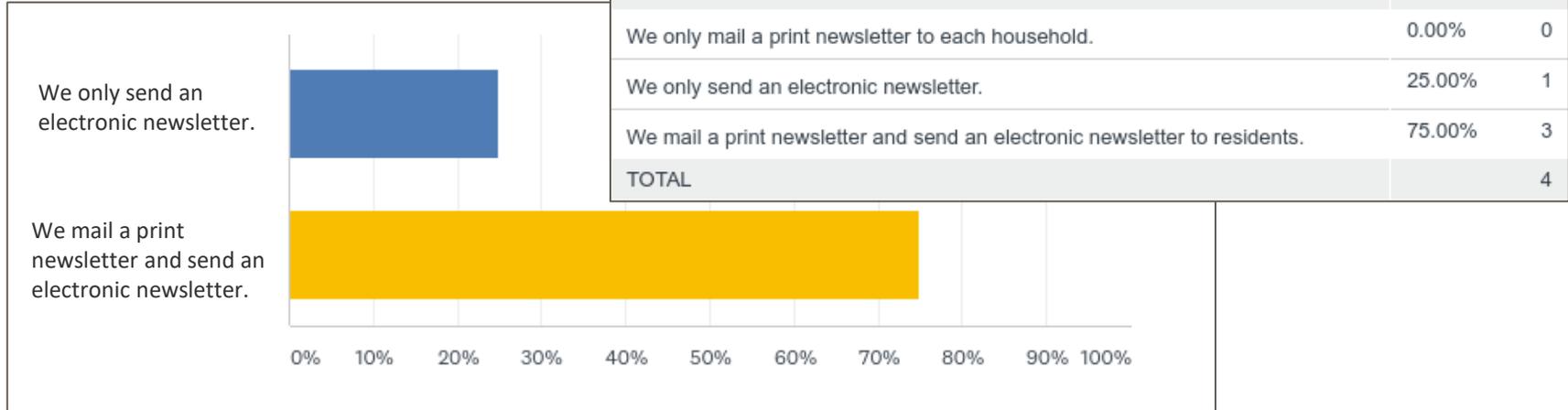
Answered: 4    Skipped: 1
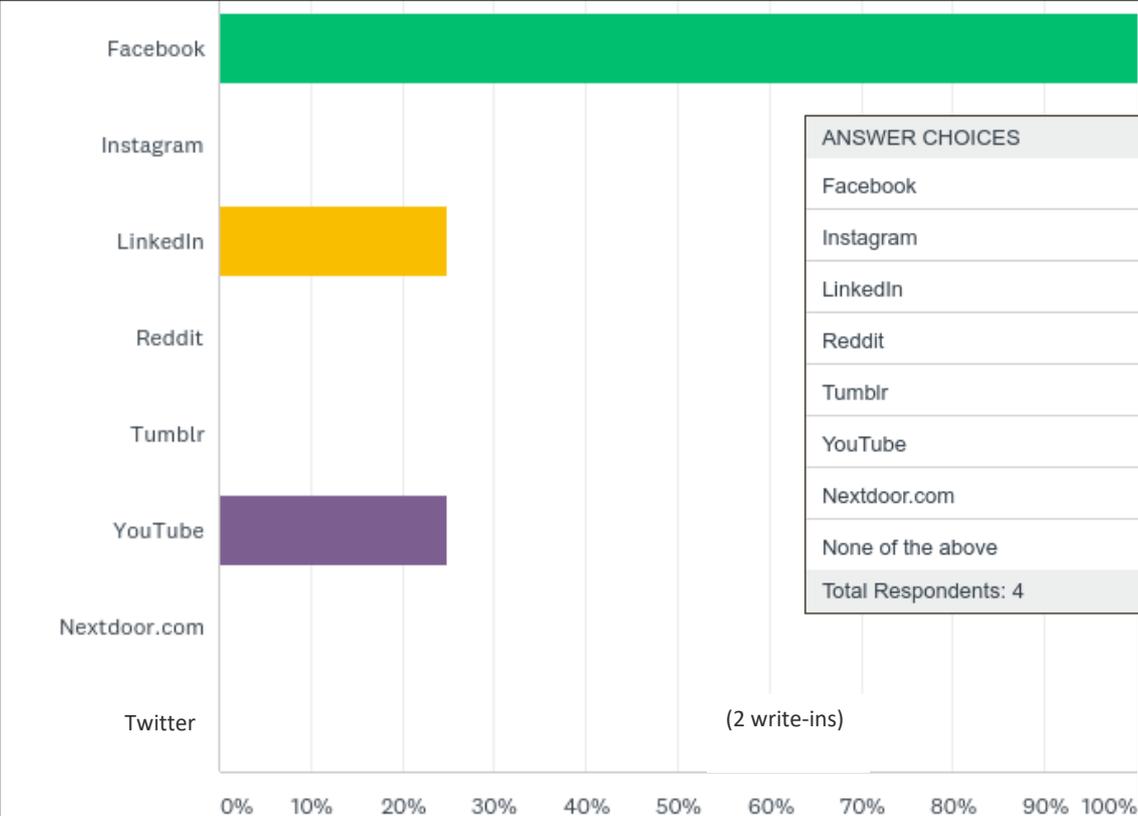


| ANSWER CHOICES | RESPONSES | |
| --- | --- | --- |
| Facebook | 100.00% | 4 |
| Instagram | 0.00% | 0 |
| LinkedIn | 25.00% | 1 |
| Reddit | 0.00% | 0 |
| Tumblr | 0.00% | 0 |
| YouTube | 25.00% | 1 |
| Nextdoor.com | 0.00% | 0 |
| None of the above | 0.00% | 0 |
| Total Respondents: 4 | | |

(2 write-ins)

# Q4: Do you mail a print newsletter and/or send an electronic newsletter to your residents'?

Answered: 4    Skipped: 1

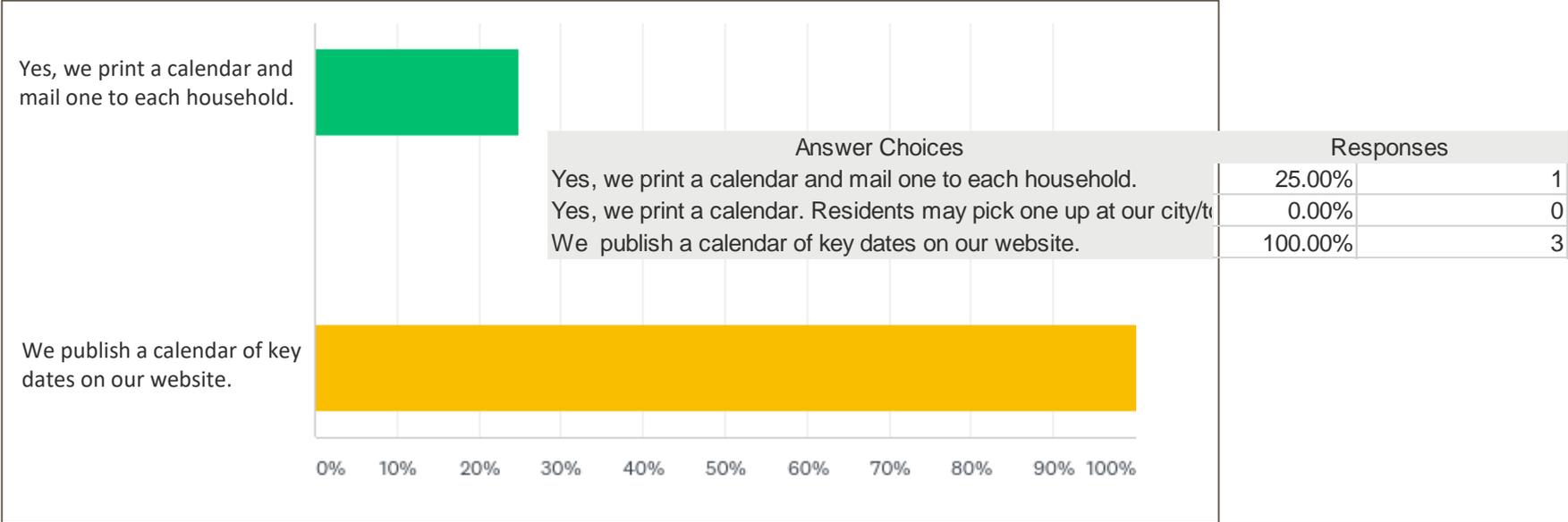| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| We only mail a print newsletter to each household. | 0.00% | 0 |
| We only send an electronic newsletter. | 25.00% | 1 |
| We mail a print newsletter and send an electronic newsletter to residents. | 75.00% | 3 |
| TOTAL | | 4 |

- With the next issue, we will be combining the Farmington Hills Focus Newsletter with the City Activities Guide to save on postage costs.
- Quarterly print NL mailed to each resident: Northville Matters weekly, e-newsletter is City News (anyone can subscribe)
- We have one monthly newsletter that is mailed to all addresses, and we have a number of electronic newsletters for specific programs and facilities that residents can subscribe to.

