

**City of Austin Website Redesign
Product Gap Analysis Research Report
August 27, 2010**

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Executive Summary

Background

Three phases of research were designed and executed to support the City of Austin's website redesign project. The overall objective of this research is to ensure that the branding, content development, and navigation design of the new website is driven and substantiated by real data about end-users' needs, wants, and perspectives.

The first phase of research identified primary users of the website and categorized them into user groups/profiles. The second phase of research was a qualitative study, utilizing in-depth interviews with individuals representing the various user groups identified in the first phase. The main objective of the second phase of research was to understand the needs and expectations of Austinites served by the City of Austin's website.

This report covers, in detail, the results of the Product Gap Analysis; the third phase of primary research designed to provide information that will guide decisions regarding the City of Austin website redesign.

Research Objective

The primary objective of this phase of research was to assess the gaps between what the current website delivers and what customers need and want from the City's official website.

More specifically, the objectives of the Product Gap Analysis were to:

- Evaluate the relative level of importance of several website elements (informational content, features, and functionality) of both existing elements and new ideas that may be added to the website as part of the redesign.
- Identify the level of use each website element experiences today on the current website, if available.
- Identify the perceived level of quality each website element currently delivers, if available.

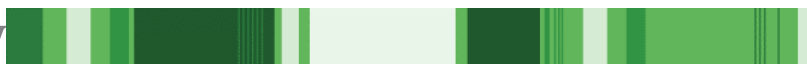
An important aspect of accomplishing the primary objective of identifying the gaps was to analyze the data by individual user groups identified as the key audiences for the newly designed website. Those individual user groups are as follows:

Residential User Groups

- Urban Tech Savvy
- Suburban Families
- Older Urban
- Socially Conscious/Civically Minded
- Hispanic Bilingual Mothers

Business User Groups

- Development: Construction and Real Estate Professionals
- Self-Employed, Professionals, and Small Business Owners



Methodology

An online survey was utilized to acquire the data required to meet the above objectives. The survey, which took approximately seven minutes to complete, was fielded from July 9, 2010 through August 3, 2010.

The sample for this survey came from four sources: a website intercept, two email lists, and a research panel. The majority of the sample was intercepted on the current City of Austin website with the use of a layered pop-up invite. Responders to the invite were directed to the survey in a separate web window, allowing them to simply close the survey window and continue with their website visit after completion. The email lists contained responders to previous City of Austin research who had opted-in for future studies. No incentive was offered to either of these groups. The last resource used was a research panel with access to a significant number of Austin residents. These respondents were either emailed the invite or intercepted on targeted websites. The panel company’s standard incentive for a 10-minute survey was employed.

The result of these combined efforts was a total of 3,478 completed surveys.

Completes by sample source:

| Total | Sample Source | | | |
|-------|---------------------|--------------|------------|-------|
| | March SI Re-contact | 2008 Opt-Ins | Current SI | Panel |
| 3478 | 63 | 137 | 3182 | 96 |

SI = Site Intercept

Completes by user group:

| | Total |
|--|-------|
| | 3478 |
| Males | 1320 |
| Females | 2158 |
| User Groups | |
| Residential | 2240 |
| Urban Tech Savvy | 326 |
| Suburban Families | 317 |
| Older Urban | 305 |
| Socially Conscious/Civically Minded | 951 |
| Hispanic Bilingual Mothers | 98 |
| Did not fit into a residential group | 726 |
| Business Segments | 232 |
| Dev: Construction & Real Estate | 108 |
| Self-Employ, Prof, & Small Busi Owners | 124 |
| Did not fit into a business group | 11 |
| Gov't/City Employee | 421 |
| Tourist | 143 |
| Other | 442 |

Methodology (continued)

User groups were identified by self-reported data within the screener and body of the survey.

There were over 90 individual pieces of informational content, features, and functionality tested in this study. (For the sake of this report, the items tested will be referred to as “website elements” or “needs.”) The options tested were a combination of existing elements and new ideas. Given the depth and breadth of the City’s website, not every aspect of the website was tested. Although all City of Austin website services and information were covered, only those elements of key interest or importance in the redesign efforts were covered in detail.

To optimize the survey experience, the website elements tested were placed into like groupings, called grids, containing up to twelve elements each. The study contained a total of ten grids (the full survey with all items tested in the grids can be found in the Appendix). Respondents were randomly assigned to two or three grids for which they qualified. Respondents were qualified for grids based on their self-selected user category: Resident, Business user, City or other Government Employee, or Tourist.

This design technique resulted in a representative sample of respondents evaluating each and every website element in the study, while optimizing the sample and minimizing respondent fatigue.

Key Metrics

Three key metrics were used to identify the “gaps” between important user needs and currently available features of the City of Austin website. Each website element is tracked and evaluated to identify which ones are excelling on all metrics, failing on all metrics, or falling somewhere in between. The net result of this analysis is called a Heat Map.

Heat Map Analysis Technique

A Heat Map provides a quick, visual way to see how each website element performs from a user perspective. In this case, we were looking for the degree of “gap” between what the user said was necessary or important, and what was currently available to serve that need on the website. Three key metrics were used in this exercise to define the gap:

- Importance of the website element
- Current use of the website element, if available
- Current quality rating of the website element, if available

The key metrics were graded based on the following definitions:

| Residential | | | | Business | | | |
|-------------|------------------|-------------------------------------|--------------------------------|----------|------------------|-------------------------------------|--------------------------------|
| Grade | % Very Important | Current Percent Using it on Website | Avg Quality Rating Among Users | Grade | % Very Important | Current Percent Using it on Website | Avg Quality Rating Among Users |
| High | 50%+ | 4% or higher | 4.0 or higher | High | 50%+ | 10% or higher | 4.0 or higher |
| Medium | 30%-49.9% | 2%-3.99% | 3.0-3.9 | Medium | 30%-49.9% | 4% - 9.99% | 3.0-3.9 |
| Low | < 30% | < 2% | < 3.0 | Low | < 30% | < 4% | < 3.0 |

It is noteworthy that new website elements were rated on importance, but could not be rated on use or quality because no data exists for those metrics. These website elements were given a low rating on those metrics for the sake of inclusion into the Heat Map. It is the combined performance across these three metrics that defines the gap by website element. The combinations are as follows:

| Critical - Take Immediate Action | | | Moderate - Second Tier Attention | | | No Gap - Requires No/Minimal Attention | | |
|----------------------------------|------|---------|----------------------------------|------|---------|--|------|---------|
| Importance | Use | Quality | Importance | Use | Quality | Importance | Use | Quality |
| high | high | low | high | med | high | high | high | high |
| high | med | low | high | low | high | med | high | high |
| high | low | low | med | low | high | med | med | high |
| high | low | med | high | high | med | low | high | high |
| med | high | low | high | med | med | low | med | high |
| med | med | low | med | high | med | low | low | high |
| med | low | low | med | med | med | low | high | med |
| low | high | low | med | low | med | | | |
| | | | low | med | med | | | |
| | | | low | low | med | | | |
| | | | low | med | low | | | |
| | | | low | low | low | | | |

The end result is a color-coded Heat Map that provides a visual representation of the degree of gap perceived by users for each website element:

| Code | Gap Definition |
|------|--|
| | Critical - Needs Immediate Attention |
| | Moderate - Second Tier Attention |
| | No Gap – Requires No/Minimal Attention |

Key Findings

Among the website elements tested, regardless of user group, most suggest that a moderate to critical gap exists between the end users’ needs and what the website is delivering today.

Residential Users:

Residential users tested 67 website elements, of which 16%-31%, depending on user group, were identified as having a critical gap between user needs and the current offering. The majority (75%) of these gaps were critical because the website element was of high importance, but currently unavailable on the City’s website. The remaining 25% of the critical gaps are due to a medium to high importance, combined with a medium to high use of the element, and a low to medium quality rating.

Looking only at the new elements tested, the following (Figure A) shows how each element scored in importance (% Very Important) across the five Residential user groups. The red numbers indicate the element was seen as a critical gap in the user groups’ top ten list. Two of the new elements rise to the top for all Residential user groups; “Manage Library account” and “City Services related to an address or neighborhood”. There were also elements that were particularly important to specific user groups. The Older Urban segment cared most about “311 City Services FAQs”, while the Hispanic Bilingual Mothers segment cared most about “Crime Statistics”, “Emergency Alerts”, and “City Park Online Reservations”.

Figure A: New Website Elements: % Very Important – by Residential User Group

| New Website Elements | % Very Important | | | | |
|--|------------------|----------|-------------|--------------|------------------|
| | Urban Tech | Suburban | Older Urban | Civic-minded | Hispanic Mothers |
| Manage library account (e.g., pay fines, change address) | 65.2 | 69.8 | 61.2 | 68.8 | 62.5 |
| City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, utilities info) | 61.8 | 54.2 | 57.4 | 61.3 | 41.7 |
| Interactive maps with tour information of public interest areas, cultural locations | 57.4 | 46.0 | 46.9 | 56.1 | 64.7 |
| Maps of power outages and road closures | 53.6 | 44.0 | 41.9 | 48.8 | 50.0 |
| Online reservations for classes, events, and other City activities | 50.8 | 46.0 | 24.5 | 49.7 | 58.8 |
| 311 City services frequently asked questions (FAQ) (answers common City services questions so you don't need to contact 311 help directly) | 50.0 | 51.4 | 52.5 | 51.5 | 45.8 |
| Interactive events calendar filterable by topic for City meetings/events | 45.9 | 39.7 | 26.5 | 48.4 | 52.9 |
| 311 City services (online chat or submit questions to operators) | 44.1 | 44.4 | 42.6 | 48.0 | 50.0 |
| Crime statistics with look-up/map features | 42.0 | 44.0 | 41.9 | 46.4 | 75.0 |
| Emergency alerts (sign up to receive email/text alerts) | 42.0 | 41.3 | 41.9 | 40.6 | 70.0 |
| Volunteering (information and online registration) | 35.5 | 29.6 | 25.9 | 38.2 | 46.2 |
| Town Lake Animal Shelter online services (ability to submit online adoption applications and lost/found pet submissions) | 32.4 | 23.6 | 27.9 | 34.3 | 12.5 |
| City park online reservations to book City park resources such as pavilions and courts | 31.1 | 36.5 | 16.3 | 32.9 | 70.6 |
| City Code search (input section# or keyword) | 30.1 | 21.8 | 32.0 | 35.5 | 24.0 |
| Feedback (citizens can provide feedback or ask questions in an online forum) | 26.5 | 32.4 | 42.1 | 44.7 | 52.6 |
| Text size options (adjust the size of text on the website) | 21.6 | 16.2 | 29.5 | 23.3 | 34.2 |
| Option to view website in alternate languages | 20.6 | 11.7 | 12.6 | 17.6 | 28.9 |
| City News in RSS subscription feeds by topic/category | 16.7 | 16.2 | 12.5 | 19.8 | 27.3 |
| Social Media (alerts and news on platforms such as Twitter and Facebook) | 16.7 | 15.3 | 5.3 | 13.5 | 31.6 |

Business Users:

Business users tested 44 website elements, of which 20% (Development: Construction and Real Estate) and 25% (Self-Employed, Professional, Small Business Owner) were identified with critical gaps in their current offerings. Unlike Residential user groups, approximately two-thirds of those elements with a critical gap are seen as critical because of the quality of the current deliverable. Approximately one-third of the critical gaps are caused by website elements of high importance that are not currently available on the City’s website.

Among the new elements tested by the Business users (Figure B), only two are seen as critical gaps for both: “Permit Management” and “City Code search.” With the exception of the importance of “Grants (information and management)” for the Self-Employed, Professionals, and Small Business Owners, the remaining list of new website elements are not of high importance to these users. The red numbers indicate the element was seen as a critical gap in the user groups’ top ten list.

Figure B: Business User – Importance of New Ideas

| Website Element | Importance | | | |
|--|------------------|--------|--------------------|--------|
| | Dev:Const & Real | | Self-Emp, Prof, Sm | |
| | Ranking | % Very | Ranking | % Very |
| Permit management (apply, pay, track progress of permits online) | 4 | 80.0 | 5 | 49.1 |
| City Code search (input section# or keyword) | 6 | 77.4 | 3 | 53.3 |
| Feedback (citizens can provide feedback or ask questions in an online forum) | 28 | 30.9 | 38 | 18.9 |
| Grant management (apply, track progress of grants online) | 30 | 24.5 | 14 | 43.3 |
| City News in RSS subscription feeds by topic/category | 37 | 16.4 | 39 | 17.0 |
| Text size options (adjust the size of text on the website) | 40 | 12.7 | 42 | 13.2 |
| Social Media (alerts and news on platforms such as Twitter and Facebook) | 43 | 7.3 | 43 | 11.3 |
| Option to view website in alternate languages | 44 | 3.6 | 44 | 3.8 |

Of all the new elements tested, “City News as RSS feeds”, “Option to view website in alternate languages”, and “Social Media options” achieved low importance scores across all Residential and Business user groups. Despite these low importance ratings, these features may be important for the website in order to establish itself as cutting-edge and eager to serve the needs of a broader base of Austinites.

Executive Level Conclusions and Recommendations

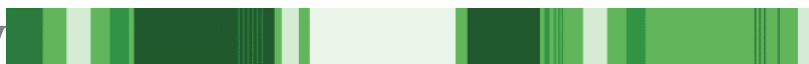
When considering what elements to address for the website redesign, it is recommended that all elements marked with a “critical gap” (the red elements on the heat map) for one or more user group be addressed in the redesign. A large number of these items are not currently offered, but tested as having importance to users. Additionally, elements marked with a “moderate gap” (the yellow items the heat map) scoring medium to high in importance and medium to high in usage, should be addressed in the redesign. Further evaluation based on operational or cost/resource factors can be employed for prioritization, but from the perspective of the end users’ needs, wants, and preferences the items included in the above group are recommended for:

- Development if they are new elements
- Revision or update if the element is currently offered but receives a below average quality rating

From a navigational standpoint, elements that were considered to be “very important” by 50% of the segment or more should be highly visible within the role-based tab that corresponds to that element (referencing the recommended role-based tabs, or home pages, for Residents, Business, Development, Government, and Sustainability).

If prioritizing the changes to make based on operational or cost/resource factors, it is recommended that the City of Austin utilize the following criteria to best address the end users’ needs:

- Address common gaps first, making positive changes that affect multiple groups at one time.
- Look for opportunities to fill specific gaps by user group, making the website feel more custom and in-tune with their unique needs.
- Identify website elements that score low to medium on quality. If the need is high and the awareness/use is high, but the quality is low, this may be an area where a quick win can be achieved by upgrading the existing element.
- Evaluate the level of “critical” on a case-by-case basis for new elements that need to be developed. A critical need may not necessarily be a critical priority if improving the quality of a highly used existing element on the website requires fewer resources than the development of a new element.



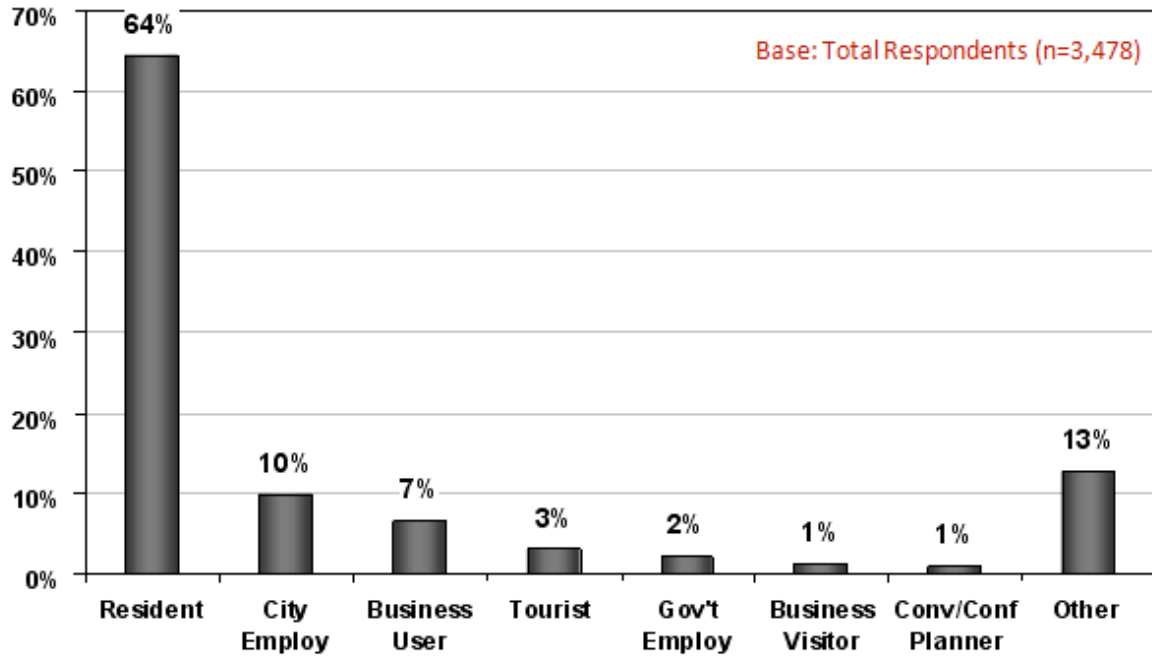
Detailed Findings

Respondent Composition

As seen in the March 2010 Site Intercept, the majority of visitors to city-centric websites (including the City of Austin website) are Residential users (64%). Government or City Employees account for 12%, while Business users and Tourists represent another 7% and 3%, respectively. There are a significant number (13%) of users that identify themselves as “Other.” The majority of these users are interested in moving to Austin and/or searching for job opportunities.

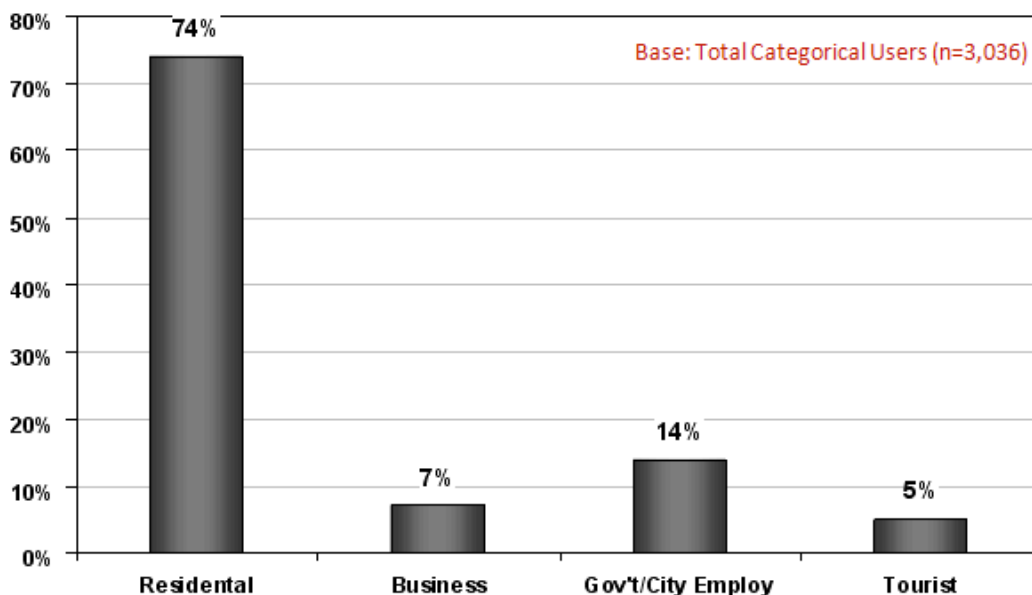
Figure 1: Respondent Composition

Please select the answer that best completes the sentence, “I’ve come to the Austin City Connection website today as....”?



The first phase of this research suggests city website users are best represented by the following four types of categorical users (Figure 2) identified when removing “Other” and collapsing user types.

