Panel Discussion:
“What Can Mobile Apps Do For Your Community?”

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Panelists:
Barack Matite, City of Eudora
Jeff Stewart, City of Gardner
Jamie Shockley, City of Olathe

Moderator:
Jonathan Morris, KU Public Management Center
Why would you offer an App?

- Increase access to important information
- Improve efficiency in service delivery
- Enhance customer service
- Connect with younger citizens
- Peer pressure?
- Other reasons
Launch and Support

- Need for App?
- Design considerations
- Internal development or external vendor
- Challenges with implementation
- Internal support vs. external support
- Costs: start-up and ongoing
- Alternate considerations
City of Eudora, Kansas
City of Eudora

Link
“Where do Your Apps Take You”
Old School Marketing

- Printing and Mass Mailing
  - Catalogs / Publications
  - School Flyers
  - Posters

- Gardner Parks & Recreation
  - Annual Costs $20,000+
  - Limited Distribution
  - No edits/changes
  - Poor shelf life
  - Not instant
Results

- Elimination of Costs
- No Space Limits
- Additional Pictures / Graphics
- Additional Publications
- Instant Distribution
- Links to More Information
- Registration / Fee Payments
- Better Shelf Life – Always in Hand
Old School Marketing

- **Printing and Mass Mailing**
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For a full listing of all our activities, online registrations, plus more information about our parks & facilities, programs & activities, and projects visit us at www.gardnerkansas.gov/parks/
Digital Communications

- Parks and Recreation Activity Guide
- Gardner Aquatic Center
- Adopted Budget
- City Newsletter
- Activity Calendar
Responsive Websites

- Responsive to Device
  - Mapping
  - Registration
  - Reservations
  - Utility Billing
  - Storm Response
  - Events
  - Calendars
Questions?

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Olathe Trash Day App
Thank you for sharing your apps!

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