## Q5: Do you publish a calendar for your residents? (Select all answers that apply.)
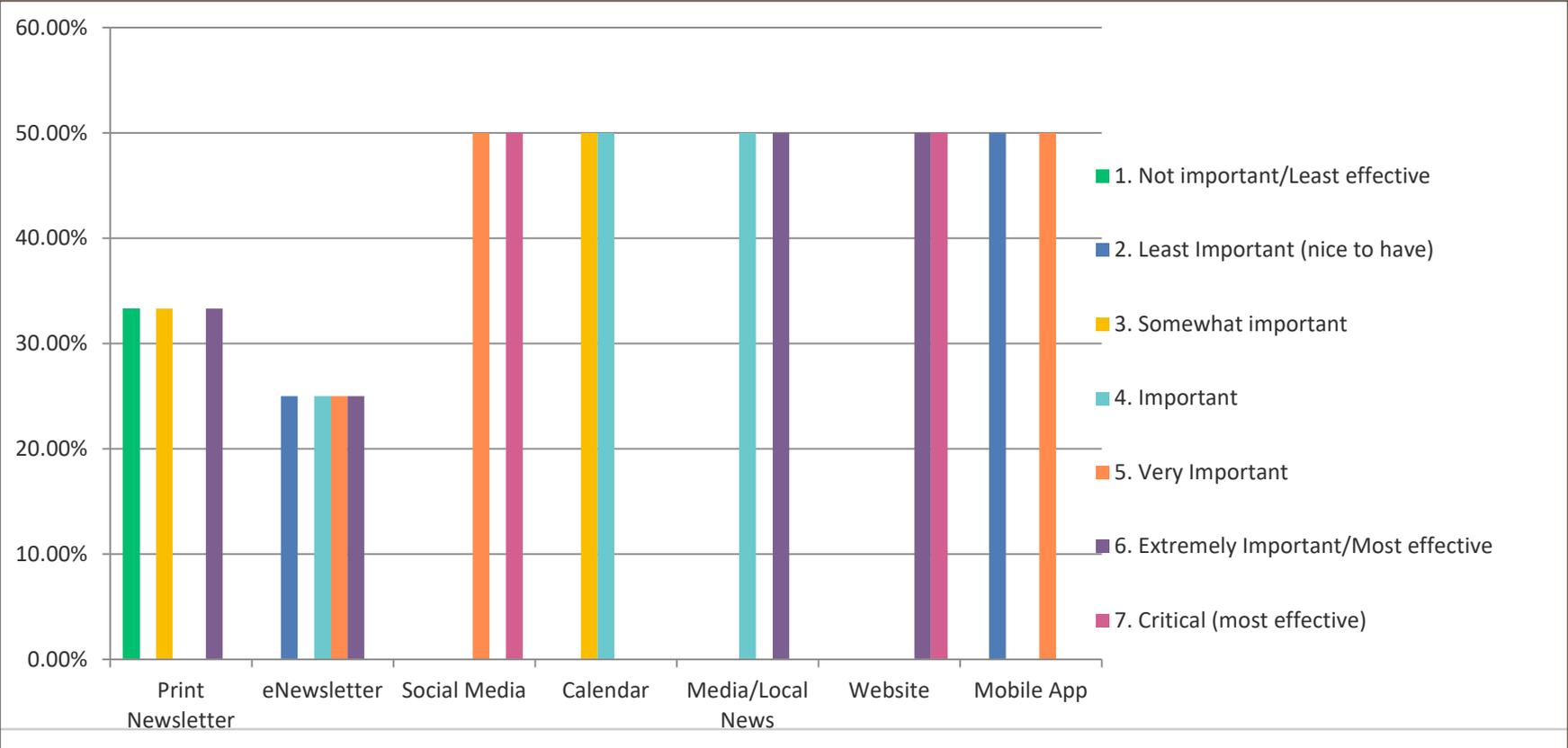
Answered: 4    Skipped: 1



| Answer Choices | Responses | |
|---|---|---|
| Yes, we print a calendar and mail one to each household. | 25.00% | 1 |
| Yes, we print a calendar. Residents may pick one up at our city/t[...] | 0.00% | 0 |
| We  publish a calendar of key dates on our website. | 100.00% | 3 |

- We include events in City News, our weekly e-newsletter
- A monthly calendar is included in the monthly newsletter.

# Q6: Based on your city's experience, please rank the below news outlets from the most effective (critical) to the least effective or important.

Answered: 4    Skipped: 1

# Q6: Based on your city's experience, please rank the below news outlets from the most effective (critical) to the least effective or important.
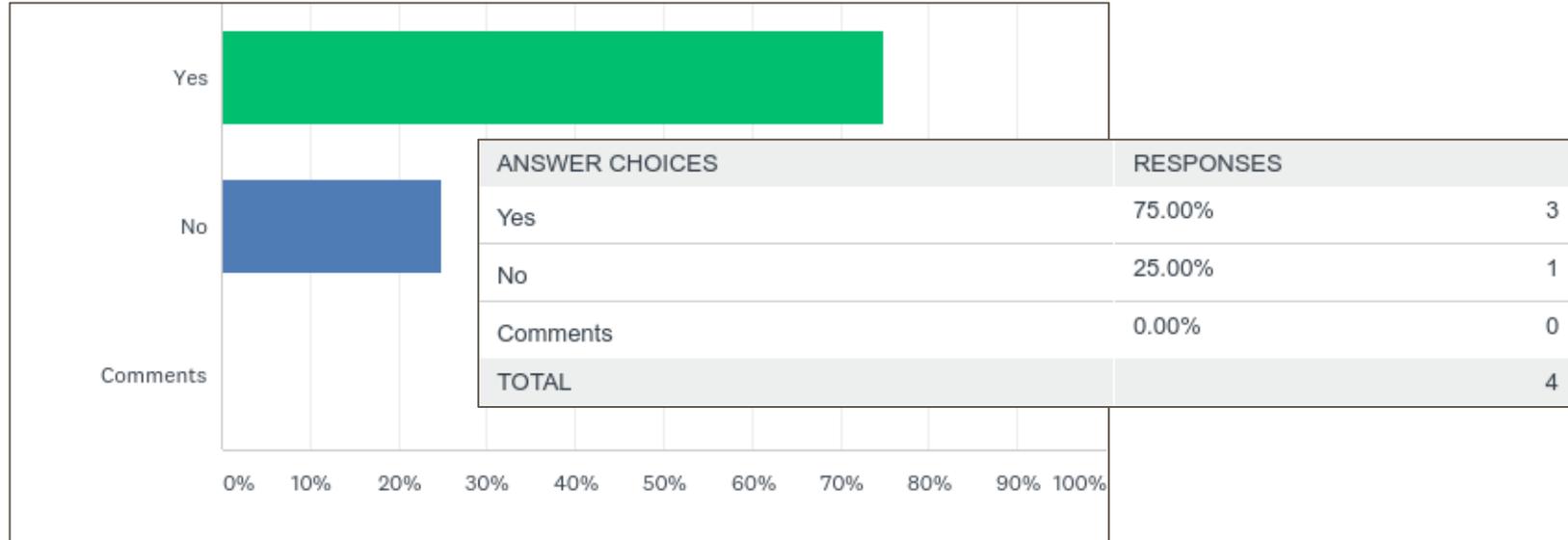
Answered: 4    Skipped: 1

| Channel | Most Importants |
|---|---|
| Website | 9 |
| eNewsletter | 8 |
| Social Media | 8 |
| Print | 5.5 |
| Media/Local News | 5 |
| Calendar | 3.5 |
| Mobile App | 2 |

- The City of Farmington Hills does not have a mobile app.
- The answers don't allow for more than one "extremely important". I would say the e-newsletter, calendar, website, media/local news, print newsletter are all extremely important. We don't have a mobile app, but that is nice to have.
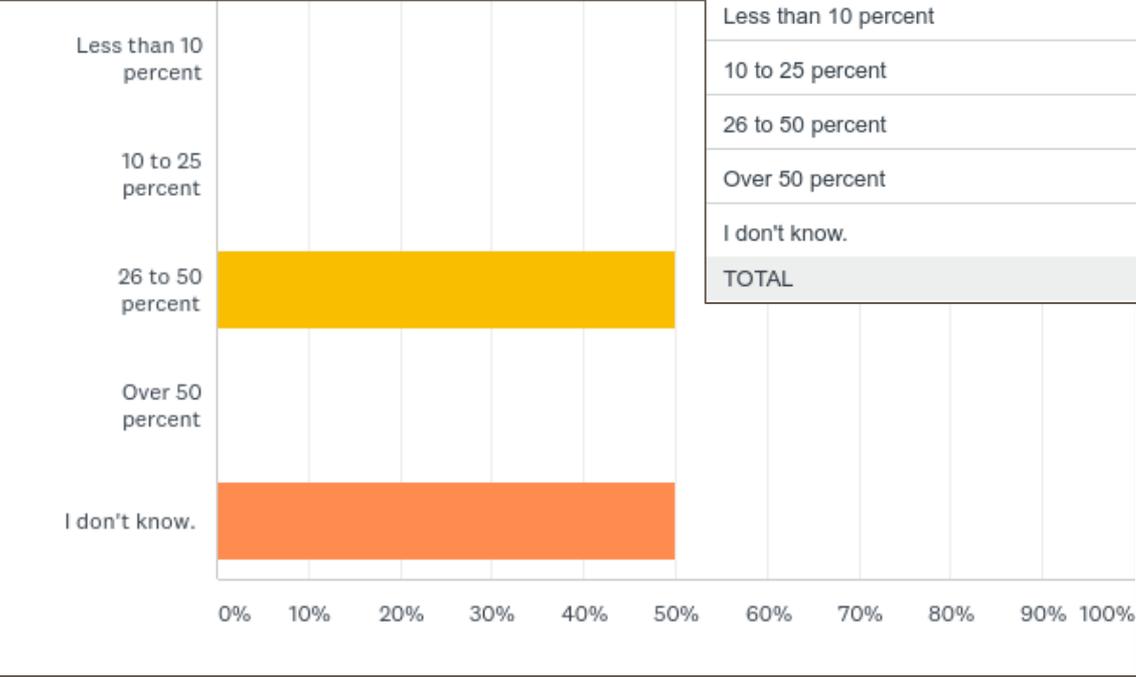
# Q7: Is your website responsive (adapts to any size screen)?