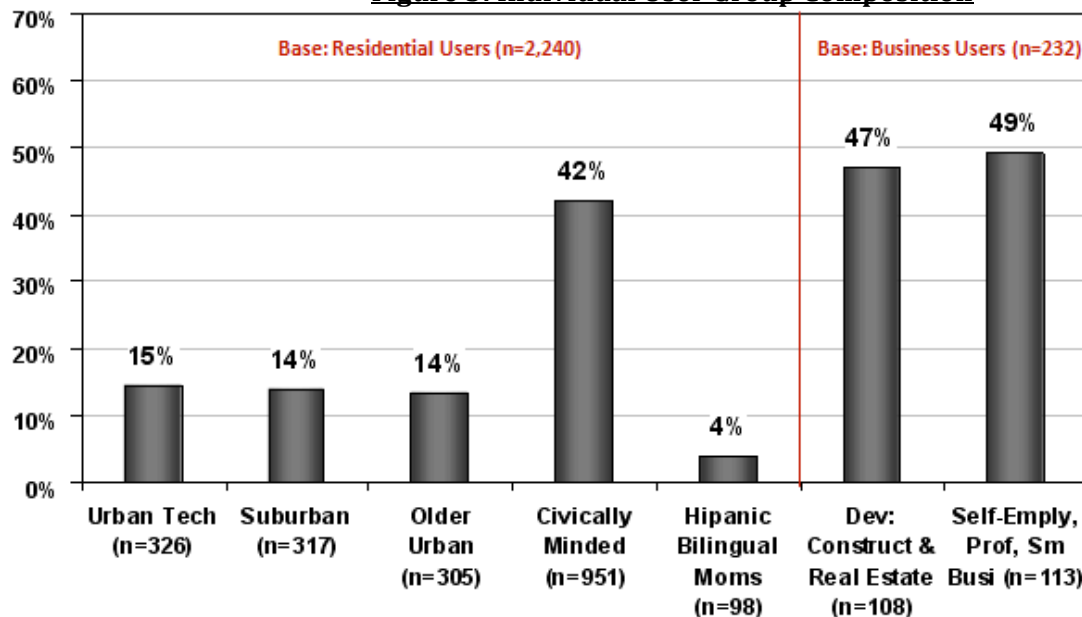
Figure 2: Categorical User Composition



Within the Residential user category, five key user groups were previously identified as representative of the type of Austinite the website will be most successful at serving. The composition of those Residential user groups within this study is shown below (Figure 3). In net, 68% of today’s Residential users are defined by one of these groups. Note that Socially Conscious/Civically Minded and Hispanic Bilingual Mothers are not mutually exclusive of the other user groups.

The Business user category has also been more narrowly defined by two key user groups: those engaged in Development, specifically as it relates to Construction and Real Estate (representing 47% of the Business user category) and those who are not engaged in Development but who are Self-Employed, Professionals, or Small Business Owners (representing 49% of the Business user category).

Figure 3: Individual User Group Composition



The remainder of this report will focus on the priorities of these seven user groups. Profiles of all user groups can be found in the Appendix.

Review of Key Findings by User Groups

Key findings are organized by user group as follows:

- Residential User Groups
 - Urban Tech Savvy
 - Suburban Families
 - Older Urban
 - Socially Conscious/Civically Minded
 - Hispanic Bilingual Mothers
- Business User Groups
 - Construction: Development and Real Estate Professionals
 - Self-Employed, Professionals, and Small Business Owners

The focus of the key findings are each user group’s “top ten” website elements, i.e. those elements with the highest percentage of respondents citing it as “Very Important.”

In addition, the key findings focus on the Heat Map conclusions identifying those elements, per user group, perceived as having either a critical gap or moderate gap between what is needed and what is available on the City of Austin website today.

Residential User Groups - Overview

The five Residential user groups have similarities in what they need, or feel is important to be included in the City’s website. More specifically, among those website elements that were ranked in the user groups’ top ten, there are more similarities than not. Below is a table showing the website elements that were in three or more of the Residential users’ top ten (Figure 4).

Figure 4: Gap Coding of Common Top Ten Website Elements – Residential Users

| Website Elements | Urban Tech | Suburban | Older Urban | Civically Minded | Hispanic Mothers |
|--|------------|----------|-------------|------------------|------------------|
| Austin Public Library information (locations, hours, and events) | Yellow | Green | Green | Green | White |
| Library book search | Yellow | Green | Green | Yellow | Green |
| Online library databases (articles, eJournals, eBooks, periodicals) | White | Yellow | Green | Yellow | White |
| Manage library account (e.g., pay fines, change address) | Red | Red | Red | Red | Red |
| Parks and Recreation (area locations, hours, pictures, events) | Yellow | Yellow | White | Yellow | Yellow |
| Information on arts, museums, cemeteries, trails, and preserves (locations and special events) | Yellow | White | White | Yellow | White |
| Utilities information (water, electric, garbage and recycling) | Yellow | Yellow | Yellow | Yellow | White |
| City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, etc.) | Red | Red | Red | Red | White |
| Utilities online account management (payment, set-up, cancel) | Yellow | Yellow | White | White | White |
| Online payments (citations, tickets, court fees) | Yellow | Red | White | White | Yellow |

The key finding here is that the Austin Public Library and its book search feature likely do not need any attention at this time. The “Parks and Recreation”, “Art & Museum,” and “Utilities” information areas of the website could benefit from a review, as they are highly important and highly used by most, but not rated high on quality of the current information. Lastly, two new website elements, “Manage Library Account” and “City Services Related to an Address or Neighborhood”, might be a priority for the redesign because they are seen as critical gaps based on their high importance.

Looking beyond the top ten lists, however, some distinct differences can be seen by user group. The Hispanic Bilingual Mother user group identifies more website elements of high importance than any other Residential user group. This group rates 44% of all website elements as “Very Important.” In addition, six elements of their top ten did not rank in any of the other user group’s top ten. This reflects some major differences in what this user group feels is Very Important compared to the others. These six elements are; “Crime Statistics with Look-up”, “City Park Online Reservations”, “Emergency Alerts”, “Interactive Maps with Tour Information”, and “Childcare Resources”. In contrast, the Older Urban user group identifies only 18% of all website elements tested as “Very Important” and only contains two website elements unique to them: “Utilities Usage Lookup Online” and “311 Services FAQs”.

As for critical gaps, all user groups perceive critical gaps in approximately 20% or more of the website elements tested. Most critical gap elements are simply unmet needs, i.e. the website element is of high importance but is not currently available on today’s City of Austin website. The remaining critical gap issues are a result of low quality ratings. Only in a few instances was a gap identified due to poor navigation: “City Public Parking information”, “Online Library Card Application”, and “City of Austin Hazard Mitigation Plan”.

Urban Tech Savvy

The website elements of greatest importance to the Urban Tech Savvy group cover a variety of needs (Figure 5). These needs range from information needs related to entertainment (“Parks and Recreation Information”, “Art & Museums”), library needs, and some basic, “taking care of business” needs (“Utilities Information”, “Online Payments in Multiple Categories”, “City Services”, and “Power Outage Information”). When applying the Heat Map technique, the top five elements are a code yellow, meaning their gap is moderate and could be a second tier priority for fixing or upgrading. The same is true for the ninth and tenth ranked elements: “Public Transportation Information” and “Utilities Online Account Management”.

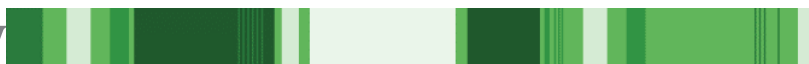


Figure 5: Website Elements of Greatest Importance – Urban Tech Savvy

| Code | Rank | Website Elements | % Very Important | % Using on Website | Avg Quality Rating* |
|--------|------|--|------------------|--------------------|---------------------|
| Yellow | 1 | Parks and Recreation (locations, hours, pictures, events) | 80.3 | 11.7 | 3.11 |
| | 2 | Austin Public Library info. (locations, hours, and events) | 76.8 | 12.6 | 3.9 |
| | 3 | Library book search | 76.8 | 10.7 | 3.74 |
| | 4 | Utilities information (water, electric, garbage and recycling) | 73.5 | 8.5 | 3.59 |
| | 5 | Online payments (citations, tickets, court fees) | 68.1 | 5 | 3.19 |
| Red | 6 | Manage library account (e.g., pay fines, change address) | 65.2 | | |
| | 7 | Information on arts, museums, cemeteries, trails, and preserves (locations and special events) | 63.9 | 9.8 | 2.97 |
| | 8 | City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, utilities info) | 61.8 | | |
| Yellow | 9 | City public transportation (information and schedules) | 61.3 | 5 | 3.31 |
| | 10 | Utilities online account management (payment, set-up, cancel) | 58.8 | 10.1 | 3.28 |

* Quality was evaluated on a five point scale where 5=Excellent, 4=Good, 3=Average, 2=Below Average, 1=Poor
 Note: Blank cells indicate a NEW website element, i.e. current usage and quality ratings are unavailable

Seven of the top ten elements were coded yellow because they are seen as highly important (more than 50% of Urban Tech Savvy’s rating the element as “Very Important”), current usage of these elements on the current website is high (relative to usage of all website elements tested), but their quality rating is medium (rating somewhere between ‘Average’ and ‘Good’). (See Heat Map Definitions in the Methodology section of the Executive Summary)

The remaining three most important website elements to the Urban Tech Savvy (ranked 6, 7, 8) are a code red, meaning their gap is critical and may need immediate attention or top priority. Features such as “Manage a Library Account” or “Access City Services Related to an Address or Neighborhood” are seen as highly important, but because these services do not exist today, the gap is critical. “Art & Museum Information” is also important to the Urban Tech Savvy. The current website offering is viewed as a critical gap because it is highly used, but the quality of the content falls below average (Figure 5).

Approximately 30% (20 out of 67) of the elements evaluated by members of the Urban Tech Savvy group are seen as having a critical gap. This is primarily due to website elements that are rated medium to high in importance, but are not currently available on the City of Austin’s website. In most cases, elements currently available that are viewed as having a critical gap are identified as such because of the quality of the current offering rather than the use or awareness of that element (See Urban Tech Savvy Heat Map on the following page. Please note, some of the element descriptions have been abbreviated for space. Charts with full descriptions are included in the Appendix).

City of Austin - Product Gap Analysis

Residential User Group: Urban Tech Savvy

Heat Map Table

| Code | Rank | Website Element | % Very Impt | % Using | Avg Quality | % Very Impt | % Using | Avg Quality |
|------|------|---|-------------|---------|-------------|-------------|---------|-------------|
| | 6 | Manage library account | 65.2 | | | High | Low | Low |
| | 7 | Info on arts, museums, cemeteries, trails, & preserves | 63.9 | 9.8 | 2.97 | High | High | Low |
| | 8 | City services related to an address or neighborhood | 61.8 | | | High | Low | Low |
| | 13 | Interactive maps w/ tour info | 57.4 | | | High | Low | Low |
| | 16 | Maps of power outages and road closures | 53.6 | | | High | Low | Low |
| | 17 | Online reservations for classes, events, and activities | 50.8 | | | High | Low | Low |
| | 18 | 311 City services FAQ | 50.0 | | | High | Low | Low |
| | 25 | Interactive events calendar filterable by topic | 45.9 | | | Med | Low | Low |
| | 26 | City of Austin Hazard Mitigation Plan | 44.9 | 0.6 | 2 | Med | Low | Low |
| | 27 | 311 City services | 44.1 | | | Med | Low | Low |
| | 29 | Crime statistics with look-up/map features | 42.0 | | | Med | Low | Low |
| | 30 | Emergency alerts | 42.0 | | | Med | Low | Low |
| | 33 | Neighborhood Code Ordinances | 39.8 | 3.8 | 2.92 | Med | Med | Low |
| | 36 | Public Records on Businesses | 37.0 | 4.1 | 2.85 | Med | High | Low |
| | 37 | Volunteering | 35.5 | | | Med | Low | Low |
| | 38 | Homeless assistance, day labor, and employprograms | 35.3 | 1.6 | 2.2 | Med | Low | Low |
| | 42 | City Codes and Ordinances for building and/or renovation | 32.7 | 5.7 | 2.56 | Med | High | Low |
| | 43 | Town Lake Animal Shelter online services | 32.4 | | | Med | Low | Low |
| | 45 | City park online reservations | 31.1 | | | Med | Low | Low |
| | 47 | City Code search | 30.1 | | | Med | Low | Low |
| | 1 | Parks and Recreation | 80.3 | 11.7 | 3.11 | High | High | Med |
| | 2 | Austin Public Library information | 76.8 | 12.6 | 3.9 | High | High | Med |
| | 3 | Library book search | 76.8 | 10.7 | 3.74 | High | High | Med |
| | 4 | Utilities information | 73.5 | 8.5 | 3.59 | High | High | Med |
| | 5 | Online payments | 68.1 | 5 | 3.19 | High | High | Med |
| | 9 | City public transportation | 61.3 | 5 | 3.31 | High | High | Med |
| | 10 | Utilities online account management | 58.8 | 10.1 | 3.28 | High | High | Med |
| | 11 | Utilities usage | 58.8 | 6.9 | 3.5 | High | High | Med |
| | 12 | Job/Career Opportunities | 58.1 | 6.3 | 3.15 | High | High | Med |
| | 14 | Online library databases | 56.5 | 6.6 | 3.81 | High | High | Med |
| | 15 | Voter information | 56.5 | 4.1 | 3.38 | High | High | Med |
| | 19 | Local tax information | 50.0 | 3.2 | 3.1 | High | Med | Med |
| | 20 | City public parking information | 48.4 | 1.6 | 3.6 | Med | Low | Med |
| | 21 | City news | 48.1 | 10.7 | 3.41 | Med | High | Med |
| | 22 | Water quality and conservation information | 47.2 | 8.8 | 3.39 | Med | High | Med |
| | 23 | Municipal Court | 46.4 | 3.5 | 3.45 | Med | Med | Med |
| | 24 | Public safety information | 46.4 | 2.8 | 3.44 | Med | Med | Med |
| | 28 | Information on Neighborhood Planning | 43.4 | 5.4 | 3.06 | Med | High | Med |
| | 31 | Austin-Bergstrom flight arrival and departure information | 41.9 | 3.5 | 3.73 | Med | Med | Med |
| | 32 | Buy tickets online for City bus and rail | 41.9 | 2.5 | 3.25 | Med | Med | Med |
| | 34 | Public health information for regional health issues | 39.7 | 2.2 | 3.14 | Med | Med | Med |
| | 35 | Childcare resources and children's health issues | 38.2 | 1.6 | 3 | Med | Low | Med |
| | 39 | Online library card application | 34.8 | 0.9 | 3.67 | Med | Low | Med |
| | 40 | Austin-Bergstrom Airport parking & ground transport info | 33.9 | 1.9 | 3.83 | Med | Low | Med |
| | 41 | Town Lake Animal Shelter information | 33.8 | 3.2 | 3 | Med | Med | Med |
| | 44 | City Council and Boards & Commissions | 31.5 | 5.7 | 3.28 | Med | High | Med |
| | 46 | City finance data/budget | 30.6 | 4.1 | 3 | Med | High | Med |
| | 48 | Arrest warrant and accident report information | 29.0 | 0.6 | 3 | Low | Low | Med |
| | 50 | Austin Police incidents report database | 29.0 | 2.5 | 2.75 | Low | Med | Low |
| | 51 | Library youth reading programs | 29.0 | 0.6 | 3 | Low | Low | Med |
| | 52 | Public records/conduct legal research | 29.0 | 1.6 | 3 | Low | Low | Med |
| | 53 | Animal control/removal | 27.9 | 2.8 | 2.78 | Low | Med | Low |
| | 54 | Austin-Bergstrom Airport terminal services | 27.4 | 2.2 | 3.57 | Low | Med | Med |
| | 55 | Feedback | 26.5 | | | Low | Low | Low |
| | 56 | Library "good reads" and book club suggestions" | 26.1 | 1.9 | 3.67 | Low | Low | Med |
| | 57 | City meetings | 25.0 | 3.2 | 3.6 | Low | Med | Med |
| | 59 | Austin City Charter information | 22.6 | 1.3 | 3 | Low | Low | Med |
| | 60 | Performance measures by department and programs | 22.2 | 1.9 | 2.67 | Low | Low | Low |
| | 61 | Text size options | 21.6 | | | Low | Low | Low |
| | 62 | Option to view website in alternate languages | 20.6 | | | Low | Low | Low |
| | 63 | City calendar integrated w/iCal or Outlook | 18.0 | | | Low | Low | Low |
| | 64 | Register new & manage community group info online | 17.7 | 0.9 | 2 | Low | Low | Low |
| | 65 | City News in RSS subscription feeds by topic/category | 16.7 | | | Low | Low | Low |
| | 66 | Social Media | 16.7 | | | Low | Low | Low |
| | 67 | Channel 6 programming | 14.8 | 2.5 | 3.5 | Low | Med | Med |
| | 49 | Librarian answer & research help by chat, email, or phone | 29.0 | 0.9 | 4.67 | Low | Low | High |
| | 58 | Library online homework helpers | 23.2 | 0.3 | 5 | Low | Low | High |

Suburban Families

Four elements rated as most important (top ten) to the Suburban Families user group are focused around the library (book search, information, online library databases, managing a library account). Two out of four library elements do not experience any gap. Both “Library Book Search” and “Austin Public Library Information” are of high importance, high use, and receive high quality scores (Figure 6). The “Online Library Databases” are perceived as having a moderate gap due to a medium quality rating (above average, but not a solid “Good”). In the case of “Manage Library Account”, it is seen as a critical gap because it is a need of high importance that is currently unavailable on the website.

Figure 6: Website Elements of Greatest Importance - Suburban Families

| Code | Rank | Website Elements | % Very Important | % Using on Website | Avg Quality Rating* |
|--------|------|--|------------------|--------------------|---------------------|
| Green | 1 | Library book search | 75.5 | 10.6 | 4.07 |
| | 2 | Austin Public Library information (locations, hours, and events) | 73.6 | 10.6 | 4.27 |
| Yellow | 3 | Parks and Recreation (area locations, hours, pictures, events) | 71.4 | 14 | 3.29 |
| Red | 4 | Manage library account (e.g., pay fines, change address) | 69.8 | | |
| Yellow | 5 | Online library databases (articles, eJournals, eBooks, periodicals) | 64.2 | 4.1 | 3.73 |
| | 6 | Information on arts, museums, cemeteries, trails, and preserves (locations and special events) | 61.9 | 7.5 | 3.09 |
| | 7 | Utilities information (water, electric, garbage and recycling) | 56.9 | 9.6 | 3.44 |
| | 8 | Utilities online account management (payment, set-up, cancel) | 56.9 | 8.2 | 3.43 |
| Red | 9 | City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, utilities info) | 54.2 | | |
| | 10 | Online payments (citations, tickets, court fees) | 53.3 | 1 | 3.33 |

* Quality was evaluated on a 5 point scale where 5=Excellent, 4=Good, 3=Average, 2=Below Average, 1=Poor

Note: Blank cells indicate a NEW website element; current usage and quality ratings are unavailable

“Parks and Recreation”, “Art & Museum”, and “Utility Information” are also highly sought after among Suburban Families, all of which are a code yellow (moderate gap) due to medium level quality ratings. “City Services Related to an Address or Neighborhood” is another critical gap element due to its unavailability on the current website. “Online Payments” (citations, tickets, court fees) also present a critical gap because the importance is high, but the use is low. Only 1% of Suburban Families access this feature on the current website. This may be due to an awareness or navigation issue. Those taking advantage of this current feature rate it as just above average quality (mean rating 3.3).

Compared to the other Residential user groups, Suburban Families experience a moderate number of critical gaps (23% of website elements). All but two are rated critical because they are currently unmet needs of high importance. Among some of the elements that rate medium in importance, they are viewed as having a moderate gap because of a lack of usage or awareness. Examples of such elements are “Library Online Homework Helpers” (for K-12 students) and “Online Library Card Application” (See the following Suburban Families Heat Map).