Answered: 4    Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Yes | 75.00% | 3 |
| No | 25.00% | 1 |
| Comments | 0.00% | 0 |
| TOTAL | | 4 |

# Q8: What percent of residents access your city/township's website?

Answered: 4    Skipped: 1



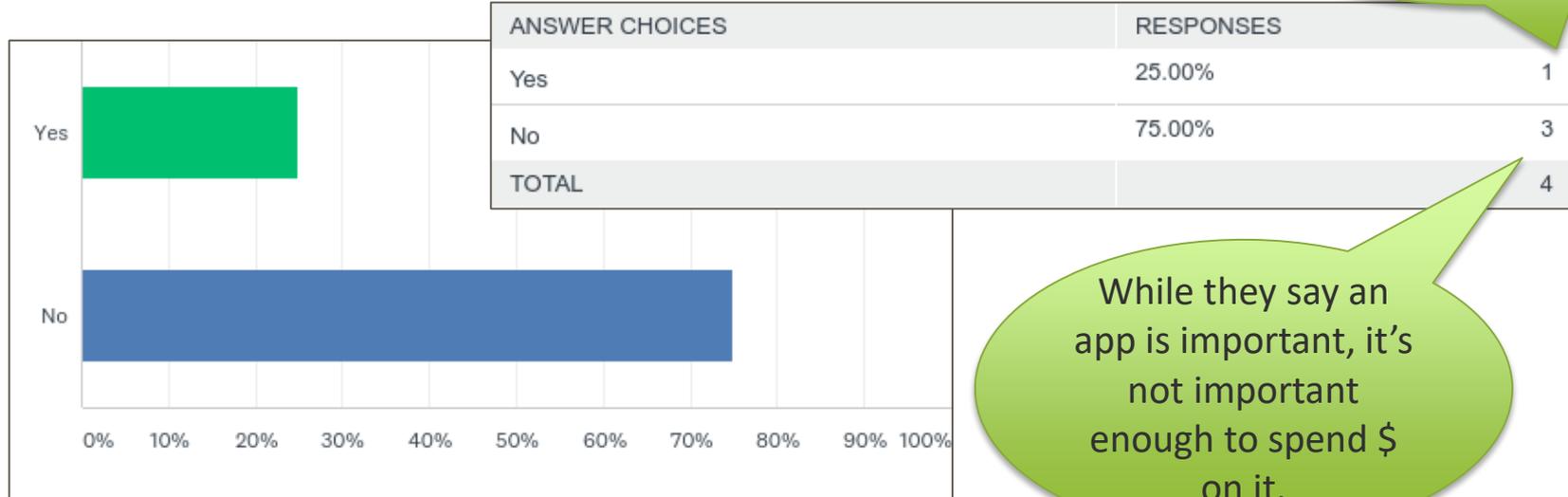| ANSWER CHOICES | RESPONSES | |
| --- | --- | --- |
| Less than 10 percent | 0.00% | 0 |
| 10 to 25 percent | 0.00% | 0 |
| 26 to 50 percent | 50.00% | 2 |
| Over 50 percent | 0.00% | 0 |
| I don't know. | 50.00% | 2 |
| TOTAL | | 4 |

# Q9: If you had limited budget and could only choose one improvement, would you make a city/township's main website responsive or would you create a mobile app? Why?

Answered: 4    Skipped: 1

| ANSWER CHOICES | RESPONSES | |
| --- | --- | --- |
| Website Responsive | 50.00% | 2 |
| Mobile App | 50.00% | 2 |
| TOTAL | | 4 |
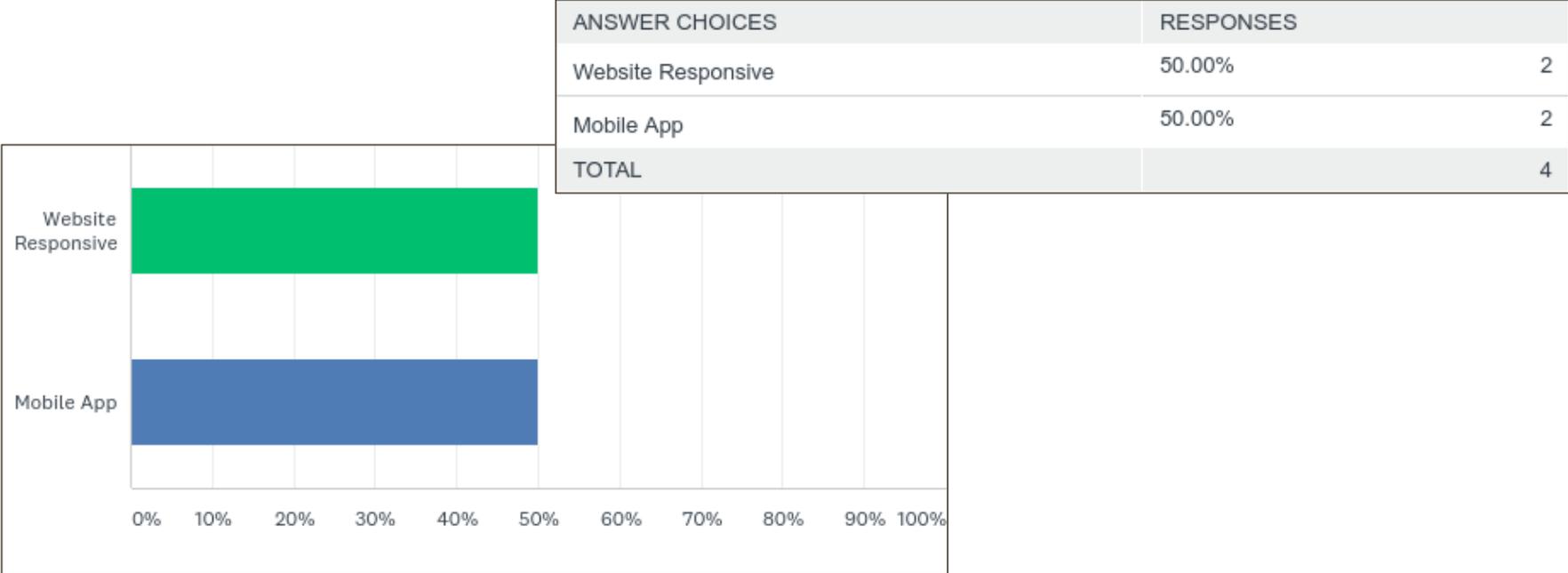
# Q10: Do you have a mobile app for your local government?

Answered: 4    Skipped: 1



| ANSWER CHOICES | RESPONSES | |
| --- | --- | --- |
| Yes | 25.00% | 1 |
| No | 75.00% | 3 |
| TOTAL | | 4 |

*Less than 10% of residents use it*

*While they say an app is important, it's not important enough to spend $ on it.*

**Q11:  What percent of your residents have downloaded your mobile app?**
*Less than 10%* *of residents downloaded the app.*

**Q12:  What percent of residents actively USE your city/township's mobile app on a regular basis.**
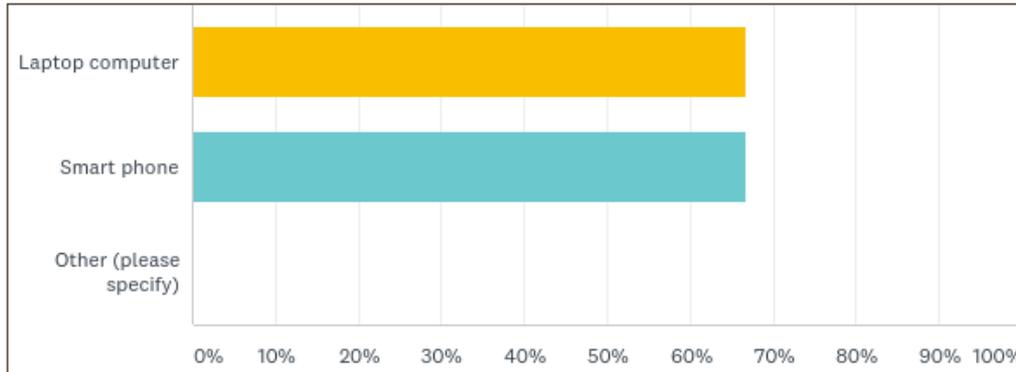I don't know

# Google Analytics

**Q13:    Do you use Google Analytics or any other type of measurement to gauge the success of your website?**

100% use Google Analytics

**Q14: Based on your website analytics, what are the top 2 ways your residents connect to the internet? (Please select only 2 options.)**



**Q15: Based on your website analytics, what are some insights you have gained that may be relevant to another city/township?**
- Event based postings and recreational offerings are among the most commonly searched items on the City website.
- Realizing that most common data needs to be accessible from the main page vs. having the user having to hunt the information down on the site.
- The number one search is the physical location of our building. Jobs and employment are also in the top searches. Make that information easily accessible.

# Plymouth Township Resident Communication Preferences Survey Report

Tuesday, September 12, 2017

# Key Insights

Residents:
- Are tech-savvy regardless of age.
    - Most respondents were over 55 (over 70%)
    - Regularly use the web to manage their money, read news and interact on social media (over 65%)
    - Use mobile devices the majority of the time (over 66%)
- Prefer Facebook and YouTube as social channels (over 60% use both)
- Feel they should have the option of selecting how they want to receive their news
- Favor newsletters (print and electronic), township meetings, calendar and media as their sources for Plymouth Township news. (Listed in order of preference.)

**733**
Total Responses

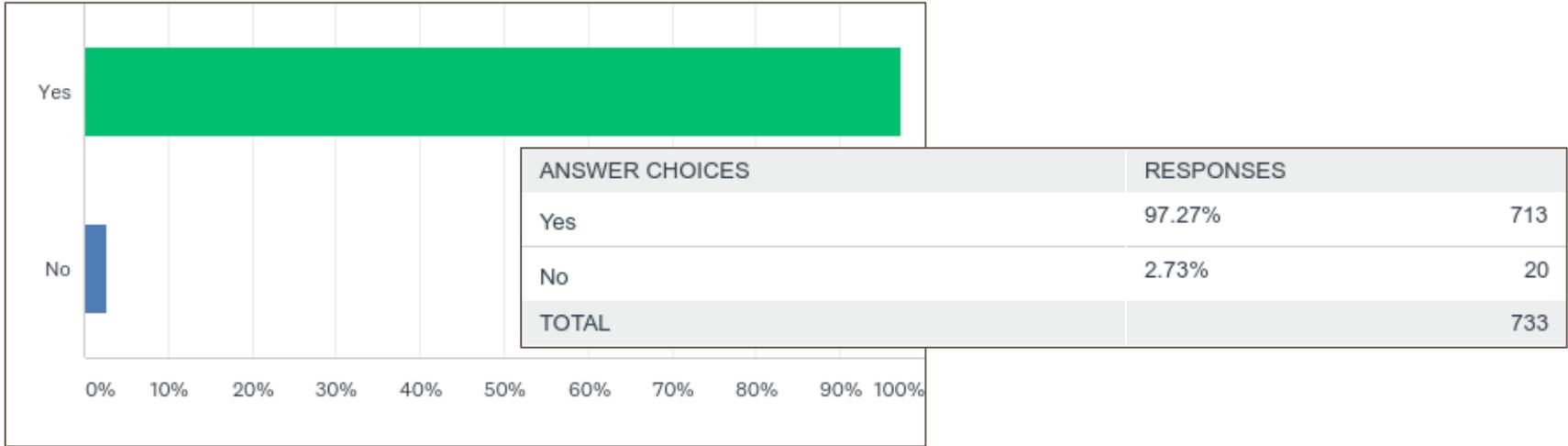Complete Responses: 675
Conducted Online
Survey Period: August 7-18, 2017
Margin of Error: +/- 4
Target Audience: Plymouth Township Residents over 18
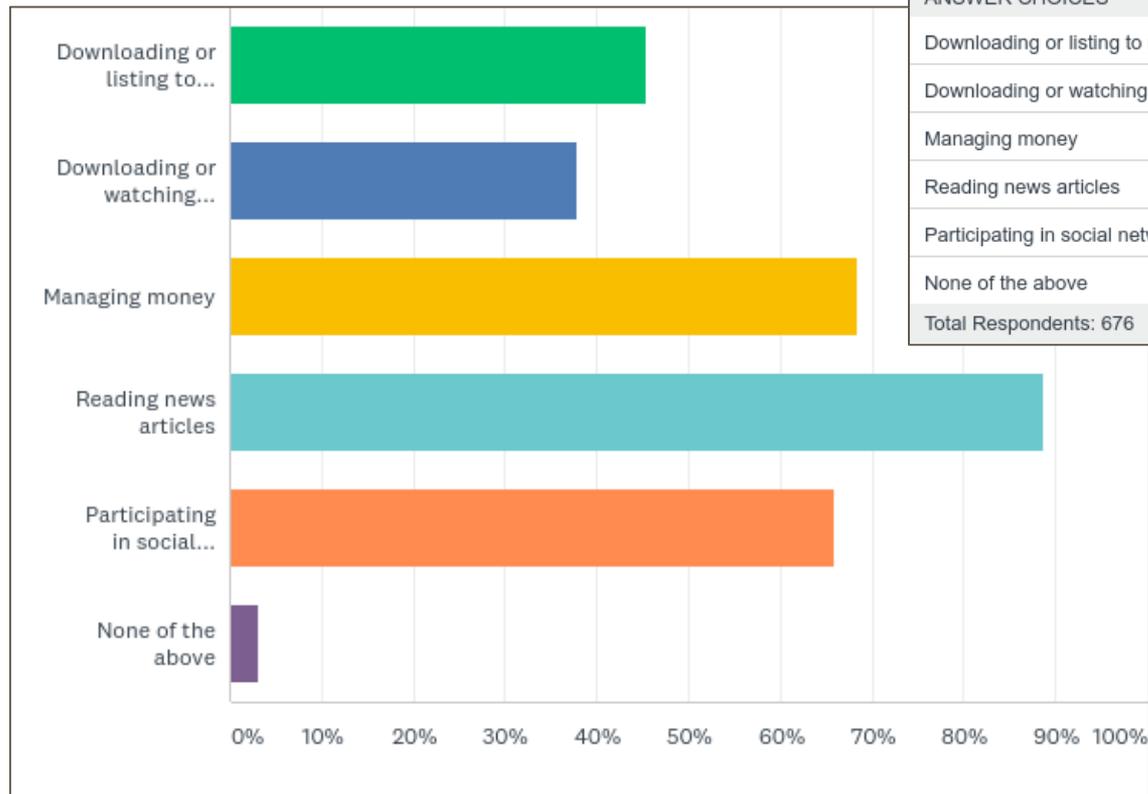
# Q1: Do you currently live in Plymouth Township?

Answered: 733    Skipped: 0



| ANSWER CHOICES | RESPONSES | |
| --- | --- | --- |
| Yes | 97.27% | 713 |
| No | 2.73% | 20 |
| TOTAL | | 733 |

Note: Anyone that answered no was thanked and the survey was terminated.

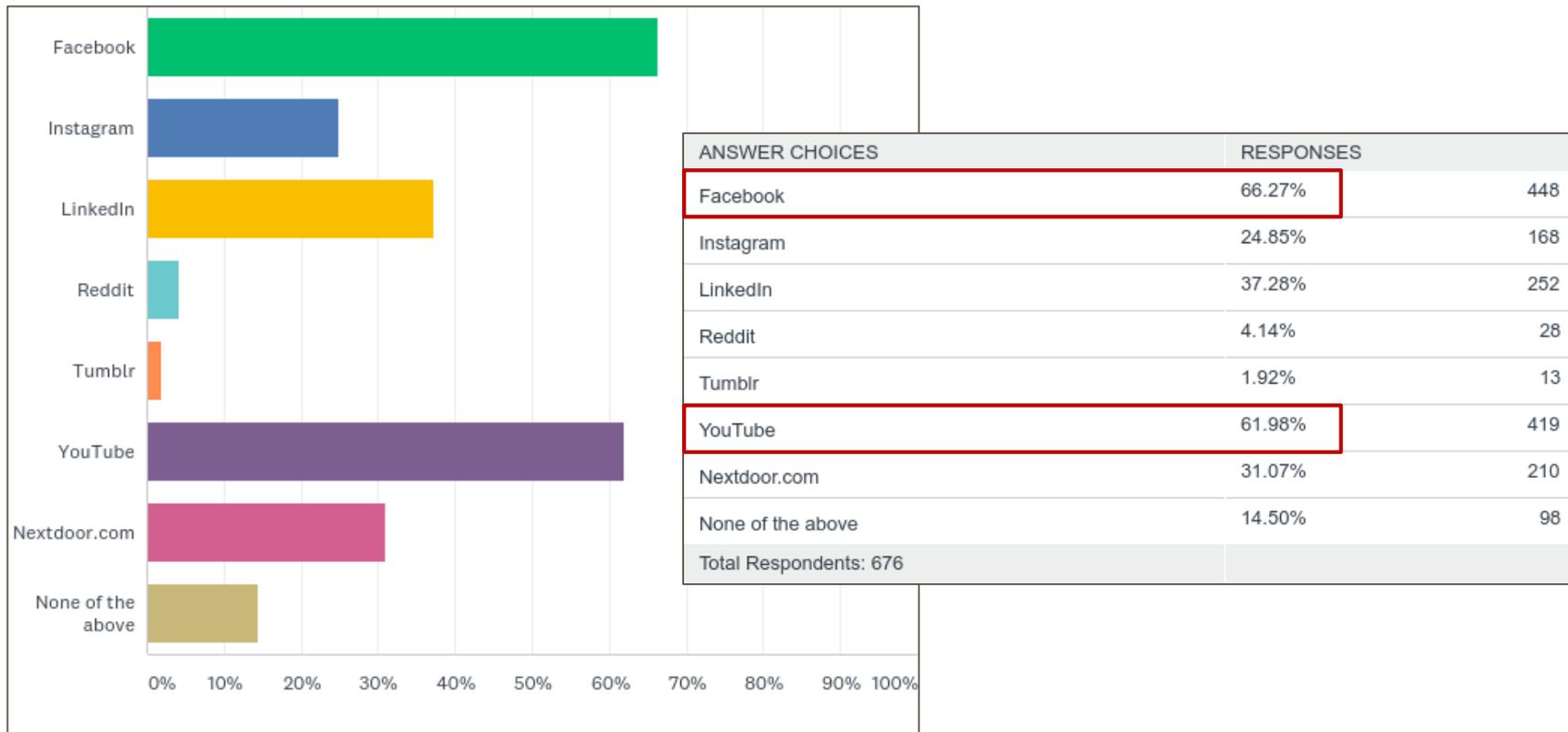# Q2: Which, if any, of these activities do you regularly do on the Internet? (Select all that apply.)

Answered: 676    Skipped: 57



| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Downloading or listing to music, podcasts, internet radio | 45.41% | 307 |
| Downloading or watching movies, TV shows, or other videos | 37.87% | 256 |
| Managing money | 68.34% | 462 |
| Reading news articles | 88.76% | 600 |
| Participating in social networks (Facebook, LinkedIn, Twitter, Nextdoor.com, etc.) | 65.83% | 445 |
| None of the above | 3.11% | 21 |
| Total Respondents: 676 | | |

# Q3: In the last 6 months, which of the following social networks have you used? (Please select all that apply.)
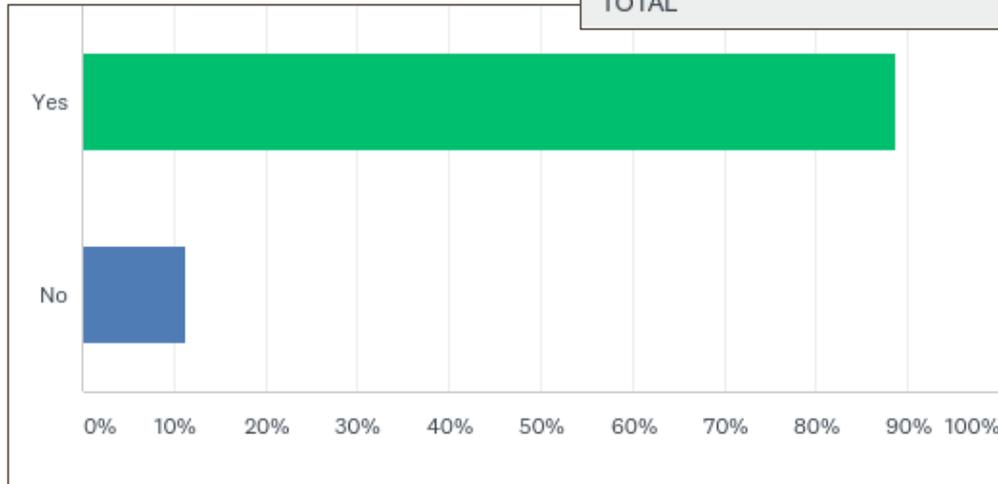
Answered: 676    Skipped: 57



| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Facebook | 66.27% | 448 |
| Instagram | 24.85% | 168 |
| LinkedIn | 37.28% | 252 |
| Reddit | 4.14% | 28 |
| Tumblr | 1.92% | 13 |
| YouTube | 61.98% | 419 |
| Nextdoor.com | 31.07% | 210 |
| None of the above | 14.50% | 98 |
| Total Respondents: 676 | | |

# Q4: Do you recall receiving Plymouth Township's newsletter at your home?

Answered: 676    Skipped: 57

**Great Brand Recognition!**

| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Yes | 88.61% | 599 |
| No | 11.39% | 77 |
| TOTAL | | 676 |