City of Austin - Product Gap Analysis
Residential User Group: Suburban Families
Heat Map Table

| Code | Rank | Website Element | % Very Impt | % Using | Avg Quality | % Very Impt | % Using | Avg Quality |
|------|------|---|-------------|---------|-------------|-------------|---------|-------------|
| | 4 | Manage library account | 69.8 | | | High | Low | Low |
| | 9 | City services related to an address or neighborhood | 54.2 | | | High | Low | Low |
| | 10 | Online payments | 53.3 | 1 | 3.33 | High | Low | Med |
| | 11 | Voter information | 51.9 | 2.7 | 2.88 | High | Med | Low |
| | 12 | 311 City services FAQ | 51.4 | | | High | Low | Low |
| | 17 | Interactive maps w/ tour info | 46.0 | | | Med | Low | Low |
| | 18 | Online reservations for classes, events, and activities | 46.0 | | | Med | Low | Low |
| | 19 | 311 City services | 44.4 | | | Med | Low | Low |
| | 21 | Crime statistics with look-up/map features | 44.0 | | | Med | Low | Low |
| | 22 | Maps of power outages and road closures | 44.0 | | | Med | Low | Low |
| | 26 | Emergency alerts | 41.3 | | | Med | Low | Low |
| | 27 | Interactive events calendar filterable by topic for City | 39.7 | | | Med | Low | Low |
| | 33 | City park online reservations | 36.5 | | | Med | Low | Low |
| | 39 | Feedback | 32.4 | | | Med | Low | Low |
| | 41 | Buy tickets online for City bus and rail | 31.5 | 0 | 0 | Med | Low | Low |
| | 3 | Parks and Recreation | 71.4 | 14 | 3.29 | High | High | Med |
| | 5 | Online library databases | 64.2 | 4.1 | 3.73 | High | High | Med |
| | 6 | Info on arts, museums, cemeteries, trails, & preserves | 61.9 | 7.5 | 3.09 | High | High | Med |
| | 7 | Utilities information | 56.9 | 9.6 | 3.44 | High | High | Med |
| | 8 | Utilities online account management | 56.9 | 8.2 | 3.43 | High | High | Med |
| | 13 | Public safety information | 50.7 | 2 | 3.67 | High | Med | Med |
| | 14 | Utilities usage | 48.6 | 4.1 | 3.36 | Med | High | Med |
| | 15 | Municipal Court | 46.7 | 3.8 | 3.45 | Med | Med | Med |
| | 16 | Job/Career Opportunities | 46.3 | 5.8 | 3.47 | Med | High | Med |
| | 20 | Public health information for regional health issues | 44.4 | 4.1 | 3.5 | Med | High | Med |
| | 23 | Library youth reading programs | 43.4 | 3.1 | 3.67 | Med | Med | Med |
| | 24 | Childcare resources and children's health issues | 43.1 | 3.1 | 3.5 | Med | Med | Med |
| | 25 | City public transportation | 42.6 | 1.4 | 3.5 | Med | Low | Med |
| | 29 | Library online homework helpers | 39.6 | 1.4 | 3.75 | Med | Low | Med |
| | 30 | Online library card application | 39.6 | 1.4 | 3.75 | Med | Low | Med |
| | 31 | Local tax information | 38.9 | 1 | 3.33 | Med | Low | Med |
| | 32 | City public parking information | 37.0 | 0.7 | 3.5 | Med | Low | Med |
| | 34 | City news | 35.4 | 6.8 | 3.2 | Med | High | Med |
| | 35 | Austin Police incidents report database | 34.7 | 2.4 | 3.29 | Med | Med | Med |
| | 36 | Water quality and conservation information | 34.3 | 5.1 | 3.47 | Med | High | Med |
| | 37 | Librarian answer & research help by chat, email, or phone | 34.0 | 1 | 4 | Med | Low | Med |
| | 38 | Austin-Bergstrom flight arrival and departure information | 33.3 | 1 | 3.67 | Med | Low | Med |
| | 40 | Information on Neighborhood Planning | 31.7 | 2.4 | 3.43 | Med | Med | Med |
| | 42 | City of Austin Hazard Mitigation Plan | 30.7 | 0.3 | 3 | Med | Low | Med |
| | 43 | Volunteering | 29.6 | | | Low | Low | Low |
| | 44 | Public records/conduct legal research | 29.3 | 1.7 | 3.8 | Low | Low | Med |
| | 45 | City finance data/budget | 28.3 | 2.4 | 3.14 | Low | Med | Med |
| | 46 | City Council and Boards & Commissions | 27.3 | 3.8 | 3.36 | Low | Med | Med |
| | 48 | City Codes and Ordinances for building and/or renovation | 24.8 | 1.7 | 2.8 | Low | Low | Low |
| | 49 | Austin-Bergstrom Airport parking & ground transport info | 25.9 | 0.7 | 2 | Low | Low | Low |
| | 50 | Arrest warrant and accident report information | 25.3 | 0.7 | 3.5 | Low | Low | Med |
| | 51 | City calendar integrated w/Cal or Outlook | 23.8 | | | Low | Low | Low |
| | 52 | Neighborhood Code Ordinances | 23.8 | 0.7 | 3 | Low | Low | Med |
| | 53 | Town Lake Animal Shelter online services | 23.6 | | | Low | Low | Low |
| | 54 | Austin-Bergstrom Airport terminal services | 22.2 | 0.7 | 2.5 | Low | Low | Low |
| | 55 | City Code search | 21.8 | | | Low | Low | Low |
| | 56 | Animal control/removal | 20.8 | 1.7 | 3.25 | Low | Low | Med |
| | 57 | Performance measures by department and programs | 20.2 | 0.7 | 2 | Low | Low | Low |
| | 58 | Homeless assistance, day labor, and employprograms | 19.4 | 1.7 | 3.4 | Low | Low | Med |
| | 59 | Town Lake Animal Shelter information | 19.4 | 2.7 | 3.5 | Low | Med | Med |
| | 60 | City meetings | 19.2 | 2.7 | 3 | Low | Med | Med |
| | 61 | City News in RSS subscription feeds by topic/category | 16.2 | | | Low | Low | Low |
| | 62 | Text size options | 16.2 | | | Low | Low | Low |
| | 63 | Social Media | 15.3 | | | Low | Low | Low |
| | 64 | Register new & manage community group info online | 14.9 | 0.3 | 3 | Low | Low | Med |
| | 65 | Option to view website in alternate languages | 11.7 | | | Low | Low | Low |
| | 66 | Channel 6 programming | 10.1 | 1 | 3 | Low | Low | Med |
| | 67 | Austin City Charter information | 5.6 | 0.3 | 4 | Low | Low | Med |
| | 1 | Library book search | 75.5 | 10.6 | 4.07 | High | High | High |
| | 2 | Austin Public Library information | 73.6 | 10.6 | 4.27 | High | High | High |
| | 28 | Library "good reads" and book club suggestions" | 39.6 | 2 | 4.17 | Med | Med | High |

Older Urban

For the top ten elements, the Older Urban users had the fewest gaps (Figure 7). This segment’s needs were best met by the Library offerings on the current website (information, book search, online databases). Four other elements in the top ten were viewed to have a moderate gap (Utilities information and usage data available online, and Voter and Public Safety information). All these elements were coded yellow because of the low perceived quality of the current offerings and all rate just below “Good” (mean ratings range between 3.25-3.52). The three critical gaps among the top ten elements for the Older Urban segment are all currently unmet needs: “Managing Library Account”, “City Services Related to an Address or Neighborhood”, and “311 City Services Frequently Asked Questions”.

Figure 7: Website Elements of Greatest Importance – Older Urban

| Code | Rank | Website Elements | % Very Important | % Using on Website | Avg Quality Rating* |
|------|------|--|------------------|--------------------|---------------------|
| | 1 | Austin Public Library information (locations, hours, and events) | 76.1 | 14 | 4.15 |
| | 2 | Library book search | 67.2 | 16.1 | 4.17 |
| | 3 | Utilities information (water, electric, garbage and recycling) | 65.6 | 9.4 | 3.52 |
| | 4 | Online library databases (articles, eJournals, eBooks, periodicals) | 64.2 | 8.4 | 4.04 |
| | 5 | Manage library account (e.g., pay fines, change address) | 61.2 | | |
| | 6 | Voter information (charters, bonds, and voter initiatives) | 59.3 | 5.7 | 3.47 |
| | 7 | City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, utilities info) | 57.4 | | |
| | 8 | Public safety information (police, fire department, EMS, contact info) | 55.4 | 5.4 | 3.25 |
| | 9 | Utilities usage (look-up/download electricity or water usage online) | 54.1 | 5.7 | 3.75 |
| | 10 | 311 City services frequently asked questions (FAQ) (answers common City services questions so you don't need to contact 311 help directly) | 52.5 | | |

* Quality was evaluated on a 5 point scale where 5=Excellent, 4=Good, 3=Average, 2=Below Average, 1=Poor
 Note: Blank cells indicate a NEW website element; current usage and quality ratings are unavailable

Overall, the Older Urban user group has fewer critical gaps (16%) than any other Residential user group. All but one of these critical gaps is a result of unmet needs. This group also has the lowest number of high importance website elements, with only 18 of the 68 rated as “Very Important” by 50% or more of the respondents. Clearly, they are the user group most successfully served by the current website (See the following Older Urban Heat Map).

City of Austin - Product Gap Analysis
Residential User Group: Older Urban
Heat Map Table

| Code | Rank | Website Element | % Very Impt | % Using | Avg Quality | % Very Impt | % Using | Avg Quality |
|------|------|---|-------------|---------|-------------|-------------|---------|-------------|
| | 5 | Manage library account | 61.2 | | | High | Low | Low |
| | 7 | City services related to an address or neighborhood | 57.4 | | | High | Low | Low |
| | 10 | 311 City services FAQ | 52.5 | | | High | Low | Low |
| | 14 | Interactive maps w/ tour info | 46.9 | | | Med | Low | Low |
| | 16 | 311 City services | 42.6 | | | Med | Low | Low |
| | 17 | Feedback | 42.1 | | | Med | Low | Low |
| | 18 | Crime statistics with look-up/map features | 41.9 | | | Med | Low | Low |
| | 19 | Emergency alerts | 41.9 | | | Med | Low | Low |
| | 20 | Maps of power outages and road closures | 41.9 | | | Med | Low | Low |
| | 36 | City Code search | 32.0 | | | Med | Low | Low |
| | 40 | Austin Police incidents report database | 31.1 | 4.7 | 2.93 | Med | High | Low |
| | 3 | Utilities information | 65.6 | 9.4 | 3.52 | High | High | Med |
| | 6 | Voter information | 59.3 | 5.7 | 3.47 | High | High | Med |
| | 8 | Public safety information | 55.4 | 5.4 | 3.25 | High | High | Med |
| | 9 | Utilities usage | 54.1 | 5.7 | 3.75 | High | High | Med |
| | 11 | City public transportation | 51.9 | 6.4 | 3.74 | High | High | Med |
| | 13 | Water quality and conservation information | 47.1 | 8.4 | 3.48 | Med | High | Med |
| | 15 | Info on arts, museums, cemeteries, trails, & preserves | 42.9 | 8 | 3.83 | Med | High | Med |
| | 21 | City news | 40.4 | 11 | 3.48 | Med | High | Med |
| | 22 | Librarian answer & research help by chat, email, or phone | 40.3 | 3.3 | 3.78 | Med | Med | Med |
| | 23 | City of Austin Hazard Mitigation Plan | 39.2 | 1.3 | 3 | Med | Low | Med |
| | 24 | Municipal Court | 39.2 | 2.3 | 3.43 | Med | Med | Med |
| | 25 | City Codes and Ordinances for building and/or renovation | 39.0 | 8.7 | 3.23 | Med | High | Med |
| | 26 | Information on Neighborhood Planning | 39.0 | 8 | 3.17 | Med | High | Med |
| | 27 | Local tax information | 38.9 | 3.3 | 3.5 | Med | Med | Med |
| | 28 | Parks and Recreation | 38.8 | 8.4 | 3.72 | Med | High | Med |
| | 29 | Public health information for regional health issues | 37.7 | 3 | 3.38 | Med | Med | Med |
| | 30 | Online library card application | 37.3 | 1 | 3.67 | Med | Low | Med |
| | 31 | Neighborhood Code Ordinances | 37.0 | 8 | 3.33 | Med | High | Med |
| | 32 | City Council and Boards & Commissions | 36.5 | 7.4 | 3.14 | Med | High | Med |
| | 33 | Online payments | 36.5 | 1.7 | 3.8 | Med | Low | Med |
| | 34 | Public Records on Businesses | 35.6 | 5 | 3.2 | Med | High | Med |
| | 35 | Animal control/removal | 34.4 | 2.3 | 3.57 | Med | Med | Med |
| | 37 | City meetings | 31.7 | 6.4 | 3.26 | Med | High | Med |
| | 38 | Austin-Bergstrom flight arrival and departure information | 31.5 | 4 | 3.83 | Med | Med | Med |
| | 39 | City public parking information | 31.5 | 2 | 3.5 | Med | Med | Med |
| | 41 | Library youth reading programs | 29.9 | 0.3 | 4 | Low | Low | Med |
| | 42 | Public records/conduct legal research | 29.7 | 3.3 | 2.8 | Low | Med | Low |
| | 43 | Austin-Bergstrom Airport parking & ground transport info | 29.6 | 1.3 | 4 | Low | Low | Med |
| | 45 | Text size options | 29.5 | | | Low | Low | Low |
| | 46 | City finance data/budget | 28.8 | 3.7 | 3.18 | Low | Med | Med |
| | 49 | Library online homework helpers | 28.4 | 0 | 0 | Low | Low | Low |
| | 50 | Town Lake Animal Shelter information | 27.9 | 2.7 | 3.5 | Low | Med | Med |
| | 51 | Performance measures by department and programs | 26.9 | 2.7 | 3 | Low | Med | Med |
| | 52 | Interactive events calendar filterable by topic | 26.5 | | | Low | Low | Low |
| | 53 | Childcare resources and children's health issues | 26.2 | 1 | 3.33 | Low | Low | Med |
| | 54 | Town Lake Animal Shelter online services | 26.2 | | | Low | Low | Low |
| | 55 | Buy tickets online for City bus and rail | 25.9 | 1 | 3.33 | Low | Low | Med |
| | 56 | Volunteering | 25.9 | | | Low | Low | Low |
| | 57 | Homeless assistance, day labor, and employ programs | 24.6 | 1.7 | 3.4 | Low | Low | Med |
| | 58 | Online reservations for classes, events, and activities | 24.5 | | | Low | Low | Low |
| | 59 | Austin City Charter information | 22.2 | 2 | 3.83 | Low | Med | Med |
| | 60 | Arrest warrant and accident report information | 20.3 | 2.3 | 2.86 | Low | Med | Low |
| | 61 | Register new & manage community group info online | 18.0 | 1 | 2.67 | Low | Low | Low |
| | 62 | City park online reservations | 16.3 | | | Low | Low | Low |
| | 63 | Austin-Bergstrom Airport terminal services | 14.8 | 0.7 | 3.5 | Low | Low | Med |
| | 64 | Option to view website in alternate languages | 12.6 | | | Low | Low | Low |
| | 65 | City News in RSS subscription feeds by topic/category | 12.5 | | | Low | Low | Low |
| | 66 | City calendar integrated w/iCal or Outlook | 8.2 | | | Low | Low | Low |
| | 67 | Social Media | 5.3 | | | Low | Low | Low |
| | 1 | Austin Public Library information | 76.1 | 14 | 4.15 | High | High | High |
| | 2 | Library book search | 67.2 | 16.1 | 4.17 | High | High | High |
| | 4 | Online library databases | 64.2 | 8.4 | 4.04 | High | High | High |
| | 12 | Utilities online account management | 50.8 | 4.7 | 4.15 | High | High | High |
| | 44 | Job/Career Opportunities | 29.6 | 4.3 | 3.54 | Low | High | Med |
| | 47 | Library "good reads" and book club suggestions" | 28.4 | 3.7 | 4.1 | Low | Med | High |
| | 48 | Channel 6 programming | 26.9 | 4.3 | 3.77 | Low | High | Med |

Socially Conscious/Civically Minded

Like many other residential user groups, the Socially Conscious/Civically Minded group rated aspects of the library offering as the most important (Figure 8). This user group sees the “Austin Library Information” as having no gap. However, “Library Book Search” and “Online Library Databases” are a code yellow due to a quality rating just below “Good.” As seen with all residential user groups, “Manage Library Account” is a critical gap for the Socially Conscious/Civically Minded user because it is of high importance, but currently unavailable on the website. The second critical gap exposed in this user group’s top ten is “City Services Related to an Address or Neighborhood”, primarily because it is currently an unmet need.

Other moderate gaps in this user group’s top ten include information related to “Parks and Recreation”, “Art & Museum”, “Utilities”, and “Public Safety”. All are identified as a moderate gap because of their low quality ratings.

Figure 8: Website Elements of Greatest Importance – Socially Conscious/Civically Minded

| Code | Rank | Website Elements | % Very Important | % Using on Website | Avg Quality Rating* |
|------|------|--|------------------|--------------------|---------------------|
| | 1 | Library book search | 78.3 | 14.8 | 3.9 |
| | 2 | Austin Public Library information (locations, hours, and events) | 77.8 | 14.4 | 4.15 |
| | 3 | Online library databases (articles, eJournals, eBooks, periodicals) | 70.1 | 8.8 | 3.88 |
| | 4 | Parks and Recreation (area locations, hours, pictures, events) | 69.0 | 10 | 3.33 |
| | 5 | Manage library account (e.g., pay fines, change address) | 68.8 | | |
| | 6 | Utilities information (water, electric, garbage and recycling) | 67.6 | 8.8 | 3.41 |
| | 7 | Voter information (charters, bonds, and voter initiatives) | 67.1 | 5.7 | 3.09 |
| | 8 | Information on arts, museums, cemeteries, trails, and preserves (locations and special events) | 63.9 | 8.1 | 3.23 |
| | 9 | City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, utilities info) | 61.3 | | |
| | 10 | Public safety information (police, fire department, EMS, contact info) | 59.9 | 5.6 | 3.4 |

* Quality was evaluated on a 5 point scale where 5=Excellent, 4=Good, 3=Average, 2=Below Average, 1=Poor

Note: Blank cells indicate a NEW website element; current usage and quality ratings are unavailable

Approximately 31% of all web elements tested by Socially Conscious/Civically Minded users are considered to be critical gaps. This is the highest amount of critical gaps across all user segments. The majority of the website elements coded as critical by this user group are of high or medium importance, but not currently available on the website. However, there are also six web elements (e.g. “Local Tax Information”, “Neighborhood Codes”) seen as having a critical gap due to low quality ratings (rated Below Average).

This suggests, unlike other user groups, that this user group would benefit from improvements in some existing web elements instead of simply adding new ones (See the following Socially Conscious/Civically Minded Heat Map).

City of Austin - Product Gap Analysis
 Residential User Group: **Socially Conscious/Civically Minded**
Heat Map Table

| Code | Rank | Website Element | % Very Impt | % Using | Avg Quality | % Very Impt | % Using | Avg Quality Rating |
|------|------|---|-------------|---------|-------------|-------------|---------|--------------------|
| | 5 | Manage library account | 68.8 | | | High | Low | Low |
| | 9 | City services related to an address or neighborhood | 61.3 | | | High | Low | Low |
| | 13 | Interactive maps w/ tour info | 56.1 | | | High | Low | Low |
| | 17 | 311 City services FAQ | 51.5 | | | High | Low | Low |
| | 20 | Online reservations for classes, events, and activities | 49.7 | | | Med | Low | Low |
| | 22 | Maps of power outages and road closures | 48.8 | | | Med | Low | Low |
| | 23 | Interactive events calendar filterable by topic | 48.4 | | | Med | Low | Low |
| | 24 | 311 City services | 48.0 | | | Med | Low | Low |
| | 25 | Local tax information | 47.6 | 2.6 | 2.96 | Med | Med | Low |
| | 26 | Crime statistics with look-up/map features | 46.4 | | | Med | Low | Low |
| | 29 | Neighborhood Code Ordinances | 44.8 | 6.7 | 2.9 | Med | High | Low |
| | 31 | Feedback | 44.7 | | | Med | Low | Low |
| | 35 | Information on Neighborhood Planning | 43.4 | 6.7 | 2.85 | Med | High | Low |
| | 39 | Emergency alerts | 40.6 | | | Med | Low | Low |
| | 40 | City Codes and Ordinances for building and/or renovation | 39.7 | 7.8 | 2.93 | Med | High | Low |
| | 43 | Town Lake Animal Shelter online services | 38.2 | | | Med | Low | Low |
| | 44 | Volunteering | 38.2 | | | Med | Low | Low |
| | 47 | City Code search | 35.5 | | | Med | Low | Low |
| | 49 | Public records/conduct legal research | 34.8 | 3.1 | 2.83 | Med | Med | Low |
| | 52 | City park online reservations | 32.9 | | | Med | Low | Low |
| | 54 | Performance measures by department and programs | 30.7 | 3 | 2.79 | Med | Med | Low |
| | 1 | Library book search | 78.3 | 14.8 | 3.9 | High | High | Med |
| | 3 | Online library databases | 70.1 | 8.8 | 3.88 | High | High | Med |
| | 4 | Parks and Recreation | 69.0 | 10 | 3.33 | High | High | Med |
| | 6 | Utilities information | 67.6 | 8.8 | 3.41 | High | High | Med |
| | 7 | Voter information | 67.1 | 5.7 | 3.09 | High | High | Med |
| | 8 | Info on arts, museums, cemeteries, trails, & preserves | 63.9 | 8.1 | 3.23 | High | High | Med |
| | 10 | Public safety information | 59.9 | 5.6 | 3.4 | High | High | Med |
| | 11 | Utilities online account management | 58.3 | 7.7 | 3.29 | High | High | Med |
| | 12 | City public transportation | 58.2 | 4.4 | 3.44 | High | High | Med |
| | 14 | Job/Career Opportunities | 54.7 | 6.7 | 3.34 | High | High | Med |
| | 15 | City news | 53.3 | 11.3 | 3.55 | High | High | Med |
| | 16 | Water quality and conservation information | 52.3 | 10 | 3.55 | High | High | Med |
| | 18 | Online payments | 51.2 | 4.3 | 3.53 | High | High | Med |
| | 19 | Utilities usage | 50.0 | 5.6 | 3.53 | High | High | Med |
| | 21 | Municipal Court | 49.3 | 4.3 | 3.35 | Med | High | Med |
| | 27 | Online library card application | 45.2 | 1.4 | 3.91 | Med | Low | Med |
| | 28 | City Council and Boards & Commissions | 44.9 | 9.1 | 3.29 | Med | High | Med |
| | 30 | Buy tickets online for City bus and rail | 44.7 | 1.1 | 3.1 | Med | Low | Med |
| | 32 | Public health information for regional health issues | 44.6 | 2.7 | 3.17 | Med | Med | Med |
| | 33 | City public parking information | 44.1 | 1.3 | 3.25 | Med | Low | Med |
| | 34 | Public Records on Businesses | 43.7 | 6.8 | 3.06 | Med | High | Med |
| | 36 | Library youth reading programs | 42.1 | 2.1 | 3.71 | Med | Med | Med |
| | 37 | Austin Police incidents report database | 41.1 | 5.6 | 3.06 | Med | High | Med |
| | 41 | City finance data/budget | 39.0 | 5 | 3.13 | Med | High | Med |
| | 42 | Austin-Bergstrom flight arrival and departure info | 38.2 | 2.5 | 3.65 | Med | Med | Med |
| | 45 | City of Austin Hazard Mitigation Plan | 37.7 | 1.4 | 3 | Med | Low | Med |
| | 46 | City meetings | 36.2 | 6.7 | 3.58 | Med | High | Med |
| | 48 | Animal control/removal | 34.3 | 2.7 | 3.2 | Med | Med | Med |
| | 50 | Library online homework helpers | 34.4 | 0.9 | 4 | Med | Low | Med |
| | 51 | Town Lake Animal Shelter information | 34.3 | 3.9 | 3.23 | Med | Med | Med |
| | 53 | Library "good reads" and book club suggestions" | 32.1 | 4.2 | 3.95 | Med | High | Med |
| | 55 | Austin-Bergstrom Airport parking & ground transport info | 30.6 | 1.2 | 3.36 | Med | Low | Med |
| | 56 | Childcare resources and children's health issues | 29.9 | 1.1 | 3.11 | Low | Low | Med |
| | 57 | Arrest warrant and accident report information | 28.5 | 1.7 | 2.75 | Low | Low | Low |
| | 58 | Austin City Charter information | 27.1 | 2 | 3.83 | Low | Med | Med |
| | 59 | Homeless assistance, day labor, and employ programs | 26.5 | 1.3 | 2.64 | Low | Low | Low |
| | 60 | Channel 6 programming | 26.3 | 4.7 | 3.6 | Low | High | Med |
| | 62 | Text size options | 23.3 | | | Low | Low | Low |
| | 63 | Austin-Bergstrom Airport terminal services | 21.8 | 1.3 | 3.25 | Low | Low | Med |
| | 64 | City calendar integrated w/iCal or Outlook | 21.3 | 1.1 | 3.6 | Low | Low | Med |
| | 65 | City News in RSS subscription feeds by topic/category | 19.8 | | | Low | Low | Low |
| | 66 | Option to view website in alternate languages | 17.6 | | | Low | Low | Low |
| | 67 | Social Media | 13.5 | | | Low | Low | Low |
| | 2 | Austin Public Library information | 77.8 | 14.4 | 4.15 | High | High | High |
| | 38 | Librarian answer & research help by chat, email, or phone | 40.7 | 3.5 | 4.03 | Med | Med | High |
| | 61 | Register new & manage community group info online | 25.2 | 1.4 | 3.08 | Low | Low | Med |

Hispanic Bilingual Mothers

[Preface: A sufficient number of *bilingual* Hispanic Mothers could not be found for participation in this study. Therefore, the majority of this user group is represented by Hispanic Mothers that are not necessarily bilingual. We feel this group of participants is still representative of the user profile in all other respects. For consistency, this user group will continue to be called “Hispanic Bilingual Mothers” in this report.]

The Hispanic Bilingual Mothers user group identified a significantly different set of top ten website elements (Figure 9). There are critical gaps in five of their top ten needs because of the high importance but lack of availability of elements like “Crime Statistics”, “City Park Online Reservations”, “Emergency Alerts”, “Interactive Maps with Tour Information”, and “Manage Library Account”.

Moderate gaps for the Hispanic Bilingual Mother include “Parks and Recreation Information”, “City News”, “Online Payments” in multiple categories, and “Childcare Resources”. These are all highly used today, but receive less than “Good” quality ratings. The one website element with no gap for this user group is “Library Book Search”. This element is highly important, has high usage, and receives a high quality rating (mean rating 4.17; 4.0 = Good).

Figure 9: Website Elements of Greatest Importance – Hispanic Bilingual Mothers

| Code | Rank | Website Elements | % Very Important | % Using on Website | Avg Quality Rating* |
|----------|------|---|------------------|--------------------|---------------------|
| Critical | 1 | Crime statistics with look-up/map features | 75.0 | | |
| | 2 | City park online reservations to book City park resources such as pavilions and courts | 70.6 | | |
| Moderate | 3 | Parks and Recreation (area locations, hours, pictures, events) | 70.6 | 16.7 | 3.27 |
| Critical | 4 | Emergency alerts (sign up to receive email/text alerts) | 70.0 | | |
| Moderate | 5 | City news (breaking news, announcements) | 66.7 | 12.1 | 3.5 |
| Moderate | 6 | Online payments (citations, tickets, court fees) | 65.0 | 6.1 | 3.5 |
| Critical | 7 | Interactive maps with tour information of public interest areas, cultural locations, etc. | 64.7 | | |
| Moderate | 8 | Childcare resources and children's health issues | 62.5 | 10.6 | 3.14 |
| Good | 9 | Library book search | 62.5 | 9.1 | 4.17 |
| Critical | 10 | Manage library account (e.g., pay fines, change address) | 62.5 | | |

* Quality was evaluated on a 5 point scale where 5=Excellent, 4=Good, 3=Average, 2=Below Average, 1=Poor
 Note: Blank cells indicate a NEW website element; current usage and quality ratings are unavailable

Approximately one-fourth (26%) of all website elements tested by Hispanic Bilingual Mothers are seen as having a critical gap in their offering. All but two of these website elements fall into this coding because the importance of the website element is either high or medium, but is not currently offered. One of the two

website elements available today that is perceived as having a critical gap is “Municipal Court Information”. This one should be of particular attention because the use and importance are high, but the quality of the current offering is low (mean rating 2.7; Below Average) (See the following Hispanic Bilingual Mothers Heat Map).

City of Austin - Product Gap Analysis
Residential User Group: Hispanic Bilingual Mothers
Heat Map Table

| Code | Rank | Website Element | % Very Impt | % Using | Avg Quality | % Very Impt | % Using | Avg Quality |
|------|------|---|-------------|---------|-------------|-------------|---------|-------------|
| | 1 | Crime statistics with look-up/map features | 75.0 | | | High | Low | Low |
| | 2 | City park online reservations | 70.6 | | | High | Low | Low |
| | 4 | Emergency alerts | 70.0 | | | High | Low | Low |
| | 7 | Interactive maps w/ tour info | 64.7 | | | High | Low | Low |
| | 10 | Manage library account | 62.5 | | | High | Low | Low |
| | 13 | Online reservations for classes, events, and activities | 58.8 | | | High | Low | Low |
| | 19 | Municipal Court | 55.0 | 4.5 | 2.67 | High | High | Low |
| | 25 | Interactive events calendar filterable by topic | 52.9 | | | High | Low | Low |
| | 26 | Feedback | 52.6 | | | High | Low | Low |
| | 27 | 311 City services | 50.0 | | | High | Low | Low |
| | 28 | Maps of power outages and road closures | 50.0 | | | High | Low | Low |
| | 32 | Volunteering | 46.2 | | | Med | Low | Low |
| | 33 | 311 City services FAQ | 45.8 | | | Med | Low | Low |
| | 35 | City services related to an address or neighborhood | 41.7 | | | Med | Low | Low |
| | 43 | City calendar integrated w/iCal or Outlook | 35.3 | | | Med | Low | Low |
| | 44 | Text size options | 34.2 | | | Med | Low | Low |
| | 49 | Social Media | 31.6 | | | Med | Low | Low |
| | 50 | City public parking information | 30.8 | 0 | 0 | Med | Low | Low |
| | 3 | Parks and Recreation | 70.6 | 16.7 | 3.27 | High | High | Med |
| | 5 | City news | 66.7 | 12.1 | 3.5 | High | High | Med |
| | 6 | Online payments | 65.0 | 6.1 | 3.5 | High | High | Med |
| | 8 | Childcare resources and children's health issues | 62.5 | 10.6 | 3.14 | High | High | Med |
| | 11 | Job/Career Opportunities | 61.5 | 6.1 | 4 | High | High | Med |
| | 12 | Public safety information | 60.0 | 6.1 | 3.75 | High | High | Med |
| | 14 | Online library databases | 58.3 | 3 | 4 | High | Med | Med |
| | 15 | Utilities information | 58.3 | 12.1 | 3.63 | High | High | Med |
| | 16 | Arrest warrant and accident report information | 55.0 | 9.1 | 3.5 | High | High | Med |
| | 17 | Austin Police incidents report database | 55.0 | 9.1 | 3.17 | High | High | Med |
| | 21 | Library youth reading programs | 54.2 | 6.1 | 3.5 | High | High | Med |
| | 22 | Public health information for regional health issues | 54.2 | 4.5 | 3.67 | High | High | Med |
| | 23 | Utilities online account management | 54.2 | 15.2 | 3.3 | High | High | Med |
| | 24 | Info on arts, museums, cemeteries, trails, & preserves | 52.9 | 13.6 | 3.22 | High | High | Med |
| | 30 | Public records/conduct legal research | 50.0 | 9.1 | 3.33 | High | High | Med |
| | 31 | Water quality and conservation information | 48.5 | 10.6 | 3.57 | Med | High | Med |
| | 34 | Library online homework helpers | 45.8 | 1.5 | 4 | Med | Low | Med |
| | 36 | Utilities usage | 41.7 | 4.5 | 3.33 | Med | High | Med |
| | 38 | Voter information | 38.5 | 4.5 | 3.67 | Med | High | Med |
| | 39 | Animal control/removal | 37.5 | 4.5 | 3 | Med | High | Med |
| | 40 | City finance data/budget | 36.4 | 3 | 3.5 | Med | Med | Med |
| | 41 | Information on Neighborhood Planning | 36.0 | 3 | 3.5 | Med | Med | Med |
| | 42 | Neighborhood Code Ordinances | 36.0 | 4.5 | 3 | Med | High | Med |
| | 45 | Librarian answer & research help by chat, email, or phone | 33.3 | 3 | 4 | Med | Med | Med |
| | 46 | Library "good reads" and book club suggestions" | 33.3 | 4.5 | 4 | Med | High | Med |
| | 47 | Public Records on Businesses | 33.3 | 12.1 | 3.5 | Med | High | Med |
| | 48 | Performance measures by department and programs | 30.3 | 1.5 | 3 | Med | Low | Med |
| | 52 | Option to view website in alternate languages | 28.9 | | | Low | Low | Low |
| | 53 | City Codes and Ordinances for building and/or renovation | 28.0 | 1.5 | 2 | Low | Low | Low |
| | 55 | City News in RSS subscription feeds by topic/category | 27.3 | | | Low | Low | Low |
| | 56 | City Code search | 24.0 | | | Low | Low | Low |
| | 57 | Register new and manage community group information | 24.0 | 1.5 | 3 | Low | Low | Med |
| | 58 | City meetings | 21.2 | 1.5 | 4 | Low | Low | Med |
| | 60 | Channel 6 programming | 18.2 | 1.5 | 3 | Low | Low | Med |
| | 61 | Austin-Bergstrom Airport parking & ground transport info | 15.4 | 1.5 | 2 | Low | Low | Low |
| | 62 | Buy tickets online for City bus and rail | 15.4 | 0 | 0 | Low | Low | Low |
| | 63 | Local tax information | 15.4 | 0 | 0 | Low | Low | Low |
| | 64 | Town Lake Animal Shelter online services | 12.5 | | | Low | Low | Low |
| | 65 | Austin-Bergstrom Airport terminal services | 7.7 | 1.5 | 4 | Low | Low | Med |
| | 66 | Austin-Bergstrom flight arrival and departure information | 7.7 | 3 | 3 | Low | Med | Med |
| | 67 | Austin City Charter information | 0.0 | 1.5 | 4 | Low | Low | Med |
| | 9 | Library book search | 62.5 | 9.1 | 4.17 | High | High | High |
| | 18 | City of Austin Hazard Mitigation Plan | 55.0 | 1.5 | 5 | High | Low | High |
| | 20 | Austin Public Library information | 54.2 | 7.6 | 4.4 | High | High | High |
| | 29 | Online library card application | 50.0 | 3 | 4.5 | High | Med | High |
| | 37 | City public transportation | 38.5 | 3 | 4.5 | Med | Med | High |
| | 51 | Homeless assistance, day labor, and employ programs | 29.2 | 7.6 | 3.6 | Low | High | Med |
| | 54 | City Council and Boards & Commissions | 27.3 | 4.5 | 4 | Low | High | Med |
| | 59 | Town Lake Animal Shelter information | 20.8 | 9.1 | 3.5 | Low | High | Med |

Business User Groups - Overview

There are similarities and differences in how the two Business user groups view and use the website elements. One difference is that the Development: Construction and Real Estate user group displays a high degree of needs with approximately 40% (18 out of 44) of the elements tested stated as “Very Important” by 50% or more of this audience. In contrast, the Self-Employed, Professionals, and Small Business Owner user group identified a high level of importance for only 9% (4 out of 44) of the website elements tested.

With so few high importance elements, it is difficult to determine whether the Self-Employed, Professional, Small Business Owner still has unmet needs. In most cases, elements were rated as being of medium importance, with use ranging from medium to high. This may indicate that the tested elements available on the website today are not the ones that are of highest importance to this group. On the opposite side of the spectrum, the Development user group appears to split the website elements into two groups: items of high importance and high use and items of low importance and low use. Very few elements fell into the medium range.

Despite the differences between the two Business groups, they did respond similarly when providing a reason for the critical gap ratings. The study demonstrates that the gaps for both groups are due primarily to low quality ratings, rather than a lack of awareness.

The Business user groups also exhibit some commonalities in those items deemed most important (top ten). Comparing the perceived gap by user group (Figure 10) helps set priorities for the website elements to be addressed. “Permit Management” and “City Code Search” are two unmet, highly sought after needs for both Business segments and should be considered a top priority. “City and Neighborhood Codes” would be the next priority, followed by “Interactive Maps with City Development”.

Figure 10: Gap Coding of Common Top Ten Website Elements – Business Users

| Website Element | Dev:Const & Real Estate | Sm Busi Owner |
|---|-------------------------|---------------|
| City Codes and Ordinances for building and/or renovation | Yellow | Red |
| Interactive Maps with City development and redevelopment information (neighborhood plans, zoning) | Yellow | Yellow |
| Neighborhood Code Ordinances, boundaries, and list of community groups | Yellow | Red |
| Permit management (apply, pay, track progress of permits online) | Red | Red |
| City Code search (input section# or keyword) | Red | Red |

Development: Construction and Real Estate Professionals

Those website elements rated of highest importance to the Development: Construction and Real Estate user group appear to align directly with their area of business: City Codes, Neighborhood Codes, Permit and Zoning Information (Figure 11).

Figure 11: Website Elements of Greatest Importance – Development: Construction and Real Estate

| Code | Rank | Website Elements | % Very Important | % Using on Website | Avg Quality Rating* |
|------|------|---|------------------|--------------------|---------------------|
| | 1 | City Codes and Ordinances for building and/or renovation | 88.7 | 40.7 | 3.39 |
| | 2 | Interactive Maps with City development and redevelopment information (neighborhood plans, zoning) | 87.3 | 25.0 | 3.52 |
| | 3 | Neighborhood Code Ordinances, boundaries, and list of community groups | 81.1 | 29.6 | 3.28 |
| | 4 | Permit management (apply, pay, track progress of permits online) | 80.0 | | |
| | 5 | City Development Website Plans for upcoming years | 78.2 | 15.7 | 3.29 |
| | 6 | City Code search (input section# or keyword) | 77.4 | | |
| | 7 | Permit information (rates, how to apply) | 76.4 | 33.3 | 2.92 |
| | 8 | Zoning information on districts | 74.5 | 29.6 | 3.25 |
| | 9 | City development regulations technical manuals to assist users in researching/understanding regulations | 72.7 | 26.9 | 3.52 |
| | 10 | Travis County and City fees (building fees and permit fee schedule) | 72.7 | 18.5 | 2.8 |

* Quality was evaluated on a 5 point scale where 5=Excellent, 4=Good, 3=Average, 2=Below Average, 1=Poor
 Note: Blank cells indicate a NEW website element; current usage and quality ratings are unavailable

Interestingly, all of the top ten website elements available on the website today were defined as highly important and highly used. These elements were deemed to have a critical or moderate gap because of the lower perceived quality of the deliverable. “Permit Information” and “Travis County and City Fees” are both rated as being of below average quality and are therefore identified as a critical gap. The remaining website elements receive an average quality rating, defining them as a moderate gap element.

The last two critical gap elements that round out this top ten, “Permit Management” and “City Code Search”, are both defined as such because they are of high importance to this user group but are not currently available on the website.

Across all 44 website elements evaluated by the Development: Construction and Real Estate user group, 20% are defined as having a critical gap. Unlike the Residential user groups, elements typically fell into this category because they were perceived as being of low quality rather than simply not being available (See the following Development: Construction and Real Estate Professionals Heat Map).