# Q5: How important are these Plymouth Township news outlets?

Answered: 676    Skipped: 57
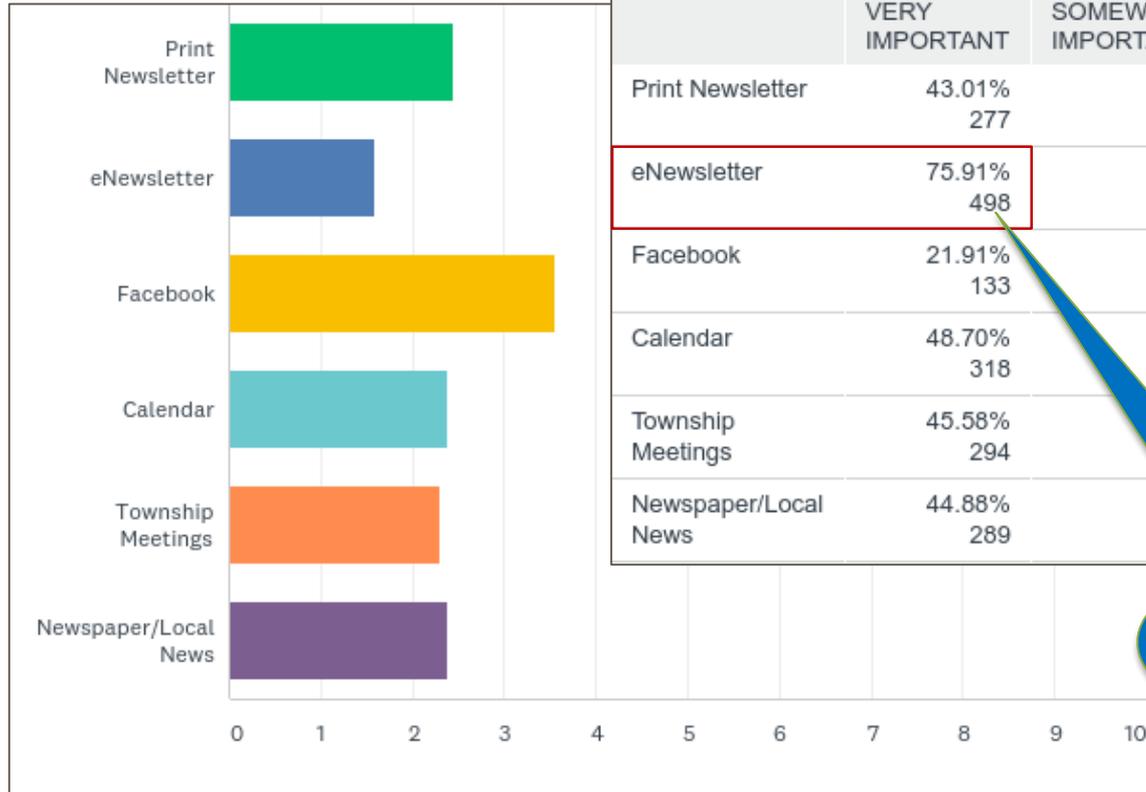


| | VERY IMPORTANT | SOMEWHAT IMPORTANT | NOT IMPORTANT | TOTAL | WEIGHTED AVERAGE |
|---|---|---|---|---|---|
| Print Newsletter | 43.01% 277 | 41.30% 266 | 15.68% 101 | 644 | 2.45 |
| eNewsletter | 75.91% 498 | 18.45% 121 | 5.64% 37 | 656 | 1.59 |
| Facebook | 21.91% 133 | 28.50% 173 | 49.59% 301 | 607 | 3.55 |
| Calendar | 48.70% 318 | 33.84% 221 | 17.46% 114 | 653 | 2.38 |
| Township Meetings | 45.58% 294 | 43.57% 281 | 10.85% 70 | 645 | 2.31 |
| Newspaper/Local News | 44.88% 289 | | 14.60% 94 | 644 | 2.39 |

**Residents that receive the enewsletter, value it!**

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**Q6: Do you feel Plymouth Township should mail a quarterly print newsletter to each household and email an electronic newsletter to an individual?**

Answered: 676    Skipped: 57

| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Yes, residents should receive both the print and electronic newsletter. | 25.89% | 175 |
| The Township should only send an electronic newsletter. | 13.61% | 92 |
| The Township should only mail a print newsletter to households. | 2.96% | 20 |
| Residents should have the option of selecting how they want to receive their news. | 57.54% | 389 |
| TOTAL | | 676 |

Yes, residents should receive both the print and electronic newsletter.

The Township should only send an electronic newsletter

The Township should only mail a print newsletter to households.

Residents should have the option of selecting how they want to receive their news.

0%    10%    20%    30%    40%    50%    60%    70%
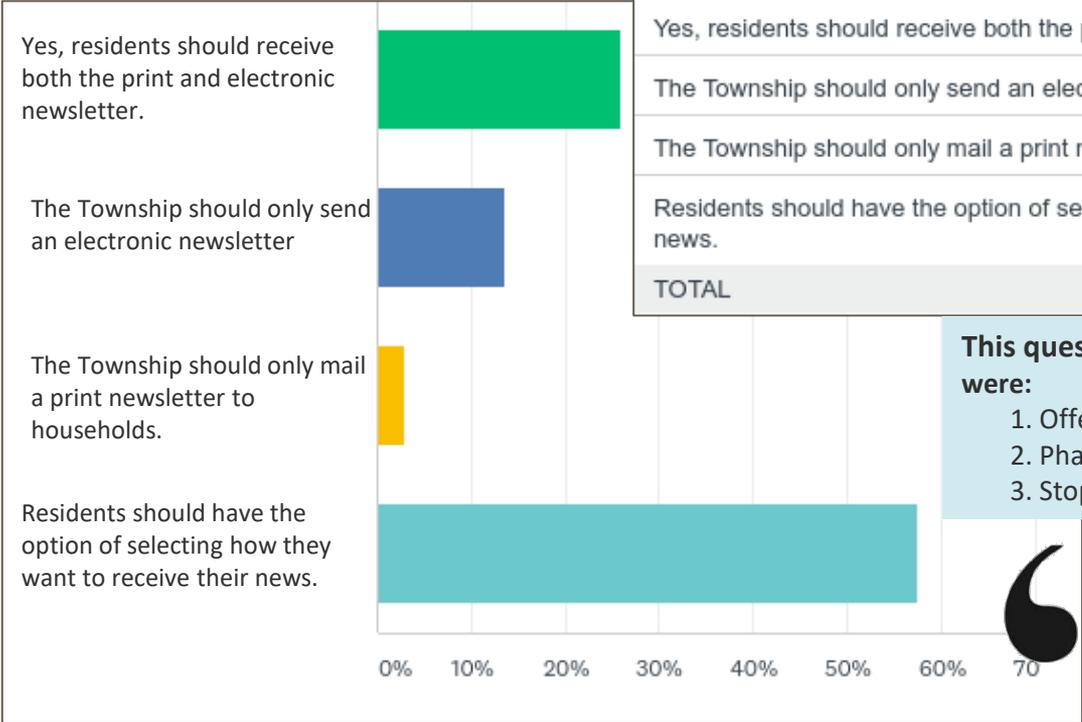
**This question generated 129 resident comments.\* Themes were:**
1. Offer a choice—but don't provide both
2. Phase out Print
3. Stop the Print

**Resident Comments:**
- *Get rid of that costly calendar that everyone throws away.*

\*All comments are shared at the end of this section.

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# Q7: Which of the following devices do you most prefer to use to connect to the internet?

Answered: 676    Skipped: 57
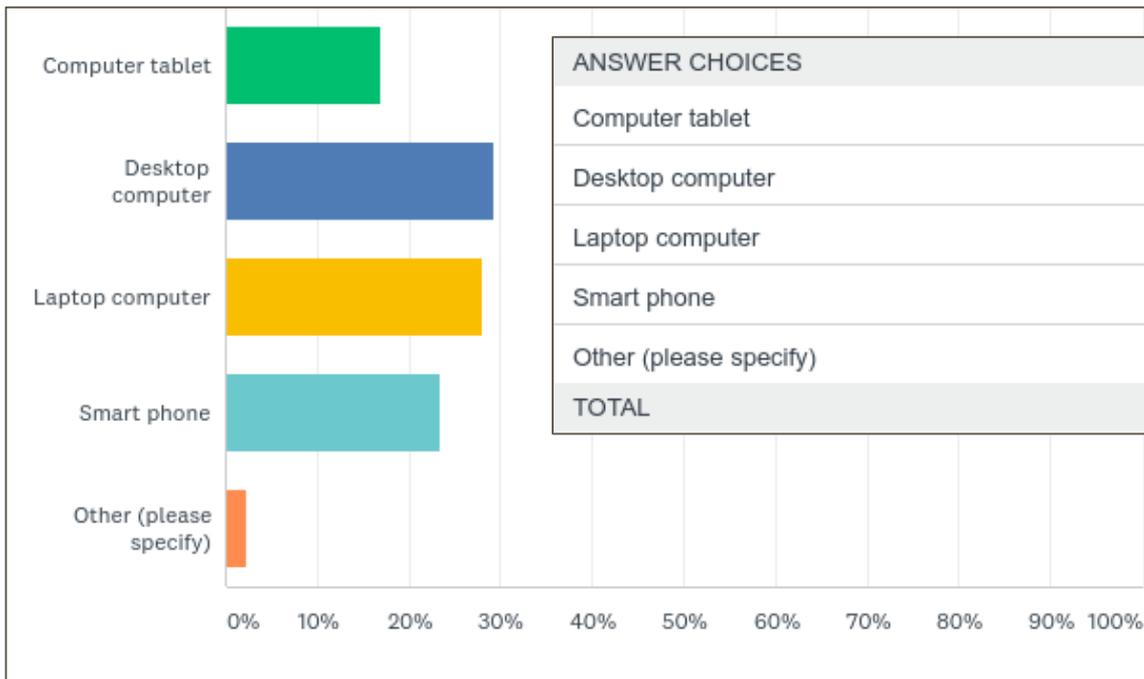
| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| Computer tablet | 16.86% | 114 |
| Desktop computer | 29.29% | 198 |
| Laptop computer | 27.96% | 189 |
| Smart phone | 23.52% | 159 |
| Other (please specify) | 2.37% | 16 |
| TOTAL | | 676 |

**Mobile Devices Rule!**

# Q7: Which of the following devices do you most prefer to use to connect to the internet?

## This question generated comments



- I use all of the above all the time.
- I don't use any electronic devices.
- I use a laptop, smart phone and tablet; but I don't think this is the norm. Those who attend meetings are very computer literate.  You aren't reaching those who are not.
- IPad
- Both tablet and smart phone.
- laptop/tablet combo
- I use all of the devices listed
- Depends
- I pad
- Laptop and Smart phone
- Too many of these questions have nothing to do with the scope of the intent.
- iPad
- Desktop and/or Laptop
- Whatever is convenient
- iPad and IPhone
- Desktop, tablet AND smartphone.