City of Austin - Product Gap Analysis

Business User Group: **Development: Construction & Real Estate Professionals**

Heat Map Table

| Code | Rank | Website Element | % Very Import | % Using | Avg Qualit | % Very | % Using | Avg Qualit |
|------|------|---|---------------|---------|------------|--------|---------|------------|
| | 4 | Permit management | 80.0 | | | High | Low | Low |
| | 6 | City Code search | 77.4 | | | High | Low | Low |
| | 7 | Permit information | 76.4 | 33.3 | 2.92 | High | High | Low |
| | 10 | Travis County and City fees | 72.7 | 18.5 | 2.8 | High | High | Low |
| | 13 | Fees for Land Use | 67.3 | 7.4 | 2.75 | High | Med | Low |
| | 15 | Downtown building permits | 56.4 | 9.3 | 2.7 | High | Med | Low |
| | 19 | Water quality and conservation information | 43.6 | 10.2 | 2.82 | Med | High | Low |
| | 27 | Grant information | 32.1 | | | Med | Low | Low |
| | 28 | Feedback | 30.9 | 17.6 | 2.89 | Med | High | Low |
| | 1 | City Codes and Ordinances for building and/or renovation | 88.7 | 40.7 | 3.39 | High | High | Med |
| | 2 | Interactive Maps with City development & redevelopment info | 87.3 | 25.0 | 3.52 | High | High | Med |
| | 3 | Neighborhood Code Ordinances | 81.1 | 29.6 | 3.28 | High | High | Med |
| | 5 | City Development Site Plans for upcoming years | 78.2 | 15.7 | 3.29 | High | High | Med |
| | 8 | Zoning information on districts | 74.5 | 29.6 | 3.25 | High | High | Med |
| | 9 | City development regulations | 72.7 | 26.9 | 3.52 | High | High | Med |
| | 11 | Residential site development regulations | 70.9 | 19.4 | 3.1 | High | High | Med |
| | 12 | Information on Neighborhood Planning | 69.8 | 19.4 | 3.38 | High | High | Med |
| | 14 | Commercial water and wastewater utility | 60.4 | 20.4 | 3 | High | High | Med |
| | 16 | Green building | 56.4 | 13.0 | 3.29 | High | High | Med |
| | 17 | Bidding opportunities with the City | 54.7 | 20.4 | 3.23 | High | High | Med |
| | 18 | Public Records on Businesses | 52.7 | 15.7 | 3.06 | High | High | Med |
| | 20 | City Council and Boards & Commissions | 40.0 | 10.2 | 3.55 | Med | High | Med |
| | 21 | Austin demographics information | 37.7 | 17.6 | 3.53 | Med | High | Med |
| | 22 | Small business development | 35.8 | 10.2 | 3.27 | Med | High | Med |
| | 23 | Performance measures by department and programs | 34.5 | 4.6 | 3 | Med | Med | Med |
| | 24 | City of Austin vendors | 34.0 | 10.2 | 3.09 | Med | High | Med |
| | 25 | City meetings | 32.7 | 7.4 | 3.75 | Med | Med | Med |
| | 26 | City news | 32.7 | 7.4 | 3.5 | Med | Med | Med |
| | 29 | Register new & manage community group info online | 28.3 | 0.9 | 2 | Low | Low | Low |
| | 30 | Grant management | 24.5 | | | Low | Low | Low |
| | 31 | City finance data/budget | 23.6 | 2.8 | 3.33 | Low | Low | Med |
| | 32 | Emergency Medical Service approvals for st closures | 22.6 | 0.0 | 0 | Low | Low | Low |
| | 33 | Cap Metro Business Center | 20.8 | 4.6 | 3.6 | Low | Med | Med |
| | 34 | Classes for entrepreneurs on custom business solutions | 20.8 | 5.6 | 3 | Low | Med | Med |
| | 35 | Emergency Medical Services | 18.9 | 0.0 | 0 | Low | Low | Low |
| | 36 | Event information for promoters | 18.9 | 0.9 | 3 | Low | Low | Med |
| | 37 | City News in RSS subscription feeds by topic/category | 16.4 | | | Low | Low | Low |
| | 38 | Channel 6 programming | 14.5 | 5.6 | 3.83 | Low | Med | Med |
| | 39 | Alcoholic beverage permit info | 13.2 | 0.9 | 3 | Low | Low | Med |
| | 40 | Text size options | 12.7 | | | Low | Low | Low |
| | 41 | How to create a successful food business in Austin | 11.3 | 1.9 | 3.5 | Low | Low | Med |
| | 42 | Register as a lobbyist | 11.3 | 0.0 | 0 | Low | Low | Low |
| | 43 | Social Media | 7.3 | | | Low | Low | Low |
| | 44 | Option to view website in alternate languages | 3.6 | | | Low | Low | Low |

Self-Employed, Professionals, and Small Business Owners

More than half of the top ten (6 of 10) most important website elements identified by the Self-Employed, Professional, Small Business Owner are perceived as having a critical gap (Figure 12). Three are coded as critical because they are highly important and not currently addressed on the website today, specifically “City Code Search”, “Permit Management”, and “Grant Information”. The other three elements, “City Codes”, Information on Neighborhood Planning”, and “Neighborhood Code Ordinances” are coded as having a critical gap because they were perceived as delivering below average quality. The remaining elements were viewed as having a moderate gap because of average quality ratings.

Figure 12: Website Elements of Greatest Importance – Self-Employed, Professional, Small Business Owner

| Code | Rank | Website Elements | % Very Important | % Using on Website | Avg Quality Rating* |
|------|------|---|------------------|--------------------|---------------------|
| | 1 | City Codes and Ordinances for building and/or renovation | 61.7 | 19.1 | 2.95 |
| | 2 | Austin demographics information | 56.7 | 19.1 | 3.19 |
| | 3 | City Code search (input section# or keyword) | 53.3 | | |
| | 4 | Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods) | 53.3 | 11.8 | 2.85 |
| | 5 | Permit management (apply, pay, track progress of permits online) | 49.1 | | |
| | 6 | Neighborhood Code Ordinances, boundaries, and list of community groups | 48.3 | 7.3 | 2.75 |
| | 7 | Interactive Maps with City development and redevelopment information (neighborhood plans, zoning) | 47.2 | 11.8 | 3.15 |
| | 8 | Bidding opportunities with the City | 46.7 | 8.2 | 3 |
| | 9 | Grant information (types available, how to apply) | 45.0 | | |
| | 10 | Small business development (information and programs) | 45.0 | 13.6 | 3.53 |

* Quality was evaluated on a 5 point scale where 5=Excellent, 4=Good, 3=Average, 2=Below Average, 1=Poor

Note: Blank cells indicate a NEW website element; current usage and quality ratings are unavailable

Twenty-five percent (11 out of 44) of all website elements tested among Self-Employed, Professional, and Small Business Owner users are considered to be critical gaps between what is important and what is available. As seen with the Development users, these critical gaps are defined more by low quality than by unmet needs (See the following Self-Employed, Professional, and Small Business Owners Heat Map).

City of Austin - Product Gap Analysis

Business User Group: Self-employed, Professionals, Small Business Owners

Heat Map Table

| Code | Rank | Website Element | % Very Import | % Using | Avg Qualit | % Very | % Using | Avg Qualit |
|------|------|---|---------------|---------|------------|--------|---------|------------|
| | 1 | City Codes and Ordinances for building and/or renovation | 61.7 | 19.1 | 2.95 | High | High | Low |
| | 3 | City Code search | 53.3 | | | High | Low | Low |
| | 4 | Information on Neighborhood Planning | 53.3 | 11.8 | 2.85 | High | High | Low |
| | 5 | Permit management | 49.1 | | | Med | Low | Low |
| | 6 | Neighborhood Code Ordinances | 48.3 | 7.3 | 2.75 | Med | Med | Low |
| | 9 | Grant information | 45.0 | | | Med | Low | Low |
| | 14 | Grant management | 43.3 | | | Med | Low | Low |
| | 16 | Travis County and City fees | 41.5 | 4.5 | 2.6 | Med | Med | Low |
| | 18 | Public Records on Businesses | 37.7 | 12.7 | 2.93 | Med | High | Low |
| | 23 | City of Austin vendors | 33.3 | 10.0 | 2.91 | Med | Med | Low |
| | 25 | Commercial water and wastewater utility | 33.3 | 9.1 | 2.3 | Med | Med | Low |
| | 2 | Austin demographics information | 56.7 | 19.1 | 3.19 | High | High | Med |
| | 7 | Interactive Maps with City development & redevelopment info | 47.2 | 11.8 | 3.15 | Med | High | Med |
| | 8 | Bidding opportunities with the City | 46.7 | 8.2 | 3 | Med | Med | Med |
| | 10 | Small business development | 45.0 | 13.6 | 3.53 | Med | High | Med |
| | 11 | City Council and Boards & Commissions | 43.4 | 15.5 | 3.65 | Med | High | Med |
| | 12 | City Development Site Plans for upcoming years | 43.4 | 8.2 | 3.22 | Med | Med | Med |
| | 13 | Permit information | 43.4 | 10.0 | 3.55 | Med | Med | Med |
| | 15 | City news | 41.5 | 17.3 | 3.47 | Med | High | Med |
| | 17 | City development regulations | 39.6 | 10.0 | 3.18 | Med | Med | Med |
| | 19 | Water quality and conservation information | 35.8 | 9.1 | 3.3 | Med | Med | Med |
| | 20 | City meetings | 34.0 | 9.1 | 3.7 | Med | Med | Med |
| | 21 | Green building | 34.0 | 6.4 | 3.14 | Med | Med | Med |
| | 22 | Zoning information on districts | 34.0 | 7.3 | 3.25 | Med | Med | Med |
| | 24 | Classes for entrepreneurs on custom business solutions | 33.3 | 9.1 | 3.8 | Med | Med | Med |
| | 26 | Event information for promoters | 31.7 | 10.0 | 3.18 | Med | Med | Med |
| | 27 | Fees for Land Use | 30.2 | 7.3 | 3 | Med | Med | Med |
| | 29 | Emergency Medical Services (EMS) | 28.3 | 4.5 | 2.8 | Low | Med | Low |
| | 30 | Residential site development regulations | 28.3 | 4.5 | 2.8 | Low | Med | Low |
| | 28 | Emergency Medical Service (EMS) approvals for st closures | 28.3 | 3.6 | 2.5 | Low | Low | Low |
| | 31 | Cap Metro Business Center | 26.7 | 3.6 | 2.75 | Low | Low | Low |
| | 32 | How to create a successful food business in Austin | 26.7 | 4.5 | 3 | Low | Med | Med |
| | 33 | City finance data/budget | 26.4 | 5.5 | 2.5 | Low | Med | Low |
| | 34 | Downtown building permits | 24.5 | 3.6 | 2.5 | Low | Low | Low |
| | 35 | Alcoholic beverage permit info | 23.3 | 6.4 | 2.43 | Low | Med | Low |
| | 36 | Register new&manage community group info online | 23.3 | 3.6 | 3.25 | Low | Low | Med |
| | 38 | Feedback | 18.9 | 4.5 | 2.8 | Low | Med | Low |
| | 37 | Channel 6 programming | 18.9 | 7.3 | 3.38 | Low | Med | Med |
| | 39 | City News in RSS subscription feeds by topic/category | 17.0 | | | Low | Low | Low |
| | 40 | Performance measures by department and programs | 15.1 | 3.6 | 3.5 | Low | Low | Med |
| | 41 | Register as a lobbyist | 13.3 | 0.0 | 0 | Low | Low | Low |
| | 42 | Text size options | 13.2 | | | Low | Low | Low |
| | 43 | Social Media | 11.3 | | | Low | Low | Low |
| | 44 | Option to view website in alternate languages | 3.8 | | | Low | Low | Low |

Redesign Recommendations

It is recommended that all critical items; defined as being a critical gap for one or more user groups; should be addressed in the website redesign. The majority of these items are new and currently not offered on the site. New elements should be developed, while elements determined to be of low quality should be significantly upgraded. It is also recommended that all elements with a moderate gap; scoring medium to high in importance and medium to high in usage; be reviewed in the redesign. The majority of these items (with the exception of a few new items) have a gap due to a lower quality rating.

When prioritizing the changes to make based on operational or cost/resource factors, it is recommended that the City of Austin utilize the following criteria to best address the end users' needs:

- Address common gaps first, making positive changes that affect multiple groups at one time.
- Look for opportunities to fill specific gaps by user group, making the website feel more custom and in-tune with their unique needs.
- Identify website elements that score low to medium on quality. If the need is high and the awareness/use is high but the quality is low, this may be an area where a quick win can be achieved by upgrading the existing element.
- Evaluate the level of “critical” on a case-by-case basis for new elements that need to be developed. A critical need may not necessarily be a critical priority if improving the quality of a highly used existing element on the website requires fewer resources than the development of a new element.

Elements that were considered to be “very important” by 50% of the segment or more should be highly visible within the role-based tab that corresponds to that element (referencing the recommended role-based tabs, or home pages, for Residents, Business, Development, Government, and Sustainability).

Lastly, consider adding new elements despite low importance rankings such as: City News as RSS, Social Media, and Language Options. These would be considered technology and competitive benchmarks.

Residents

The majority of critical gaps for the residential group as a whole (75%) exist because of highly important elements being unavailable on the City of Austin website. The remaining 25% of the critical gaps are due to a medium to highly important element that is used at a medium to high level being rated low on quality. A few of the new elements rise to the top for all Residential user groups, such as “Manage Library Account” and “City Services Related to an Address or Neighborhood”. There are also elements that are uniquely important to specific user groups, e.g. the Older Urban find “311 City Services FAQs” important, while the Hispanic Bilingual Mothers find “Crime Statistics”, “Emergency Alerts”, and “City Park Online Reservations” to be important. The following chart (Figure 13) shows all critical gap elements for one or more of the Residential user groups. The colors indicate the gap as critical (red), moderate (yellow) or no gap (green). The numbers are the rankings within the individual user group based on a “very important” rating for that element.

Figure 13: Residents Gap Analysis

| Website Element | Urban Tech Savvy | Suburban Family | Older Urban | Socially Conscious /Civic | Hispanic Mothers |
|--|------------------|-----------------|-------------|---------------------------|------------------|
| 311 City services (online chat or submit questions to operators) | 27 | 19 | 16 | 24 | 27 |
| Manage library account (e.g., pay fines, change address) | 6 | 4 | 5 | 5 | 10 |
| City services related to an address or neighborhood | 8 | 9 | 7 | 9 | 35 |
| 311 City services FAQ | 18 | 12 | 10 | 17 | 33 |
| Interactive maps with tour information | 13 | 17 | 14 | 13 | 7 |
| Crime statistics with look-up/map features | 29 | 21 | 18 | 26 | 1 |
| Emergency alerts (sign up to receive email/text alerts) | 30 | 26 | 19 | 39 | 4 |
| Maps of power outages and road closures | 16 | 22 | 20 | 22 | 28 |
| Feedback (citizen online forum) | 55 | 39 | 17 | 31 | 26 |
| Interactive events calendar filterable by topic | 25 | 27 | 52 | 23 | 25 |
| Volunteering (information and online registration) | 37 | 11 | 56 | 44 | 32 |
| Online reservations for classes, events, and other City activities | 17 | 18 | 58 | 20 | 13 |
| City park online reservations to book City park resources | 45 | 33 | 62 | 52 | 2 |
| City Code search (input section# or keyword) | 47 | 55 | 36 | 47 | 56 |
| City Codes and Ordinances for building and/or renovation | 42 | 48 | 25 | 40 | 53 |
| Neighborhood Code Ordinances, boundaries, community groups | 33 | 52 | 31 | 29 | 42 |
| Town Lake Animal Shelter online services and submissions | 43 | 53 | 54 | 43 | 64 |
| Information on arts, museums, cemeteries, trails, and preserves | 7 | 6 | 15 | 8 | 24 |
| Municipal Court information where to go to... | 23 | 15 | 24 | 21 | 19 |
| Information on Neighborhood Planning | 28 | 40 | 26 | 35 | 41 |
| Local tax information | 19 | 31 | 27 | 25 | 63 |
| Online payments (citations, tickets, court fees) | 5 | 10 | 33 | 18 | 6 |
| Public records/conduct legal research | 52 | 44 | 34 | 49 | 30 |
| City public parking information | 20 | 32 | 39 | 33 | 50 |
| Austin Police incidents report database (ability to search) | 50 | 35 | 40 | 37 | 17 |
| Text size options (adjust the size of text on the website) | 61 | 62 | 45 | 62 | 44 |
| Performance measures by dept or program (search database) | 60 | 57 | 51 | 54 | 48 |
| Buy tickets online for City bus and rail | 32 | 41 | 55 | 30 | 62 |
| City calendar integrated with iCal or Outlook | 63 | 51 | 66 | 64 | 43 |
| Social Media alerts and news | 66 | 63 | 67 | 67 | 49 |
| City of Austin Hazard Mitigation Plan | 26 | 42 | 23 | 45 | 18 |
| Public Records on Businesses (online access/search) | 36 | 47 | 34 | 34 | 47 |
| Homeless assistance, day labor, and employment programs | 38 | 58 | 57 | 59 | 51 |

The following charts show the website elements that were considered to be “very important” by the user segments in the Residents group.

| Website Element | Urban Tech |
|--|------------|
| Parks and Recreation (area locations, hours, pictures, events) | 80.3 |
| Austin Public Library information (locations, hours, and events) | 76.8 |
| Library book search | 76.8 |
| Utilities information (water, electric, garbage and recycling) | 73.5 |
| Online payments (citations, tickets, court fees) | 68.1 |
| Manage library account (e.g., pay fines, change address) | 65.2 |
| Information on arts, museums, cemeteries, trails, and preserves (locations and special events) | 63.9 |
| City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, utilities info) | 61.8 |
| City public transportation (information and schedules) | 61.3 |
| Utilities online account management (payment, set-up, cancel) | 58.8 |
| Utilities usage (look-up/download electricity or water usage online) | 58.8 |
| Job/Career Opportunities (search & apply for jobs with the City of Austin) | 58.1 |
| Interactive maps with tour information of public interest areas, cultural locations, etc. | 57.4 |
| Online library databases (articles, eJournals, eBooks, periodicals) | 56.5 |
| Voter information (charters, bonds, and voter initiatives) | 56.5 |
| Maps of power outages and road closures | 53.6 |
| Online reservations for classes, events, and other City activities | 50.8 |
| 311 City services frequently asked questions (FAQ) (answers common City services questions so you don't need to contact 311 help directly) | 50.0 |
| Local tax information | 50.0 |

| Website Element | Suburban |
|--|----------|
| Library book search | 75.5 |
| Austin Public Library information (locations, hours, and events) | 73.6 |
| Parks and Recreation (area locations, hours, pictures, events) | 71.4 |
| Manage library account (e.g., pay fines, change address) | 69.8 |
| Online library databases (articles, eJournals, eBooks, periodicals) | 64.2 |
| Information on arts, museums, cemeteries, trails, and preserves (locations and special events) | 61.9 |
| Utilities information (water, electric, garbage and recycling) | 56.9 |
| Utilities online account management (payment, set-up, cancel) | 56.9 |
| City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, utilities info) | 54.2 |
| Online payments (citations, tickets, court fees) | 53.3 |
| Voter information (charters, bonds, and voter initiatives) | 51.9 |
| 311 City services frequently asked questions (FAQ) (answers common City services questions so you don't need to contact 311 help directly) | 51.4 |
| Public safety information (police, fire department, EMS, contact info) | 50.7 |

| Website Element | Older Urban |
|--|-------------|
| Austin Public Library information (locations, hours, and events) | 76.1 |
| Library book search | 67.2 |
| Utilities information (water, electric, garbage and recycling) | 65.6 |
| Online library databases (articles, eJournals, eBooks, periodicals) | 64.2 |
| Manage library account (e.g., pay fines, change address) | 61.2 |
| Voter information (charters, bonds, and voter initiatives) | 59.3 |
| City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, utilities info) | 57.4 |
| Public safety information (police, fire department, EMS, contact info) | 55.4 |
| Utilities usage (look-up/download electricity or water usage online) | 54.1 |
| 311 City services frequently asked questions (FAQ) (answers common City services questions so you don't need to contact 311 help directly) | 52.5 |
| City public transportation (information and schedules) | 51.9 |
| Utilities online account management (payment, set-up, cancel) | 50.8 |

| Website Element | Social Con/ Civic-minded |
|--|-----------------------------|
| Library book search | 78.3 |
| Austin Public Library information (locations, hours, and events) | 77.8 |
| Online library databases (articles, eJournals, eBooks, periodicals) | 70.1 |
| Parks and Recreation (area locations, hours, pictures, events) | 69.0 |
| Manage library account (e.g., pay fines, change address) | 68.8 |
| Utilities information (water, electric, garbage and recycling) | 67.6 |
| Voter information (charters, bonds, and voter initiatives) | 67.1 |
| Information on arts, museums, cemeteries, trails, and preserves (locations and special events) | 63.9 |
| City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, utilities info) | 61.3 |
| Public safety information (police, fire department, EMS, contact info) | 59.9 |
| Utilities online account management (payment, set-up, cancel) | 58.3 |
| City public transportation (information and schedules) | 58.2 |
| Interactive maps with tour information of public interest areas, cultural locations, etc. | 56.1 |
| Job/Career Opportunities (search & apply for jobs with the City of Austin) | 54.7 |
| City news (breaking news, announcements) | 53.3 |
| Water quality and conservation information | 52.3 |
| 311 City services frequently asked questions (FAQ) (answers common City services questions so you don't need to contact 311 help directly) | 51.5 |
| Online payments (citations, tickets, court fees) | 51.2 |
| Utilities usage (look-up/download electricity or water usage online) | 50.0 |

| Website Element | Hispanic Moms |
|--|---------------|
| Crime statistics with look-up/map features | 75.0 |
| Parks and Recreation (area locations, hours, pictures, events) | 70.6 |
| City park online reservations to book City park resources such as pavilions and courts | 70.6 |
| Emergency alerts (sign up to receive email/text alerts) | 70.0 |
| City news (breaking news, announcements) | 66.7 |
| Online payments (citations, tickets, court fees) | 65.0 |
| Interactive maps with tour information of public interest areas, cultural locations, etc. | 64.7 |
| Library book search | 62.5 |
| Manage library account (e.g., pay fines, change address) | 62.5 |
| Childcare resources and children's health issues | 62.5 |
| Job/Career Opportunities (search & apply for jobs with the City of Austin) | 61.5 |
| Public safety information (police, fire department, EMS, contact info) | 60.0 |
| Online reservations for classes, events, and other City activities | 58.8 |
| Online library databases (articles, eJournals, eBooks, periodicals) | 58.3 |
| Utilities information (water, electric, garbage and recycling) | 58.3 |
| Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 55.0 |
| Austin Police incidents report database (ability to search) | 55.0 |
| City of Austin Hazard Mitigation Plan with public emergency news, alerts, and information | 55.0 |
| Arrest warrant and accident report information | 55.0 |
| Austin Public Library information (locations, hours, and events) | 54.2 |
| Utilities online account management (payment, set-up, cancel) | 54.2 |
| Public health information for regional health issues | 54.2 |
| Library youth reading programs (information and sign-up) | 54.2 |
| Information on arts, museums, cemeteries, trails, and preserves (locations and special events) | 52.9 |
| Interactive events calendar filterable by topic for City meetings/events | 52.9 |
| Feedback (citizens can provide feedback or ask questions in an online forum) | 52.6 |
| Maps of power outages and road closures | 50.0 |
| 311 City services (online chat or submit questions to operators) | 50.0 |
| Online library card application | 50.0 |
| Public records/conduct legal research (birth and death records) | 50.0 |

The following chart, in alphabetical order, are the elements that scored med-high in importance and med-high in usage for one or more of the resident user groups:

| |
|---|
| Animal control/removal (contact information and procedures) |
| Arrest warrant and accident report information |
| Ask a librarian feature to get answers and research help by chat, email, or phone |
| Ask a librarian feature to get answers and research help by chat, email, or phone |
| Austin Police incidents report database (ability to search) |
| Austin-Bergstrom flight arrival and departure information (online status) |
| Buy tickets online for City bus and rail |
| Childcare resources and children's health issues |
| City Codes and Ordinances for building and/or renovation |
| City Council and Boards & Commissions (meeting schedules and minutes) |
| City finance data/budget (budget archives, monthly and quarterly financial reports) |
| City meetings (watch live online and archive of past) |
| City news (breaking news, announcements) |
| City public parking information |
| City public transportation (information and schedules) |

| |
|--|
| Information on arts, museums, cemeteries, trails, and preserves (locations and special events) |
| Information on arts, museums, cemeteries, trails, and preserves (locations and special events) |
| Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods) |
| Job/Career Opportunities (search & apply for jobs with the City of Austin) |
| Library "good reads" and book club suggestions" |
| Library book search |
| Library youth reading programs (information and sign-up) |
| Local tax information |
| Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) |
| Neighborhood Code Ordinances, boundaries, and list of community groups |
| Online library databases (articles, eJournals, eBooks, periodicals) |
| Online payments (citations, tickets, court fees) |
| Parks and Recreation (area locations, hours, pictures, events) |
| Public health information for regional health issues |
| Public Records on Businesses (online access/search) |
| Public records/conduct legal research (birth and death records) |
| Public safety information (police, fire department, EMS, contact info) |
| Town Lake Animal Shelter information (general, adoption, lost/found pet information) |
| Utilities information (water, electric, garbage and recycling) |
| Utilities online account management (payment, set-up, cancel) |
| Utilities usage (look-up/download electricity or water usage online) |
| Voter information (charters, bonds, and voter initiatives) |
| Water quality and conservation information |

Business

Unlike Residential user groups, approximately two-thirds of the critical gaps for elements are due to the quality of the current implementation. Approximately one-third of the critical gaps are due to highly important elements that are currently unavailable on the City of Austin website.

It is recommended that all items with a critical gap be addressed in the redesign to significantly upgrade the quality of the content on the website and develop new items. The following chart (Figure 14) shows all critical gap elements for one or both of the business user groups. The colors indicate the gap as critical (red), or moderate (yellow), and the numbers are the ranking within the individual user groups based on a "very important" rating for that element.

Figure 14: Business Gap Analysis

| Website Element | Dev/Const /Real Estate | Self Emp /Sm Bus |
|---|------------------------|------------------|
| Permit management (apply, pay, track progress of permits online) | 4 | 14 |
| City Code search (input section# or keyword) | 6 | 7 |
| Grant information (types available, how to apply) | 1 | 3 |
| Travis County and City fees (building fees and permit fee schedule) | 18 | 23 |
| City Codes and Ordinances for building and/or renovation | 1 | 10 |
| City of Austin vendors (new vendor online registration, maintain account, respond to solicitations) | 24 | 13 |
| Commercial water and wastewater utility (file a claim, standard products, road works) | 14 | 15 |
| Downtown building permits (information for commercial builders) | 19 | 34 |
| Feedback (citizens can provide feedback or ask questions in an online forum) | 27 | 38 |
| Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, subdivision fees) | 28 | 27 |
| Grant management (apply, track progress of grants online) | 30 | 4 |
| Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods) | 12 | 5 |
| Neighborhood Code Ordinances, boundaries, and list of community groups | 3 | 6 |
| Permit information (rates, how to apply) | 9 | 13 |
| Public Records on Businesses (online access/search) | 18 | 16 |
| Water quality and conservation information | 25 | 19 |

The following chart, in alphabetical order, are the elements that scored med-high in importance and med-high in usage for one or more of the business user groups:

| |
|---|
| Austin demographics information |
| Bidding opportunities with the City |
| City Codes and Ordinances for building and/or renovation |
| City Council and Boards & Commissions (meeting schedules and minutes) |
| City development regulations technical manuals to assist users in researching/understanding regulations |
| City Development Site Plans for upcoming years |
| City meetings (watch live online and archive of past) |
| City news (breaking news, announcements) |
| City of Austin vendors (new vendor online registration, maintain account, respond to solicitations) |
| Classes for entrepreneurs on customized business solutions to transition from one growth phase to another |
| Commercial water and wastewater utility (file a claim, standard products, road works) |
| Event information for promoters (event permits, commonly used links and information, guidelines) |
| Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, subdivision fees) |
| Green building (consulting, resources, education, calendar of events) |
| Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods) |
| Interactive Maps with City development and redevelopment information (neighborhood plans, zoning) |
| Neighborhood Code Ordinances, boundaries, and list of community groups |
| Performance measures by department and programs (searchable database) |
| Permit information (rates, how to apply) |
| Public Records on Businesses (online access/search) |
| Residential site development regulations |
| Small business development (information and programs) |
| Water quality and conservation information |
| Zoning information on districts |

The following charts show the website elements that were considered to be “very important” by the two user groups in the Business group.

| Website Element | Dev/Const /Real Estate |
|---|------------------------|
| City Codes and Ordinances for building and/or renovation | 85.3 |
| Permit management (apply, pay, track progress of permits online) | 68.2 |
| City Code search (input section# or keyword) | 67.6 |
| Permit information (rates, how to apply) | 66.7 |
| Neighborhood Code Ordinances, boundaries, and list of community groups | 66.2 |
| Interactive Maps with City development and redevelopment information (neighborhood plans, zoning) | 65.2 |
| City Development Site Plans for upcoming years | 63.6 |
| Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods) | 63.2 |
| Travis County and City fees (building fees and permit fee schedule) | 62.1 |
| City development regulations technical manuals to assist users in researching/understanding regulations | 60.6 |
| Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, subdivision fees) | 60.6 |
| Zoning information on districts | 57.6 |
| Bidding opportunities with the City | 57.4 |
| Residential site development regulations | 54.5 |
| Commercial water and wastewater utility (file a claim, standard products, road works) | 52.9 |

| Website Element | Self Emp /Sm Bus |
|---|------------------|
| Interactive Maps with City development and redevelopment information (neighborhood plans, zoning) | 70.5 |
| City Codes and Ordinances for building and/or renovation | 68.2 |
| Neighborhood Code Ordinances, boundaries, and list of community groups | 68.2 |
| Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods) | 68.2 |
| Permit management (apply, pay, track progress of permits online) | 63.6 |
| City Code search (input section# or keyword) | 61.4 |
| Permit information (rates, how to apply) | 56.8 |
| City Development Site Plans for upcoming years | 56.8 |
| Public Records on Businesses (online access/search) | 56.8 |
| Travis County and City fees (building fees and permit fee schedule) | 54.5 |
| City development regulations technical manuals to assist users in researching/understanding regulations | 54.5 |
| Zoning information on districts | 54.5 |
| Austin demographics information | 52.3 |
| Small business development (information and programs) | 50.0 |

Appendix

Respondent Profiles

| Residential | Type of User | | | | | |
|-----------------------------|------------------|-------------------|-------------|---|----------------------------|----------|
| | Urban Tech Savvy | Suburban Families | Older Urban | Socially Conscious/ Civically Minded | Hispanic Bilingual Mothers | Tourist |
| Base: | 326 | 317 | 305 | 951 | 98 | 143 |
| Gender | | | | | | |
| Male | 36% | 27% | 39% | 34% | 0% | 43% |
| Female | 64% | 73% | 61% | 66% | 100% | 57% |
| Age | | | | | | |
| 16-24 | 11% | 0% | 0% | 3% | 10% | 8% |
| 25-34 | 53% | 25% | 0% | 18% | 35% | 22% |
| 35-44 | 37% | 49% | 0% | 25% | 41% | 22% |
| 45-54 | 0% | 26% | 0% | 21% | 10% | 25% |
| 55+ | 0% | 0% | 100% | 34% | 4% | 24% |
| Internet Expertise | | | | | | |
| Advanced | 100% | 55% | 31% | 55% | 42% | 47% |
| Intermediate | 0% | 45% | 59% | 42% | 55% | 46% |
| Novice | 0% | 0% | 10% | 3% | 3% | 7% |
| Ethnicity | | | | | | |
| Caucasian | 69% | 67% | 84% | 76% | 5% | 55% |
| African American | 3% | 4% | 4% | 3% | 1% | 7% |
| Hispanic | 14% | 17% | 4% | 9% | 100% | 22% |
| Asian | 9% | 5% | 0% | 2% | 3% | 5% |
| Other | | | | | | |
| Marital Status | | | | | | |
| Single | 50% | 12% | 53% | 40% | 29% | 40% |
| Married/Living Together | 50% | 88% | 48% | 61% | 71% | 60% |
| Children in HH | | | | | | |
| Yes | 20% | 100% | 0% | 30% | 100% | 39% |
| No | 80% | 0% | 100% | 70% | 0% | 62% |
| Home Ownership | | | | | | |
| Own | 45% | 79% | 77% | 72% | 54% | 59% |
| Rent | 51% | 19% | 21% | 26% | 43% | 31% |
| Other | 5% | 2% | 2% | 3% | 3% | 10% |
| Residential Location | | | | | | |
| Urban | 100% | 0% | 100% | 60% | 42% | 30% |
| Suburban | 0% | 100% | 0% | 37% | 50% | 51% |
| Rural | 0% | 0% | 0% | 3% | 8% | 19% |
| Avg HH Income | \$67,000 | \$88,150 | \$64,790 | \$78,000 | \$65,780 | \$70,820 |

| Business | Type of User | | |
|---|---------------------------------------|------------------------|-----------------|
| | Dev: Construction & Real Estate | Other Professionals | Gov't Employ |
| Base: | 108 | 124 | 421 |
| Gender | | | |
| Male | 70% | 43% | 41% |
| Female | 30% | 57% | 59% |
| Employed | | | |
| Yes | 100% | 100% | 98% |
| No | 0% | 0% | 2% |
| Career Position | | | |
| Executive | 15% | 19% | 4% |
| Professional | 74% | 59% | 70% |
| Sales & Office Support | 6% | 13% | 5% |
| Service | 2% | 17% | 16% |
| Skilled Trade | 11% | 5% | 6% |
| Other | 4% | 9% | 6% |
| Organizational Focus | | | |
| Adv, PR, Mkt, Research | 0% | 4% | 1% |
| Agriculture | 0% | 1% | 0% |
| Arts & Entertainment | 0% | 6% | 1% |
| Banking | 0% | 1% | 2% |
| Business Services | 0% | 8% | 2% |
| Computer Retailer | 0% | 0% | 0% |
| Computer Manufacturer | 0% | 5% | 0% |
| Consulting | 0% | 18% | 1% |
| Construct, architecture, engineering | 71% | 0% | 4% |
| Education | 0% | 7% | 5% |
| Government, Military | 0% | 4% | 54% |
| Healthcare, Medical | 0% | 3% | 3% |
| Insurance, Legal | 0% | 4% | 0% |
| Media | 0% | 4% | 0% |
| Non-computer Manuf. | 0% | 1% | 0% |
| Non-computer retail | 0% | 1% | 0% |
| Telecommunications | 0% | 2% | 1% |
| Transportation | 0% | 5% | 3% |
| Travel & recreation | 0% | 3% | 1% |
| Real Estate | 29% | 0% | 1% |
| Utilities, Energy | 0% | 4% | 13% |
| Other | 0% | 21% | 10% |

City of Austin - Product Gap Analysis
 Residential User Group: **Urban Tech Savvy**
 Metric: **Importance**

| Rank | Website Element | % Very Important | Rank | Website Element | % Very Important |
|------|--|------------------|------|---|------------------|
| 1 | Parks and Recreation (area locations, hours, pictures, events) | 80.3 | 35 | Childcare resources and children's health issues | 38.2 |
| 2 | Austin Public Library information (locations, hours, and events) | 76.8 | 36 | Public Records on Businesses (online access/search) | 37.0 |
| 3 | Library book search | 76.8 | 37 | Volunteering (information and online registration) | 35.5 |
| 4 | Utilities information (water, electric, garbage and recycling) | 73.5 | 38 | Homeless assistance, day labor, and employment programs | 35.3 |
| 5 | Online payments (citations, tickets, court fees) | 68.1 | 39 | Online library card application | 34.8 |
| 6 | Manage library account (e.g., pay fines, change address) | 65.2 | 40 | Austin-Bergstrom Airport parking and ground transportation information | 33.9 |
| 7 | Information on arts, museums, cemeteries, trails, and preserves (locations and special) | 63.9 | 41 | Town Lake Animal Shelter information (general, adoption, lost/found pet) | 33.8 |
| 8 | City services related to an address or neighborhood (view zoning, elected officials) | 61.8 | 42 | City Codes and Ordinances for building and/or renovation | 32.7 |
| 9 | City public transportation (information and schedules) | 61.3 | 43 | Town Lake Animal Shelter online services (ability to submit online adoption) | 32.4 |
| 10 | Utilities online account management (payment, set-up, cancel) | 58.8 | 44 | City Council and Boards & Commissions (meeting schedules and minutes) | 31.5 |
| 11 | Utilities usage (look-up/download electricity or water usage online) | 58.8 | 45 | City park online reservations to book City park resources such as pavilions and | 31.1 |
| 12 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 58.1 | 46 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 30.6 |
| 13 | Interactive maps with tour information of public interest areas, cultural locations, | 57.4 | 47 | City Code search (input section# or keyword) | 30.1 |
| 14 | Online library databases (articles, eJournals, eBooks, periodicals) | 56.5 | 48 | Arrest warrant and accident report information | 29.0 |
| 15 | Voter information (charters, bonds, and voter initiatives) | 56.5 | 49 | Ask a librarian feature to get answers and research help by chat, email, or phone | 29.0 |
| 16 | Maps of power outages and road closures | 53.6 | 50 | Austin Police incidents report database (ability to search) | 29.0 |
| 17 | Online reservations for classes, events, and other City activities | 50.8 | 51 | Library youth reading programs (information and sign-up) | 29.0 |
| 18 | 311 City services frequently asked questions (FAQ) (answers common City Local tax information) | 50.0 | 52 | Public records/conduct legal research (birth and death records) | 29.0 |
| 19 | City public parking information | 50.0 | 53 | Animal control/removal (contact information and procedures) | 27.9 |
| 20 | City news (breaking news, announcements) | 48.4 | 54 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 27.4 |
| 21 | Water quality and conservation information | 48.1 | 55 | Feedback (citizens can provide feedback or ask questions in an online forum) | 26.5 |
| 22 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 47.2 | 56 | Library "good reads" and book club suggestions" | 26.1 |
| 23 | Public safety information (police, fire department, EMS, contact info) | 46.4 | 57 | City meetings (watch live online and archive of past) | 25.0 |
| 24 | Interactive events calendar filterable by topic for City meetings/events | 45.9 | 58 | Library online homework helpers (for K-12 students) | 23.2 |
| 25 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 44.9 | 59 | Austin City Charter information (search, print, or download) | 22.6 |
| 26 | 311 City services (online chat or submit questions to operators) | 44.1 | 60 | Performance measures by department and programs (searchable database) | 22.2 |
| 27 | Information on Neighborhood Planning (planning neighborhoods, development of Crime statistics with look-up/map features) | 43.4 | 61 | Text size options (adjust the size of text on the website) | 21.6 |
| 28 | Emergency alerts (sign up to receive email/text alerts) | 42.0 | 62 | Option to view website in alternate languages | 20.6 |
| 29 | Austin-Bergstrom flight arrival and departure information (online status) | 42.0 | 63 | City calendar integrated with iCal or Outlook to add an event from the City | 18.0 |
| 30 | Buy tickets online for City bus and rail | 41.9 | 64 | Register new and manage community group information online | 17.7 |
| 31 | Neighborhood Code Ordinances, boundaries, and list of community groups | 39.8 | 65 | City News in RSS subscription feeds by topic/category | 16.7 |
| 32 | Public health information for regional health issues | 39.7 | 66 | Social Media (alerts and news on platforms such as Twitter and Facebook) | 16.7 |
| 33 | | | 67 | Channel 6 programming (government access channel, watch City meetings, | 14.8 |
| 34 | | | | | |