# Q8: What is your age?

Answered: 676     Skipped: 57
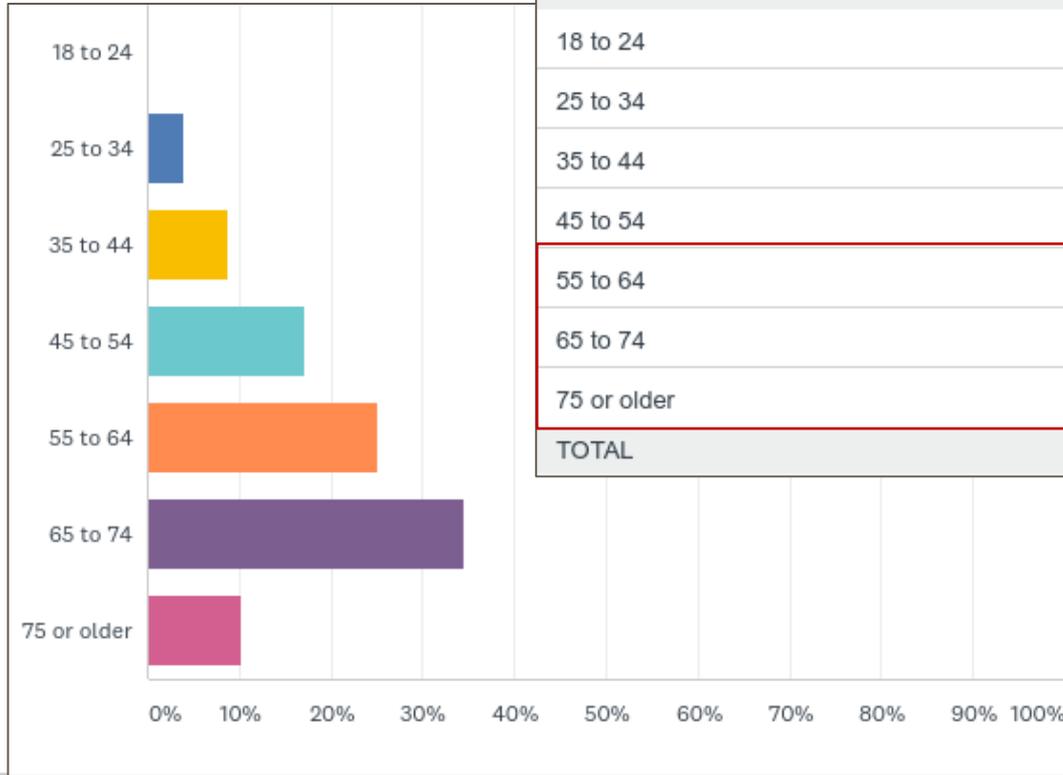
| ANSWER CHOICES | RESPONSES | |
|---|---|---|
| 18 to 24 | 0.00% | 0 |
| 25 to 34 | 3.99% | 27 |
| 35 to 44 | 8.88% | 60 |
| 45 to 54 | 17.16% | 116 |
| 55 to 64 | 25.15% | 170 |
| 65 to 74 | 34.47% | 233 |
| 75 or older | 10.36% | 70 |
| TOTAL | | 676 |



**More people over the age of 75 answered than residents under 35!**

# Resident Comments

# Q6: Do you feel Plymouth Township should mail a quarterly print newsletter to each household and email an electronic newsletter to an individual?

## Theme: Slowly transition/Don't send me both

- Mail and email should be overlapped.through 2017, then residents should have to choose a method of delivery. Print media should Not be eliminated entirely. That would alienate the non technical residents.
- I think you should make the transition to electronic newsletters gradually. There should be a long period of overlap in which both print and email should be used. And put warnings announcing the transition in a few printed newsletters a year in advance.
- Focus on electronic content and leverage this content across traditional digital and social mediums. Funding and time allocated for print updates could be directed towards ensuring the Plymouth Township portal is easy to navigate and communication updates are very easy to locate. In the 4 years I have lived in Plymouth Township, digital capabilities have improved but lack compared to my most recent places of residences in the cities of Charlotte and Atlanta. Please keep up the good work and thank you for volunteering your time and expertise to making this a better community for everyone.
- At least give an opt out for paper mailing.
- I like my information to reach me via email. I watch for information from the township and occasionally peruse the Township web site.
- It's a waste of money to both e-mail and send a print copy of the newsletter--why would you do that if people are OK with getting it via e-mail? In fact, the only reason to use traditional mail is for the elderly people who cannot/won't use a computer.
- The Township could potentially save on postage & communication costs if it reduced the redundancy of print and electronic distributions by allowing residents to opt in/opt out of certain formats. Many senior citizen residents might still value the option of receiving print communications, as electronic-only options may be too restrictive for some users.
- I would favor the electronic newsletter to save us money, but some citizens may not be as comfortable with computers and it would be nice to print a small number of newsletters that they pick up at township hall.
- let us OP OUT of printed newsletters. Yes we should have the option of selecting.
- The electronic newsletter is fine. I do not need to have one mailed to me.
- Mail printed newsletter to households that say they want a printed copy. Would it work to make email the default delivery of the newsletter?
- I prefer zero paper.

# Q6: Do you feel Plymouth Township should mail a quarterly print newsletter to each household and email an electronic newsletter to an individual?

## This question generated many comments

**Theme: Cost/benefit**
- like to see info difference between elec & print
- A whole lot less money then mailing a hard copy maybe have people write in if they would like a hard cope instead of electronic
- save money
- Save money - stop the expense of the printed township calendar.
- While the written newsletter is important, especially for those who don't use email, it doesn't have to be on such thick, fancy papper.
- Please don't waste taxpayer money please
- The current email newsletter serves my needs quite well.
- There are those that cannot communicate electronically yet want to be current with Township activities and news.
- Stop wasting moving by printing shit. Do not waste tax dollars.
- Electronic newsletter is cheaper and more effective. It is also more timely.
- Depends on cost of the quarterly printed newsletter
- Save the money spent on postage.
- Saves money
- Electronic is cheaper and saves paper

**Theme: Misc. Unrelated Commentary**
- Please unsubscribe me altogether. I have tried, unsuccessfully to do it, but no success! Please, PULEEZE...UNSUBSCRIBE ME AS FAST AS YOU CAN. You send me too much, TOO OFTEN!!!!!

**Theme: Misc. Unrelated Commentary continued**
- What I really want are written meeting minutes (synopsis) of township trustees meetings.
- since you new fools are giving the township away to the city, how about getting the 4 million the city owes us when they pulled out of the fire dept?
- If you plan to mail anything be sure the residents' correct MAIL address is used. Some mailing addresses are not the residence. Many reasons....
- If sending electronically the information needs to be formatted for all devices. e.g desktop computer or mobile device.
- Please use a darker and larger font on all communication you send out. For example, this survey was very hard to read because it is so light.
- I would like the township to continue to pursue a resolution with DTE with respects to the constant power outages in our community.
- Township needs to communicate more with the public. We are not getting current information as to what is happening at meetings and around the township.
- Want to respond to the recent power outage. We live on Waverly/Spicer and power outages has always been a major problem for this area. We are out for days. Want the Township officials to be aware of this outage problem in in small area. Not good when you loose freezer and refrigerator food on many many occasions.
- We need a dog park
- Your list of social media that people could select from was lacking some choices that people probably frequently use.

# Q6: Do you feel Plymouth Township should mail a quarterly print newsletter to each household and email an electronic newsletter to an individual?

## Theme: You need both print and electronic

- Residents that would like to receive a print copy should have to request it, e-newsletter should be the default option. Promote signups and post digital newsletter on social media and website.
- I would select "The Township should only send an electronic newsletter", but I know there are people who don't use the Internet/computers.
- We are a couple where one NEVER uses anything electronic, and the other does EVERYThING on the internet. I suspect both types of newsletter will be useful and appreciated by many households like ours.
- My husband cannot use a computer. I on the other hand am on the computer a lot.
- I don't work on computers so I need the printed newsletter, but using both will insure everyone has an opportunity to read the latest news. My wife is helping me with this survey.
- I am fine with the electronic newsletter but residents should have the choice.  Some people may not even use the computer.  (Hard to believe but probably true).
- The people who respond to this survey use computers so you will get a slanted view on the preference for the electronic newsletter.  If you want to reach ALL residents, you have to send the print version.  Those who don't use computers, which I estimate at approximately 40%, will not receive any of the Township news if you stay only with electronic email.
- Like the mailed version
- Unfortunately not all people are hooked up to the internet.
- Sending electronicly would save money. However elderly residents should probably still receive a print version
- At the very least, residents should be given an option on how they would like to receive this information.
- "I feel that the news letter is very important
- It keeps all the resident's that live in plymouth informed about what is going on in our city."
- My preference is electronic, however considering other residents computer access throughout, this is my choice, thank you
- Not everyone has a computer.
- Both are useful as I often read digitally, while my wife is only likely to see/read the newsletter in print form.
- There are many elderly people in this community who would not be using the computer so a hard-copy of newsletter should be given to them.
- There are probably a few with no internet

## Q6: Do you feel Plymouth Township should mail a quarterly print newsletter to each household and email an electronic newsletter to an individual?

### Theme: You need both print and electronic continued

- Print News letter is much easier to read. I get swamped with E-Mails every day and I could accidentally delete the newsletter.
- 1. assumption can't bWe can't assume everyone in the Township has computer access to get news. 2. By using the mail and print newsletter, we can assume everyone gets the information. 3. This e made with electronic only.
- I have neighbors who do not receive twp e- news and do not know what is going on in the twp.
- I personally also like a paper copy because I keep some of them that have important information relative to my needs.
- REMEMBER THE ELDERLY,NOT EVERYONE HAS A PC
- I would prefer electronic, however, as an example, my older neighbors do NOT do use the internet.
- Some of the older residents do not have access to a computer and have little knowledge on how to use it. Others may be away during the winter months so e-newsletter would be more appropriate
- Some others in the household do not read the e-newsletter.
- senors do all have email or internet
- The print is critical/mandatory. Do not force me to buy/use electronics.
- We have to consider senior citizens who may prefer hard copy.
- I read the E News on line. For those who don't, they should receive a mailed copy of the newsletter.
- Some households have moved to the electronic age while some of the older folks still enjoy receiving the printed copy and don't have access to or understand how to use the internet
- There are elderly residents who need printed materials.
- even though I read the newsletter online, I still like to see the one in the mail. I tend to look through it more thoroughly. However, for the cost of printing, mailing and delivery, I would be fine with simply the electronic version. Maybe print half year or only yearly versions. With larger issues the postage may be more, but it would take less, overall time to prepare and deliver, potentially saving $
- Some households do not use electronic media
- For our family an e letter is fine, but for those without a computer they should get a hard copy to their home.
- An electronic newsletter gets the news out quicker, but not everyone in the township has a computer and or uses a computer everyday
- printed newsletter should be available as well as electronic

# Q6: Do you feel Plymouth Township should mail a quarterly print newsletter to each household and email an electronic newsletter to an individual?