City of Austin - Product Gap Analysis
Residential User Group: Urban Tech Savvy
Metric: Percent Using at website

| Rank | Website Element | % Use at website | Rank | Website Element | % Use at website |
|------|---|------------------|------|--|------------------|
| 2 | Austin Public Library information (locations, hours, and events) | 12.6 | 60 | Performance measures by department and programs (searchable database) | 1.9 |
| 1 | Parks and Recreation (area locations, hours, pictures, events) | 11.7 | 20 | City public parking information | 1.6 |
| 3 | Library book search | 10.7 | 35 | Childcare resources and children's health issues | 1.6 |
| 21 | City news (breaking news, announcements) | 10.7 | 38 | Homeless assistance, day labor, and employment programs | 1.6 |
| 10 | Utilities online account management (payment, set-up, cancel) | 10.1 | 52 | Public records/conduct legal research (birth and death records) | 1.6 |
| 7 | Information on arts, museums, cemeteries, trails, and preserves (locations and special) | 9.8 | 59 | Austin City Charter information (search, print, or download) | 1.3 |
| 22 | Water quality and conservation information | 8.8 | 39 | Online library card application | 0.9 |
| 4 | Utilities information (water, electric, garbage and recycling) | 8.5 | 49 | Ask a librarian feature to get answers and research help by chat, email, or phone | 0.9 |
| 11 | Utilities usage (look-up/download electricity or water usage online) | 6.9 | 64 | Register new and manage community group information online | 0.9 |
| 14 | Online library databases (articles, eJournals, eBooks, periodicals) | 6.6 | 26 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 0.6 |
| 12 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 6.3 | 48 | Arrest warrant and accident report information | 0.6 |
| 42 | City Codes and Ordinances for building and/or renovation | 5.7 | 51 | Library youth reading programs (information and sign-up) | 0.6 |
| 44 | City Council and Boards & Commissions (meeting schedules and minutes) | 5.7 | 63 | City calendar integrated with iCal or Outlook to add an event from the City | 0.6 |
| 28 | Information on Neighborhood Planning (planning neighborhoods, development of | 5.4 | 58 | Library online homework helpers (for K-12 students) | 0.3 |
| 5 | Online payments (citations, tickets, court fees) | 5.0 | 6 | Manage library account (e.g., pay fines, change address) | |
| 9 | City public transportation (information and schedules) | 5.0 | 8 | City services related to an address or neighborhood (view zoning, elected officials, | |
| 15 | Voter information (charters, bonds, and voter initiatives) | 4.1 | 13 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 36 | Public Records on Businesses (online access/search) | 4.1 | 16 | Maps of power outages and road closures | |
| 46 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 4.1 | 17 | Online reservations for classes, events, and other City activities | |
| 33 | Neighborhood Code Ordinances, boundaries, and list of community groups | 3.8 | 18 | 311 City services frequently asked questions (FAQ) (answers common City | |
| 23 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 3.5 | 25 | Interactive events calendar filterable by topic for City meetings/events | |
| 31 | Austin-Bergstrom flight arrival and departure information (online status) | 3.5 | 27 | 311 City services (online chat or submit questions to operators) | |
| 19 | Local tax information | 3.2 | 29 | Crime statistics with look-up/map features | |
| 41 | Town Lake Animal Shelter information (general, adoption, lost/found pet) | 3.2 | 30 | Emergency alerts (sign up to receive email/text alerts) | |
| 57 | City meetings (watch live online and archive of past) | 3.2 | 37 | Volunteering (information and online registration) | |
| 24 | Public safety information (police, fire department, EMS, contact info) | 2.8 | 43 | Town Lake Animal Shelter online services (ability to submit online adoption | |
| 53 | Animal control/removal (contact information and procedures) | 2.8 | 45 | City park online reservations to book City park resources such as pavilions and | |
| 32 | Buy tickets online for City bus and rail | 2.5 | 47 | City Code search (input section# or keyword) | |
| 50 | Austin Police incidents report database (ability to search) | 2.5 | 55 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 67 | Channel 6 programming (government access channel, watch City meetings, | 2.5 | 61 | Text size options (adjust the size of text on the website) | |
| 34 | Public health information for regional health issues | 2.2 | 62 | Option to view website in alternate languages | |
| 54 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 2.2 | 65 | City News in RSS subscription feeds by topic/category | |
| 40 | Austin-Bergstrom Airport parking and ground transportation information | 1.9 | 66 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 56 | Library "good reads" and book club suggestions" | 1.9 | | | |

City of Austin - Product Gap Analysis
Residential User Group: Urban Tech Savvy
Metric: Average Quality Rating

| Rank | Website Element | Avg Quality Rating | Rank | Website Element | Avg Quality Rating |
|------|--|--------------------|------|---|--------------------|
| 58 | Library online homework helpers (for K-12 students) | 5.0 | 48 | Arrest warrant and accident report information | 3.0 |
| 49 | Ask a librarian feature to get answers and research help by chat, email, or phone | 4.7 | 51 | Library youth reading programs (information and sign-up) | 3.0 |
| 2 | Austin Public Library information (locations, hours, and events) | 3.9 | 52 | Public records/conduct legal research (birth and death records) | 3.0 |
| 40 | Austin-Bergstrom Airport parking and ground transportation information | 3.8 | 59 | Austin City Charter information (search, print, or download) | 3.0 |
| 14 | Online library databases (articles, eJournals, eBooks, periodicals) | 3.8 | 7 | Information on arts, museums, cemeteries, trails, and preserves (locations and special) | 3.0 |
| 3 | Library book search | 3.7 | 33 | Neighborhood Code Ordinances, boundaries, and list of community groups | 2.9 |
| 31 | Austin-Bergstrom flight arrival and departure information (online status) | 3.7 | 36 | Public Records on Businesses (online access/search) | 2.9 |
| 39 | Online library card application | 3.7 | 53 | Animal control/removal (contact information and procedures) | 2.8 |
| 56 | Library "good reads" and book club suggestions" | 3.7 | 50 | Austin Police incidents report database (ability to search) | 2.8 |
| 20 | City public parking information | 3.6 | 60 | Performance measures by department and programs (searchable database) | 2.7 |
| 57 | City meetings (watch live online and archive of past) | 3.6 | 42 | City Codes and Ordinances for building and/or renovation | 2.6 |
| 4 | Utilities information (water, electric, garbage and recycling) | 3.6 | 38 | Homeless assistance, day labor, and employment programs | 2.2 |
| 54 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 3.6 | 26 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 2.0 |
| 11 | Utilities usage (look-up/download electricity or water usage online) | 3.5 | 64 | Register new and manage community group information online | 2.0 |
| 63 | City calendar integrated with iCal or Outlook to add an event from the City | 3.5 | 6 | Manage library account (e.g., pay fines, change address) | |
| 67 | Channel 6 programming (government access channel, watch City meetings, | 3.5 | 8 | City services related to an address or neighborhood (view zoning, elected officials, | |
| 23 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 3.5 | 13 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 24 | Public safety information (police, fire department, EMS, contact info) | 3.4 | 16 | Maps of power outages and road closures | |
| 21 | City news (breaking news, announcements) | 3.4 | 17 | Online reservations for classes, events, and other City activities | |
| 22 | Water quality and conservation information | 3.4 | 18 | 311 City services frequently asked questions (FAQ) (answers common City | |
| 15 | Voter information (charters, bonds, and voter initiatives) | 3.4 | 25 | Interactive events calendar filterable by topic for City meetings/events | |
| 9 | City public transportation (information and schedules) | 3.3 | 27 | 311 City services (online chat or submit questions to operators) | |
| 10 | Utilities online account management (payment, set-up, cancel) | 3.3 | 29 | Crime statistics with look-up/map features | |
| 44 | City Council and Boards & Commissions (meeting schedules and minutes) | 3.3 | 30 | Emergency alerts (sign up to receive email/text alerts) | |
| 32 | Buy tickets online for City bus and rail | 3.3 | 37 | Volunteering (information and online registration) | |
| 5 | Online payments (citations, tickets, court fees) | 3.2 | 43 | Town Lake Animal Shelter online services (ability to submit online adoption | |
| 12 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 3.2 | 45 | City park online reservations to book City park resources such as pavilions and | |
| 34 | Public health information for regional health issues | 3.1 | 47 | City Code search (input section# or keyword) | |
| 1 | Parks and Recreation (area locations, hours, pictures, events) | 3.1 | 55 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 19 | Local tax information | 3.1 | 61 | Text size options (adjust the size of text on the website) | |
| 28 | Information on Neighborhood Planning (planning neighborhoods, development of | 3.1 | 62 | Option to view website in alternate languages | |
| 35 | Childcare resources and children's health issues | 3.0 | 65 | City News in RSS subscription feeds by topic/category | |
| 41 | Town Lake Animal Shelter information (general, adoption, lost/found pet | 3.0 | 66 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 46 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 3.0 | | | |

City of Austin - Product Gap Analysis
Residential User Group: Suburban Families
Metric: Importance

| Rank | Website Element | % Very Important | Rank | Website Element | % Very Important |
|------|--|------------------|------|---|------------------|
| 1 | Library book search | 75.5 | 35 | Austin Police incidents report database (ability to search) | 34.7 |
| 2 | Austin Public Library information (locations, hours, and events) | 73.6 | 36 | Water quality and conservation information | 34.3 |
| 3 | Parks and Recreation (area locations, hours, pictures, events) | 71.4 | 37 | Ask a librarian feature to get answers and research help by chat, email, or phone | 34.0 |
| 4 | Manage library account (e.g., pay fines, change address) | 69.8 | 38 | Austin-Bergstrom flight arrival and departure information (online status) | 33.3 |
| 5 | Online library databases (articles, eJournals, eBooks, periodicals) | 64.2 | 39 | Feedback (citizens can provide feedback or ask questions in an online forum) | 32.4 |
| 6 | Information on arts, museums, cemeteries, trails, and preserves (locations and special events) | 61.9 | 40 | Information on Neighborhood Planning (planning neighborhoods, development of new areas) | 31.7 |
| 7 | Utilities information (water, electric, garbage and recycling) | 56.9 | 41 | Buy tickets online for City bus and rail | 31.5 |
| 8 | Utilities online account management (payment, set-up, cancel) | 56.9 | 42 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and information | 30.7 |
| 9 | City services related to an address or neighborhood (view zoning, elected officials, etc.) | 54.2 | 43 | Volunteering (information and online registration) | 29.6 |
| 10 | Online payments (citations, tickets, court fees) | 53.3 | 44 | Public records/conduct legal research (birth and death records) | 29.3 |
| 11 | Voter information (charters, bonds, and voter initiatives) | 51.9 | 45 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 28.3 |
| 12 | 311 City services frequently asked questions (FAQ) (answers common City questions) | 51.4 | 46 | City Council and Boards & Commissions (meeting schedules and minutes) | 27.3 |
| 13 | Public safety information (police, fire department, EMS, contact info) | 50.7 | 47 | Public Records on Businesses (online access/search) | 26.3 |
| 14 | Utilities usage (look-up/download electricity or water usage online) | 48.6 | 48 | City Codes and Ordinances for building and/or renovation | 24.8 |
| 15 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 46.7 | 49 | Austin-Bergstrom Airport parking and ground transportation information | 25.9 |
| 16 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 46.3 | 50 | Arrest warrant and accident report information | 25.3 |
| 17 | Interactive maps with tour information of public interest areas, cultural locations, etc. | 46.0 | 51 | City calendar integrated with iCal or Outlook to add an event from the City | 23.8 |
| 18 | Online reservations for classes, events, and other City activities | 46.0 | 52 | Neighborhood Code Ordinances, boundaries, and list of community groups | 23.8 |
| 19 | 311 City services (online chat or submit questions to operators) | 44.4 | 53 | Town Lake Animal Shelter online services (ability to submit online adoption) | 23.6 |
| 20 | Public health information for regional health issues | 44.4 | 54 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 22.2 |
| 21 | Crime statistics with look-up/map features | 44.0 | 55 | City Code search (input section# or keyword) | 21.8 |
| 22 | Maps of power outages and road closures | 44.0 | 56 | Animal control/removal (contact information and procedures) | 20.8 |
| 23 | Library youth reading programs (information and sign-up) | 43.4 | 57 | Performance measures by department and programs (searchable database) | 20.2 |
| 24 | Childcare resources and children's health issues | 43.1 | 58 | Homeless assistance, day labor, and employment programs | 19.4 |
| 25 | City public transportation (information and schedules) | 42.6 | 59 | Town Lake Animal Shelter information (general, adoption, lost/found pet) | 19.4 |
| 26 | Emergency alerts (sign up to receive email/text alerts) | 41.3 | 60 | City meetings (watch live online and archive of past) | 19.2 |
| 27 | Interactive events calendar filterable by topic for City meetings/events | 39.7 | 61 | City News in RSS subscription feeds by topic/category | 16.2 |
| 28 | Library "good reads" and book club suggestions" | 39.6 | 62 | Text size options (adjust the size of text on the website) | 16.2 |
| 29 | Library online homework helpers (for K-12 students) | 39.6 | 63 | Social Media (alerts and news on platforms such as Twitter and Facebook) | 15.3 |
| 30 | Online library card application | 39.6 | 64 | Register new and manage community group information online | 14.9 |
| 31 | Local tax information | 38.9 | 65 | Option to view website in alternate languages | 11.7 |
| 32 | City public parking information | 37.0 | 66 | Channel 6 programming (government access channel, watch City meetings, etc.) | 10.1 |
| 33 | City park online reservations to book City park resources such as pavilions and playgrounds | 36.5 | 67 | Austin City Charter information (search, print, or download) | 5.6 |
| 34 | City news (breaking news, announcements) | 35.4 | | | |

City of Austin - Product Gap Analysis
Residential User Group: Suburban Families
Metric: Percent Use at website

| Rank | Website Element | % Use at website | Rank | Website Element | % Use at website |
|------|--|------------------|------|---|------------------|
| 3 | Parks and Recreation (area locations, hours, pictures, events) | 14.0 | 37 | Ask a librarian feature to get answers and research help by chat, email, or phone | 1.0 |
| 1 | Library book search | 10.6 | 38 | Austin-Bergstrom flight arrival and departure information (online status) | 1.0 |
| 2 | Austin Public Library information (locations, hours, and events) | 10.6 | 51 | City calendar integrated with iCal or Outlook to add an event from the City | 1.0 |
| 7 | Utilities information (water, electric, garbage and recycling) | 9.6 | 66 | Channel 6 programming (government access channel, watch City meetings, City public parking information) | 1.0 |
| 8 | Utilities online account management (payment, set-up, cancel) | 8.2 | 32 | Austin-Bergstrom Airport parking and ground transportation information | 0.7 |
| 6 | Information on arts, museums, cemeteries, trails, and preserves (locations and special events) | 7.5 | 49 | Arrest warrant and accident report information | 0.7 |
| 34 | City news (breaking news, announcements) | 6.8 | 50 | Neighborhood Code Ordinances, boundaries, and list of community groups | 0.7 |
| 16 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 5.8 | 52 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 0.7 |
| 36 | Water quality and conservation information | 5.1 | 54 | Performance measures by department and programs (searchable database) | 0.7 |
| 47 | Public Records on Businesses (online access/search) | 5.1 | 57 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 0.3 |
| 5 | Online library databases (articles, eJournals, eBooks, periodicals) | 4.1 | 42 | Register new and manage community group information online | 0.3 |
| 14 | Utilities usage (look-up/download electricity or water usage online) | 4.1 | 64 | Austin City Charter information (search, print, or download) | 0.3 |
| 20 | Public health information for regional health issues | 4.1 | 67 | Buy tickets online for City bus and rail | 0.0 |
| 15 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 3.8 | 41 | Manage library account (e.g., pay fines, change address) | |
| 46 | City Council and Boards & Commissions (meeting schedules and minutes) | 3.8 | 4 | City services related to an address or neighborhood (view zoning, elected officials, etc.) | |
| 23 | Library youth reading programs (information and sign-up) | 3.1 | 9 | 311 City services frequently asked questions (FAQ) (answers common City questions) | |
| 24 | Childcare resources and children's health issues | 3.1 | 12 | Interactive maps with tour information of public interest areas, cultural locations, etc. | |
| 11 | Voter information (charters, bonds, and voter initiatives) | 2.7 | 17 | Online reservations for classes, events, and other City activities | |
| 59 | Town Lake Animal Shelter information (general, adoption, lost/found pet) | 2.7 | 18 | 311 City services (online chat or submit questions to operators) | |
| 60 | City meetings (watch live online and archive of past) | 2.7 | 19 | Crime statistics with look-up/map features | |
| 35 | Austin Police incidents report database (ability to search) | 2.4 | 21 | Maps of power outages and road closures | |
| 40 | Information on Neighborhood Planning (planning neighborhoods, development of new areas) | 2.4 | 22 | Emergency alerts (sign up to receive email/text alerts) | |
| 45 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 2.4 | 26 | Interactive events calendar filterable by topic for City meetings/events | |
| 13 | Public safety information (police, fire department, EMS, contact info) | 2.0 | 27 | City park online reservations to book City park resources such as pavilions and playgrounds | |
| 28 | Library "good reads" and book club suggestions" | 2.0 | 33 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 44 | Public records/conduct legal research (birth and death records) | 1.7 | 39 | Volunteering (information and online registration) | |
| 48 | City Codes and Ordinances for building and/or renovation | 1.7 | 43 | Town Lake Animal Shelter online services (ability to submit online adoption) | |
| 56 | Animal control/removal (contact information and procedures) | 1.7 | 53 | City Code search (input section# or keyword) | |
| 58 | Homeless assistance, day labor, and employment programs | 1.7 | 55 | City News in RSS subscription feeds by topic/category | |
| 25 | City public transportation (information and schedules) | 1.4 | 61 | Text size options (adjust the size of text on the website) | |
| 29 | Library online homework helpers (for K-12 students) | 1.4 | 62 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 30 | Online library card application | 1.4 | 63 | Option to view website in alternate languages | |
| 10 | Online payments (citations, tickets, court fees) | 1.0 | 65 | | |
| 31 | Local tax information | 1.0 | | | |

City of Austin - Product Gap Analysis
Residential User Group: Suburban Families
Metric: Average Quality Rating

| Rank | Website Element | Avg Quality Rating | Rank | Website Element | Avg Quality Rating |
|------|--|--------------------|------|--|--------------------|
| 2 | Austin Public Library information (locations, hours, and events) | 4.3 | 45 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 3.1 |
| 28 | Library "good reads" and book club suggestions" | 4.2 | 6 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 3.1 |
| 1 | Library book search | 4.1 | 42 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 3.0 |
| 37 | Ask a librarian feature to get answers and research help by chat, email, or phone | 4.0 | 52 | Neighborhood Code Ordinances, boundaries, and list of community groups | 3.0 |
| 67 | Austin City Charter information (search, print, or download) | 4.0 | 60 | City meetings (watch live online and archive of past) | 3.0 |
| 44 | Public records/conduct legal research (birth and death records) | 3.8 | 64 | Register new and manage community group information online | 3.0 |
| 29 | Library online homework helpers (for K-12 students) | 3.8 | 66 | Channel 6 programming (government access channel, watch City meetings, | 3.0 |
| 30 | Online library card application | 3.8 | 11 | Voter information (charters, bonds, and voter initiatives) | 2.9 |
| 5 | Online library databases (articles, eJournals, eBooks, periodicals) | 3.7 | 48 | City Codes and Ordinances for building and/or renovation | 2.8 |
| 13 | Public safety information (police, fire department, EMS, contact info) | 3.7 | 54 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 2.5 |
| 23 | Library youth reading programs (information and sign-up) | 3.7 | 51 | City calendar integrated with iCal or Outlook to add an event from the City | 2.3 |
| 38 | Austin-Bergstrom flight arrival and departure information (online status) | 3.7 | 49 | Austin-Bergstrom Airport parking and ground transportation information | 2.0 |
| 20 | Public health information for regional health issues | 3.5 | 57 | Performance measures by department and programs (searchable database) | 2.0 |
| 24 | Childcare resources and children's health issues | 3.5 | 41 | Buy tickets online for City bus and rail | 0.0 |
| 25 | City public transportation (information and schedules) | 3.5 | 4 | Manage library account (e.g., pay fines, change address) | |
| 32 | City public parking information | 3.5 | 9 | City services related to an address or neighborhood (view zoning, elected officials, | |
| 50 | Arrest warrant and accident report information | 3.5 | 12 | 311 City services frequently asked questions (FAQ) (answers common City | |
| 59 | Town Lake Animal Shelter information (general, adoption, lost/found pet | 3.5 | 17 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 16 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 3.5 | 18 | Online reservations for classes, events, and other City activities | |
| 36 | Water quality and conservation information | 3.5 | 19 | 311 City services (online chat or submit questions to operators) | |
| 15 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 3.5 | 21 | Crime statistics with look-up/map features | |
| 7 | Utilities information (water, electric, garbage and recycling) | 3.4 | 22 | Maps of power outages and road closures | |
| 8 | Utilities online account management (payment, set-up, cancel) | 3.4 | 26 | Emergency alerts (sign up to receive email/text alerts) | |
| 40 | Information on Neighborhood Planning (planning neighborhoods, development of | 3.4 | 27 | Interactive events calendar filterable by topic for City meetings/events | |
| 58 | Homeless assistance, day labor, and employment programs | 3.4 | 33 | City park online reservations to book City park resources such as pavilions and | |
| 14 | Utilities usage (look-up/download electricity or water usage online) | 3.4 | 39 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 46 | City Council and Boards & Commissions (meeting schedules and minutes) | 3.4 | 43 | Volunteering (information and online registration) | |
| 10 | Online payments (citations, tickets, court fees) | 3.3 | 53 | Town Lake Animal Shelter online services (ability to submit online adoption | |
| 31 | Local tax information | 3.3 | 55 | City Code search (input section# or keyword) | |
| 3 | Parks and Recreation (area locations, hours, pictures, events) | 3.3 | 61 | City News in RSS subscription feeds by topic/category | |
| 35 | Austin Police incidents report database (ability to search) | 3.3 | 62 | Text size options (adjust the size of text on the website) | |
| 56 | Animal control/removal (contact information and procedures) | 3.3 | 63 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 34 | City news (breaking news, announcements) | 3.2 | 65 | Option to view website in alternate languages | |
| 47 | Public Records on Businesses (online access/search) | 3.2 | | | |