## Theme: You need both print and electronic

- "I have found the newsletter (e*version and print) very helpful..It keeps me aware of what is going on. Even more important, I have found on at least 7 occasions when I called a department or office listed in the letter or calendar, that the person who answered was extremely knowledgeable and helpful. I did not have to go through the ""Our menu has changed...press 1 for this press 2 for that....""". Do what you can to keep up the great attitude of the employees of the Township of Plymouth.
- Many of the residents of our condo association are elderly and do not have computer related items.
- Some residents may not be comfortable with computers. I know my mother didn't do computers. Also not everyone can afford to buy one.
- It would save money to go digital, however some people still like snail mail so it should be their choice.
- "I'm sure there are a number of seniors that may not be in possession of, or know adequately how to use a computer. Therefore, finding out who they are so they may receive print newsletters would be a qualification.
- I may be wrong, but I'm 70 and have no issues computer wise, just guessing other seniors may have. "
- some residents do not have a computer, therefore they may be interested in getting a print newsletter.....
- Since I dont spend a lot of time on my computer I prefer a printed news letter but an electronic message would also be handy to refer to if needed.
- I'm sure some older residents don't have a PC and also know that some millennials seem to only respond to texts and don't use email. I personally like to have the news sent electronically.
- I feel some residents prefer printed newsletter and some will not read either
- Residents have to deal with it. Email is deferrable.
- In our household, I prefer electronic news while my spouse prefers print news.
- If that is feasible to have residents choose their option, I would support that since I prefer the enewsletter, but some people don't use computers.
- It is nice to have the print copy if I want to save a particular piece of information.
- While electronic is cost effective, it may miss those unable or unwilling to have an email
- Many of the elderly don't have or know how to use computers. They need printed material.
- It would save money if it could just be electronic, but I fear that too many people would not get the electronics communications. So it would be appropriate to do our best to keep all township resident informed by using electronic and print means.
- I would like both in case I miss one or the other....it's important to me and I enjoy reading them.

**Q6: Do you feel Plymouth Township should mail a quarterly print newsletter to each household and email an electronic newsletter to an individual?**

## Theme: You need both print and electronic

- If someone has a computer or an IPhone, they can receive the information more quickly and with less expense for the township. However, there are some people who do not have those items and need to receive a printed copy.
- There are still those older residents who don't use the internet.
- Not all residents are aware of (or have an interest in) the e-newsletters. If they occasionally have a print newsletter in their mailbox, there is a better chance they they will be more in tune with what is happening in the community. Providing a print newsletter is a responsible thing for the gov't to do, to at least put the opportunity for awareness in the laps of all the public. Seniors don't use electronic formats easily.
- The last choice would cut back on unneeded mailings without cutting off people who do not use the internet.
- Not everyone has e mail.

# Mobile Web Vs. Mobile Applications

This presentation highlights attributes and relevant usage trends that may impact considerations for enhancing a website versus developing a mobile application.

# Advantages of a Mobile Websites vs. Mobile Applications

| Benefit | Responsive Website | Mobile App |
|---------|--------------------|------------|
| Compatible | All mobile devices and desktop PCs | Select mobile devices |
| Upgradeability | Content management systems enable instant content updates by non-technical person | Requires development |
| Searchable | Yes, increases reach to all internet users | Only apps already installed on a device are searchable. Requires heavy advertising. |
| Shareable/Social | Easily shared via URLs | No |
| Integration | Integrates will with work flow, click to call, text, GPS, automated replies, forms, databases. Cannot leverage smartphone functions such as camera. | While you can fully integrate with other applications, it is a more complex effort. One advantage is that it can access smartphone functions such as camera and fast processing. |
| Storage | Doesn't require any user storage | Must be downloaded to device |
| Lifecycle | Ongoing | Less than 90 days |
| Time | Average 2-3 months to build | Average 4-6 months to build (if content is already determined) |
| Cost | Average $15,000 Less support and lower maintenance | Average ranges from $100,000 to $500,000: A VDC survey reports an average of $140,000 each |

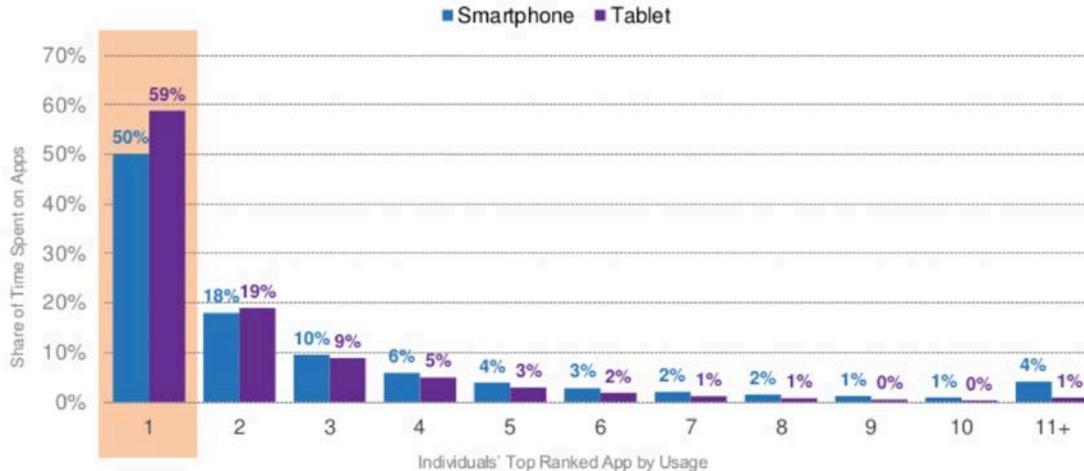# When Does a Mobile Application Make Sense?

Generally speaking an application makes sense, if your goal is:

- Interactivity/Gaming – for interactive games an app is almost always the best choice.
- Regular Usage/Personalization – If the target users are going to be using the app in a personalized fashion (self-service accounts) on a regular basis then an app provides a great way to do that. (Resident John Doe your tax bill is X and you have/have not paid.)
- Complex Calculations or Reporting – If the requirement is to take data and allow you to manipulate it with complex calculations, charts or reports, an app will help do that very effectively.
- Native Functionality or Processing Required – If the action requires access of a user's camera (example: bar code scan) or processing power.
- No connection Required – If you need to provide offline access to content or perform functions without a network/wireless connection then an app makes sense.

# Where do users spend their app time?



**Share of Time Spent on Apps Across Ranks**
Source: comScore Custom Analytics, U.S., Age 18+, June 2015

■ Smartphone  ■ Tablet

Share of Time Spent on Apps

| Rank | Smartphone | Tablet |
|------|-----------|--------|
| 1 | 50% | 59% |
| 2 | 18% | 19% |
| 3 | 10% | 9% |
| 4 | 6% | 5% |
| 5 | 4% | 3% |
| 6 | 3% | 2% |
| 7 | 2% | 1% |
| 8 | 2% | 1% |
| 9 | 1% | 0% |
| 10 | 1% | 0% |
| 11+ | 4% | 1% |

Individuals' Top Ranked App by Usage

**Take away**

- The average American ***devotes*** about half their ***app time to a single "favorite" app.***
- The second-most used app gets about 18 percent of total app time, and the third most-used one gets about 10 percent of the time.
- **80 percent of total app time is devoted to 3 favorite applications.**

# Lifecycle of a Mobile App
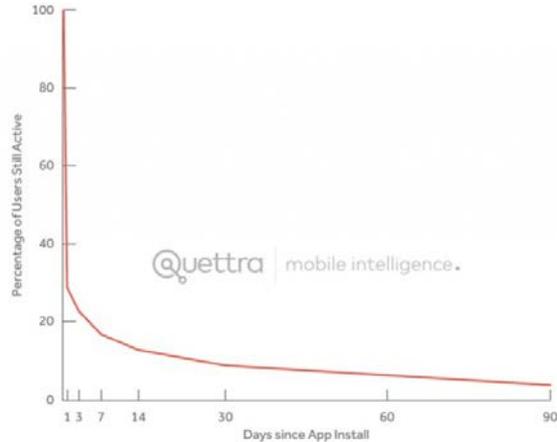


**Take away**
- the average app *loses 77 percent* of its users *after 72 hours*.
- After 30 days, 90 percent of users stop using the app
- **After 90-days, only 5 percent of users continue using an app.**

- Out of the more than 1.5 million apps in the Google Play store, only a few thousand sustain meaningful traffic
- Users find the top apps immediately useful, use it repeatedly in the first week, and the drop off happens at about the same speed as the average apps
- Study based on 125M mobile phones available from the Google Play Store with over 10,000 downloads

# How many users are using mobile apps versus websites?
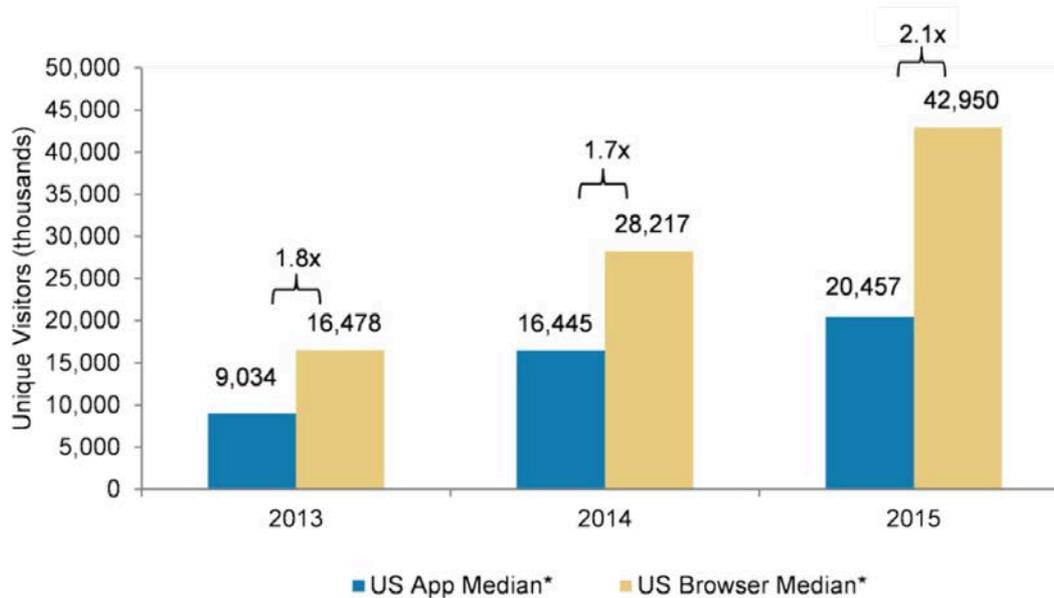
## Mobile Website Facts

- Nearly 8 out of every 10 consumers would stop engaging with a piece of content if it didn't display well on the device they were using. (Source: Adobe)
- 39% of people will stop engaging with a website if images won't load or take too long to load. (Source: Adobe)
- 38% of people will stop engaging with a website if the content/layout is unattractive. (Source: Adobe)
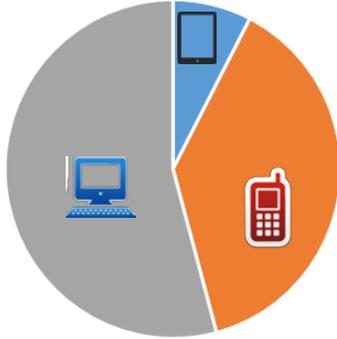- Mobile devices now account for nearly 2 of every 3 minutes spent online. (Source: comScore)

# Google Analytics

April – September 2017
http://www.plymouthtwp.org/

# How do people access the website ?

## Website Access



■ Tablet  ■ Phone with internet service  ■ Desktop

## Insights

- Mobile visitors using a phone spend less time and view less content
- Almost half of the visitors use a mobile device
- 38.98% of the people return and use the site again. Most returning visitors are using mobile devices.

| Mode | Sessions | % New Sessions | New Users | Bounce Rate | Avg. # of Pages Viewed per Session | Avg Session Duration |
|---|---|---|---|---|---|---|
| All Modes | 60,482 | 61.02% | 36,905 | 41.45% | 3.01 | 00:02:14 |
| Tablet | 4,580 (7.57%) | 58.97% | 2,701(7.32%) | 41.86% | 3.03 | 00:02:13 |
| Phone with internet service | 23,139 (38.26%) | 64.89% | 15,016 (40.69%) | 55.16% | 2.46 | 00:01:32 |
| Desktop | 32,763 (54.17%) | 58.57% | 19,188 (51.99%) | 31.71% | 3.39 | 00:02:44 |

*Mobile 45.83% of traffic* (grouping for Tablet, Phone with internet service, and Desktop rows)

# What information do people most seek out?

| | Top Ten Pages | Pageviews | Percent of Total Pageviews | Avg Time on Page (Min:Sec) |
|---|---|---|---|---|
| NA | Welcome to the Charter Township of Plymouth, Michigan | 62,707 | 34.44% | 1.00 |
| 1 | Parks and Recreation | 10,441 | 5.73% | 1:54 |
| 2 | Online Property Inquiry | 6,317 | 3.47% | 3:31 |
| 3 | Job Postings | 5,151 | 2.83% | :36 |
| 4 | Solid Waste Department | 4,556 | 2.50% | :44 |
| 5 | Agendas & Minutes Landing Page | 4,389 | 2.41% | :16 |
| 6 | Sprayscape | 3,842 | 2.11% | 1:42 |
| 7 | Board of Trustees Agenda and Minutes Page | 3,804 | 2.09% | 4:19 |
| NA | Page Not Found Error Message | 3,523 | 1.93% | :55 |
| 8 | Open Government | 3,376 | 1.85% | :41 |
| 9 | Assessing | 3,211 | 1.76% | :33 |
| 10 | Frequently Asked Questions | 3,084 | 1.69% | :37 |

High engagement (over 2 min on page)

Searches automatically take a visitor to home page

Great engagement!

# What information do people most seek out?

| Place | Page Title | Pageviews & Percent | Avg Time on Page |
|---|---|---|---|
| 13 | Township Ordinances | 2,908(1.60%) | 0:00:36 |
| 14 | Building Department | 2,907(1.60%) | 0:00:57 |
| 15 | Plymouth Township Departments | 2,833(1.56%) | 0:00:21 |
| 16 | Police Department | 2,247(1.23%) | 0:01:18 |
| 17 | Inspections | 1,807(0.99%) | 0:03:12 |
| 18 | Building Permit | 1,715(0.94%) | 0:00:55 |
| 19 | Government | 1,704(0.94%) | 0:00:25 |
| 20 | Treasurer | 1,482(0.81%) | 0:00:39 |
| 21 | Recycling | 1,431(0.79%) | 0:02:02 |
| 22 | Phone Directory | 1,426(0.78%) | 0:01:54 |
| 23 | Household Hazardous Waste | 1,399(0.77%) | 0:00:57 |
| 24 | Employment Applications | 1,371(0.75%) | 0:00:12 |
| 25 | Department of Public Works | 1,359(0.75%) | 0:01:33 |
| 26 | Code of Ordinances Table of Contents | 1,243(0.68%) | 0:03:43 |
| 27 | Fire Department | 1,219(0.67%) | 0:01:53 |
| 28 | Senior Programs | 1,205(0.66%) | 0:02:11 |
| 29 | Community | 1,121(0.62%) | 0:00:45 |
| 30 | Plymouth Township Board of Trustees | 981(0.54%) | 0:00:50 |

High engagement (over 2 min on page)
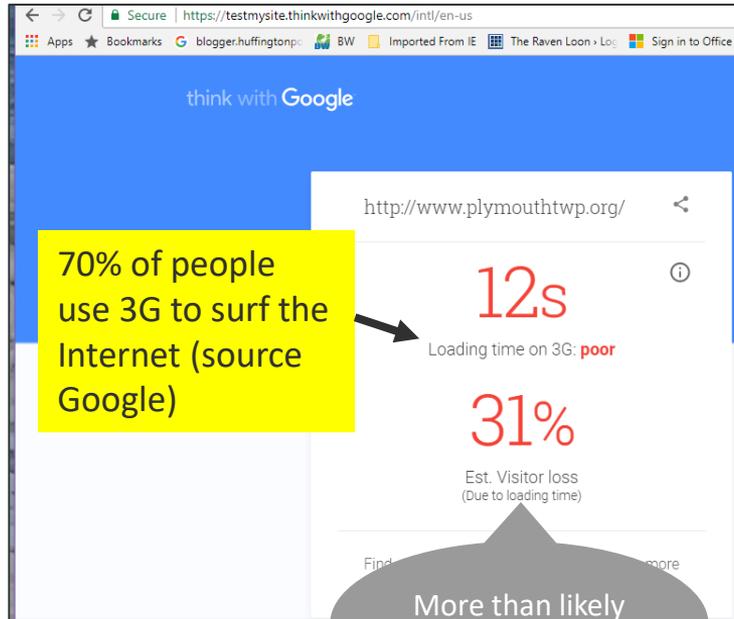
# What information do people most seek out?

| Place | Page Title | Pageviews & Percent | Avg Time on Page |
|---|---|---|---|
| 31 | How Do I List | 975(0.54%) | 0:00:30 |
| 32 | Planning Commission Agendas and Minutes | 960(0.53%) | 0:02:41 |
| 33 | Quick Links | 960(0.53%) | 0:00:21 |
| 34 | Zoning Ordinance | 952(0.52%) | 0:00:28 |
| 35 | Wayne County Household Hazardous Waste Collection Day | 947(0.52%) | 0:01:33 |
| 36 | Online Payments | 936(0.51%) | 0:04:34 |
| 37 | Solid Waste Department FAQ | 930(0.51%) | 0:01:38 |
| 38 | Human Resources | 924(0.51%) | 0:00:32 |
| 39 | Water Bills | 918(0.50%) | 0:00:53 |
| 40 | Plymouth Township Household Hazardous Waste Collection Events | 878(0.48%) | 0:01:04 |
| 41 | Zoning Ordinance No 99 | 796(0.44%) | 0:04:33 |
| 42 | Household Trash | 765(0.42%) | 0:01:11 |
| 43 | **E Notify (sends a text or email if a page changes)** | **754(0.41%)** | 0:01:27 |
| 44 | Yard Waste and Compost | 750(0.41%) | 0:02:01 |
| 45 | Maps | 734(0.40%) | 0:02:50 |
| 46 | Waste Collection Schedule | 730(0.40%) | 0:01:09 |
| 47 | Clerk | 719(0.39%) | 0:01:22 |
| 48 | Plymouth Township Tax Rates Homestead Property | 709(0.39%) | 0:01:45 |
| 49 | Public Works Water Billing FAQ | 707(0.39%) | 0:01:47 |
| 50 | Department of Public Services Fact Sheets | 652(0.36%) | 0:02:01 |

High engagement (over 2 min on page)

# Performance Metrics

70% of people use 3G to surf the Internet (source Google)

think with Google

http://www.plymouthtwp.org/

**12s**
Loading time on 3G: poor

**31%**
Est. Visitor loss
(Due to loading time)

More than likely triggers a call

| Page URL | Page Speed in # of Sec. |
|---|---|
| /news_detail_T2_R88.php | 19.91 |
| /government/departments/police_department/nixle.php | 14.45 |
| /community/maps/index.php | 13.61 |
| /Clerk/Code of Ordinances/COO_CH011_ChapterXI_ | 11.48 |
| /government/departments/clerk/township_ordinances.php | 7.41 |
| /government/departments/solid_waste_trash_collection/household_hazardous_waste_events.php | 6.93 |
| /search.php?q=Employment+opportunity&as_filetype=&sitesearch=http://www.plymouthtwp.org&Submit=Search | 6.88 |
| /government/agendas_and_minutes/civil_service_commission.php | 5.98 |
| /calendar.php | 5.89 |
| /government/departments/clerk/foia.php | 5.7 |
| /government/departments/parks_and_recreation/sprayscape.php | 5.33 |
| /search.php?q=Spa+hot+tub | 5.24 |
| /search.php?q=Hazardous+waste+drop+off | 5.09 |

# Performance Metrics

Desktop has issues too!