City of Austin - Product Gap Analysis

Residential User Group: **Older Urban**

Metric: **Importance**

| Rank | Website Element | % Very Important | Rank | Website Element | % Very Important |
|------|--|------------------|------|---|------------------|
| 1 | Austin Public Library information (locations, hours, and events) | 76.1 | 35 | Animal control/removal (contact information and procedures) | 34.4 |
| 2 | Library book search | 67.2 | 36 | City Code search (input section# or keyword) | 32.0 |
| 3 | Utilities information (water, electric, garbage and recycling) | 65.6 | 37 | City meetings (watch live online and archive of past) | 31.7 |
| 4 | Online library databases (articles, eJournals, eBooks, periodicals) | 64.2 | 38 | Austin-Bergstrom flight arrival and departure information (online status) | 31.5 |
| 5 | Manage library account (e.g., pay fines, change address) | 61.2 | 39 | City public parking information | 31.5 |
| 6 | Voter information (charters, bonds, and voter initiatives) | 59.3 | 40 | Austin Police incidents report database (ability to search) | 31.1 |
| 7 | City services related to an address or neighborhood (view zoning, elected officials) | 57.4 | 41 | Library youth reading programs (information and sign-up) | 29.9 |
| 8 | Public safety information (police, fire department, EMS, contact info) | 55.4 | 42 | Public records/conduct legal research (birth and death records) | 29.7 |
| 9 | Utilities usage (look-up/download electricity or water usage online) | 54.1 | 43 | Austin-Bergstrom Airport parking and ground transportation information | 29.6 |
| 10 | 311 City services frequently asked questions (FAQ) (answers common City) | 52.5 | 44 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 29.6 |
| 11 | City public transportation (information and schedules) | 51.9 | 45 | Text size options (adjust the size of text on the website) | 29.5 |
| 12 | Utilities online account management (payment, set-up, cancel) | 50.8 | 46 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 28.8 |
| 13 | Water quality and conservation information | 47.1 | 47 | Library "good reads" and book club suggestions" | 28.4 |
| 14 | Interactive maps with tour information of public interest areas, cultural locations, | 46.9 | 48 | Channel 6 programming (government access channel, watch City meetings, | 26.9 |
| 15 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 42.9 | 49 | Library online homework helpers (for K-12 students) | 28.4 |
| 16 | 311 City services (online chat or submit questions to operators) | 42.6 | 50 | Town Lake Animal Shelter information (general, adoption, lost/found pet) | 27.9 |
| 17 | Feedback (citizens can provide feedback or ask questions in an online forum) | 42.1 | 51 | Performance measures by department and programs (searchable database) | 26.9 |
| 18 | Crime statistics with look-up/map features | 41.9 | 52 | Interactive events calendar filterable by topic for City meetings/events | 26.5 |
| 19 | Emergency alerts (sign up to receive email/text alerts) | 41.9 | 53 | Childcare resources and children's health issues | 26.2 |
| 20 | Maps of power outages and road closures | 41.9 | 54 | Town Lake Animal Shelter online services (ability to submit online adoption) | 26.2 |
| 21 | City news (breaking news, announcements) | 40.4 | 55 | Buy tickets online for City bus and rail | 25.9 |
| 22 | Ask a librarian feature to get answers and research help by chat, email, or phone | 40.3 | 56 | Volunteering (information and online registration) | 25.9 |
| 23 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 39.2 | 57 | Homeless assistance, day labor, and employment programs | 24.6 |
| 24 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 39.2 | 58 | Online reservations for classes, events, and other City activities | 24.5 |
| 25 | City Codes and Ordinances for building and/or renovation | 39.0 | 59 | Austin City Charter information (search, print, or download) | 22.2 |
| 26 | Information on Neighborhood Planning (planning neighborhoods, development of | 39.0 | 60 | Arrest warrant and accident report information | 20.3 |
| 27 | Local tax information | 38.9 | 61 | Register new and manage community group information online | 18.0 |
| 28 | Parks and Recreation (area locations, hours, pictures, events) | 38.8 | 62 | City park online reservations to book City park resources such as pavilions and | 16.3 |
| 29 | Public health information for regional health issues | 37.7 | 63 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 14.8 |
| 30 | Online library card application | 37.3 | 64 | Option to view website in alternate languages | 12.6 |
| 31 | Neighborhood Code Ordinances, boundaries, and list of community groups | 37.0 | 65 | City News in RSS subscription feeds by topic/category | 12.5 |
| 32 | City Council and Boards & Commissions (meeting schedules and minutes) | 36.5 | 66 | City calendar integrated with iCal or Outlook to add an event from the City | 8.2 |
| 33 | Online payments (citations, tickets, court fees) | 36.5 | 67 | Social Media (alerts and news on platforms such as Twitter and Facebook) | 5.3 |
| 34 | Public Records on Businesses (online access/search) | 35.6 | | | |

City of Austin - Product Gap Analysis
 Residential User Group: **Older Urban**
 Metric: **Percent Use at website**

| Rank | Website Element | % Use at website | Rank | Website Element | % Use at website |
|------|--|------------------|------|--|------------------|
| 2 | Library book search | 16.1 | 39 | City public parking information | 2.0 |
| 1 | Austin Public Library information (locations, hours, and events) | 14.0 | 59 | Austin City Charter information (search, print, or download) | 2.0 |
| 21 | City news (breaking news, announcements) | 11.0 | 33 | Online payments (citations, tickets, court fees) | 1.7 |
| 3 | Utilities information (water, electric, garbage and recycling) | 9.4 | 57 | Homeless assistance, day labor, and employment programs | 1.7 |
| 25 | City Codes and Ordinances for building and/or renovation | 8.7 | 23 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 1.3 |
| 4 | Online library databases (articles, eJournals, eBooks, periodicals) | 8.4 | 43 | Austin-Bergstrom Airport parking and ground transportation information | 1.3 |
| 13 | Water quality and conservation information | 8.4 | 30 | Online library card application | 1.0 |
| 28 | Parks and Recreation (area locations, hours, pictures, events) | 8.4 | 53 | Childcare resources and children's health issues | 1.0 |
| 15 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 8.0 | 55 | Buy tickets online for City bus and rail | 1.0 |
| 26 | Information on Neighborhood Planning (planning neighborhoods, development of | 8.0 | 61 | Register new and manage community group information online | 1.0 |
| 31 | Neighborhood Code Ordinances, boundaries, and list of community groups | 8.0 | 66 | City calendar integrated with iCal or Outlook to add an event from the City | 1.0 |
| 32 | City Council and Boards & Commissions (meeting schedules and minutes) | 7.4 | 63 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 0.7 |
| 11 | City public transportation (information and schedules) | 6.4 | 41 | Library youth reading programs (information and sign-up) | 0.3 |
| 37 | City meetings (watch live online and archive of past) | 6.4 | 49 | Library online homework helpers (for K-12 students) | 0.0 |
| 6 | Voter information (charters, bonds, and voter initiatives) | 5.7 | 5 | Manage library account (e.g., pay fines, change address) | |
| 9 | Utilities usage (look-up/download electricity or water usage online) | 5.7 | 7 | City services related to an address or neighborhood (view zoning, elected officials, | |
| 8 | Public safety information (police, fire department, EMS, contact info) | 5.4 | 10 | 311 City services frequently asked questions (FAQ) (answers common City | |
| 34 | Public Records on Businesses (online access/search) | 5.0 | 14 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 12 | Utilities online account management (payment, set-up, cancel) | 4.7 | 16 | 311 City services (online chat or submit questions to operators) | |
| 40 | Austin Police incidents report database (ability to search) | 4.7 | 17 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 44 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 4.3 | 18 | Crime statistics with look-up/map features | |
| 48 | Channel 6 programming (government access channel, watch City meetings, | 4.3 | 19 | Emergency alerts (sign up to receive email/text alerts) | |
| 38 | Austin-Bergstrom flight arrival and departure information (online status) | 4.0 | 20 | Maps of power outages and road closures | |
| 46 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 3.7 | 36 | City Code search (input section# or keyword) | |
| 47 | Library "good reads" and book club suggestions" | 3.7 | 45 | Text size options (adjust the size of text on the website) | |
| 22 | Ask a librarian feature to get answers and research help by chat, email, or phone | 3.3 | 52 | Interactive events calendar filterable by topic for City meetings/events | |
| 27 | Local tax information | 3.3 | 54 | Town Lake Animal Shelter online services (ability to submit online adoption | |
| 42 | Public records/conduct legal research (birth and death records) | 3.3 | 56 | Volunteering (information and online registration) | |
| 29 | Public health information for regional health issues | 3.0 | 58 | Online reservations for classes, events, and other City activities | |
| 50 | Town Lake Animal Shelter information (general, adoption, lost/found pet | 2.7 | 62 | City park online reservations to book City park resources such as pavilions and | |
| 51 | Performance measures by department and programs (searchable database) | 2.7 | 64 | Option to view website in alternate languages | |
| 24 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 2.3 | 65 | City News in RSS subscription feeds by topic/category | |
| 35 | Animal control/removal (contact information and procedures) | 2.3 | 67 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 60 | Arrest warrant and accident report information | 2.3 | | | |

City of Austin - Product Gap Analysis
Residential User Group: Older Urban
Metric: Average Quality Rating

| Rank | Website Element | Avg Quality Rating | Rank | Website Element | Avg Quality Rating |
|------|--|--------------------|------|--|--------------------|
| 2 | Library book search | 4.2 | 37 | City meetings (watch live online and archive of past) | 3.3 |
| 1 | Austin Public Library information (locations, hours, and events) | 4.2 | 8 | Public safety information (police, fire department, EMS, contact info) | 3.3 |
| 12 | Utilities online account management (payment, set-up, cancel) | 4.2 | 25 | City Codes and Ordinances for building and/or renovation | 3.2 |
| 47 | Library \good reads\” and book club suggestions” | 4.1 | 34 | Public Records on Businesses (online access/search) | 3.2 |
| 4 | Online library databases (articles, eJournals, eBooks, periodicals) | 4.0 | 46 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 3.2 |
| 41 | Library youth reading programs (information and sign-up) | 4.0 | 26 | Information on Neighborhood Planning (planning neighborhoods, development of City Council and Boards & Commissions (meeting schedules and minutes) | 3.2 |
| 43 | Austin-Bergstrom Airport parking and ground transportation information | 4.0 | 32 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 3.1 |
| 66 | City calendar integrated with iCal or Outlook to add an event from the City | 4.0 | 23 | Performance measures by department and programs (searchable database) | 3.0 |
| 15 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 3.8 | 51 | Austin Police incidents report database (ability to search) | 3.0 |
| 38 | Austin-Bergstrom flight arrival and departure information (online status) | 3.8 | 40 | Arrest warrant and accident report information | 2.9 |
| 59 | Austin City Charter information (search, print, or download) | 3.8 | 60 | Public records/conduct legal research (birth and death records) | 2.8 |
| 33 | Online payments (citations, tickets, court fees) | 3.8 | 42 | Register new and manage community group information online | 2.7 |
| 22 | Ask a librarian feature to get answers and research help by chat, email, or phone | 3.8 | 61 | Library online homework helpers (for K-12 students) | 0.0 |
| 48 | Channel 6 programming (government access channel, watch City meetings, | 3.8 | 49 | Manage library account (e.g., pay fines, change address) | |
| 9 | Utilities usage (look-up/download electricity or water usage online) | 3.8 | 5 | City services related to an address or neighborhood (view zoning, elected officials, | |
| 11 | City public transportation (information and schedules) | 3.7 | 7 | 311 City services frequently asked questions (FAQ) (answers common City | |
| 28 | Parks and Recreation (area locations, hours, pictures, events) | 3.7 | 10 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 30 | Online library card application | 3.7 | 14 | 311 City services (online chat or submit questions to operators) | |
| 35 | Animal control/removal (contact information and procedures) | 3.6 | 16 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 44 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 3.5 | 17 | Crime statistics with look-up/map features | |
| 3 | Utilities information (water, electric, garbage and recycling) | 3.5 | 18 | Emergency alerts (sign up to receive email/text alerts) | |
| 27 | Local tax information | 3.5 | 19 | Maps of power outages and road closures | |
| 39 | City public parking information | 3.5 | 20 | City Code search (input section# or keyword) | |
| 50 | Town Lake Animal Shelter information (general, adoption, lost/found pet | 3.5 | 36 | Text size options (adjust the size of text on the website) | |
| 63 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 3.5 | 45 | Interactive events calendar filterable by topic for City meetings/events | |
| 13 | Water quality and conservation information | 3.5 | 52 | Town Lake Animal Shelter online services (ability to submit online adoption | |
| 21 | City news (breaking news, announcements) | 3.5 | 54 | Volunteering (information and online registration) | |
| 6 | Voter information (charters, bonds, and voter initiatives) | 3.5 | 56 | Online reservations for classes, events, and other City activities | |
| 24 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 3.4 | 58 | City park online reservations to book City park resources such as pavilions and | |
| 57 | Homeless assistance, day labor, and employment programs | 3.4 | 62 | Option to view website in alternate languages | |
| 29 | Public health information for regional health issues | 3.4 | 64 | City News in RSS subscription feeds by topic/category | |
| 31 | Neighborhood Code Ordinances, boundaries, and list of community groups | 3.3 | 65 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 53 | Childcare resources and children's health issues | 3.3 | 67 | | |
| 55 | Buy tickets online for City bus and rail | 3.3 | | | |

City of Austin - Product Gap Analysis
Residential User Group: Socially Conscious/Civically Minded
Metric: Importance

| Rank | Website Element | % Very Important | Rank | Website Element | % Very Important |
|------|--|------------------|------|---|------------------|
| 1 | Library book search | 78.3 | 35 | Information on Neighborhood Planning (planning neighborhoods, development of | 43.4 |
| 2 | Austin Public Library information (locations, hours, and events) | 77.8 | 36 | Library youth reading programs (information and sign-up) | 42.1 |
| 3 | Online library databases (articles, eJournals, eBooks, periodicals) | 70.1 | 37 | Austin Police incidents report database (ability to search) | 41.1 |
| 4 | Parks and Recreation (area locations, hours, pictures, events) | 69.0 | 38 | Ask a librarian feature to get answers and research help by chat, email, or phone | 40.7 |
| 5 | Manage library account (e.g., pay fines, change address) | 68.8 | 39 | Emergency alerts (sign up to receive email/text alerts) | 40.6 |
| 6 | Utilities information (water, electric, garbage and recycling) | 67.6 | 40 | City Codes and Ordinances for building and/or renovation | 39.7 |
| 7 | Voter information (charters, bonds, and voter initiatives) | 67.1 | 41 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 39.0 |
| 8 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 63.9 | 42 | Austin-Bergstrom flight arrival and departure information (online status) | 38.2 |
| 9 | City services related to an address or neighborhood (view zoning, elected officials, | 61.3 | 43 | Town Lake Animal Shelter online services (ability to submit online adoption | 38.2 |
| 10 | Public safety information (police, fire department, EMS, contact info) | 59.9 | 44 | Volunteering (information and online registration) | 38.2 |
| 11 | Utilities online account management (payment, set-up, cancel) | 58.3 | 45 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 37.7 |
| 12 | City public transportation (information and schedules) | 58.2 | 46 | City meetings (watch live online and archive of past) | 36.2 |
| 13 | Interactive maps with tour information of public interest areas, cultural locations, | 56.1 | 47 | City Code search (input section# or keyword) | 35.5 |
| 14 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 54.7 | 48 | Animal control/removal (contact information and procedures) | 34.3 |
| 15 | City news (breaking news, announcements) | 53.3 | 49 | Public records/conduct legal research (birth and death records) | 34.8 |
| 16 | Water quality and conservation information | 52.3 | 50 | Library online homework helpers (for K-12 students) | 34.4 |
| 17 | 311 City services frequently asked questions (FAQ) (answers common City | 51.5 | 51 | Town Lake Animal Shelter information (general, adoption, lost/found pet) | 34.3 |
| 18 | Online payments (citations, tickets, court fees) | 51.2 | 52 | City park online reservations to book City park resources such as pavilions and | 32.9 |
| 19 | Utilities usage (look-up/download electricity or water usage online) | 50.0 | 53 | Library "good reads" and book club suggestions" | 32.1 |
| 20 | Online reservations for classes, events, and other City activities | 49.7 | 54 | Performance measures by department and programs (searchable database) | 30.7 |
| 21 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 49.3 | 55 | Austin-Bergstrom Airport parking and ground transportation information | 30.6 |
| 22 | Maps of power outages and road closures | 48.8 | 56 | Childcare resources and children's health issues | 29.9 |
| 23 | Interactive events calendar filterable by topic for City meetings/events | 48.4 | 57 | Arrest warrant and accident report information | 28.5 |
| 24 | 311 City services (online chat or submit questions to operators) | 48.0 | 58 | Austin City Charter information (search, print, or download) | 27.1 |
| 25 | Local tax information | 47.6 | 59 | Homeless assistance, day labor, and employment programs | 26.5 |
| 26 | Crime statistics with look-up/map features | 46.4 | 60 | Channel 6 programming (government access channel, watch City meetings, | 26.3 |
| 27 | Online library card application | 45.2 | 61 | Register new and manage community group information online | 25.2 |
| 28 | City Council and Boards & Commissions (meeting schedules and minutes) | 44.9 | 62 | Text size options (adjust the size of text on the website) | 23.3 |
| 29 | Neighborhood Code Ordinances, boundaries, and list of community groups | 44.8 | 63 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 21.8 |
| 30 | Buy tickets online for City bus and rail | 44.7 | 64 | City calendar integrated with iCal or Outlook to add an event from the City | 21.3 |
| 31 | Feedback (citizens can provide feedback or ask questions in an online forum) | 44.7 | 65 | City News in RSS subscription feeds by topic/category | 19.8 |
| 32 | Public health information for regional health issues | 44.6 | 66 | Option to view website in alternate languages | 17.6 |
| 33 | City public parking information | 44.1 | 67 | Social Media (alerts and news on platforms such as Twitter and Facebook) | 13.5 |
| 34 | Public Records on Businesses (online access/search) | 43.7 | | | |

City of Austin - Product Gap Analysis
Residential User Group: Socially Conscious/Civically Minded
Metric: Percent Use at website

| Rank | Website Element | % Use at website | Rank | Website Element | % Use at website |
|------|--|------------------|------|--|------------------|
| 1 | Library book search | 14.8 | 36 | Library youth reading programs (information and sign-up) | 2.1 |
| 2 | Austin Public Library information (locations, hours, and events) | 14.4 | 58 | Austin City Charter information (search, print, or download) | 2.0 |
| 15 | City news (breaking news, announcements) | 11.3 | 57 | Arrest warrant and accident report information | 1.7 |
| 4 | Parks and Recreation (area locations, hours, pictures, events) | 10.0 | 27 | Online library card application | 1.4 |
| 16 | Water quality and conservation information | 10.0 | 45 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 1.4 |
| 28 | City Council and Boards & Commissions (meeting schedules and minutes) | 9.1 | 61 | Register new and manage community group information online | 1.4 |
| 3 | Online library databases (articles, eJournals, eBooks, periodicals) | 8.8 | 33 | City public parking information | 1.3 |
| 6 | Utilities information (water, electric, garbage and recycling) | 8.8 | 59 | Homeless assistance, day labor, and employment programs | 1.3 |
| 8 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 8.1 | 63 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 1.3 |
| 40 | City Codes and Ordinances for building and/or renovation | 7.8 | 55 | Austin-Bergstrom Airport parking and ground transportation information | 1.2 |
| 11 | Utilities online account management (payment, set-up, cancel) | 7.7 | 30 | Buy tickets online for City bus and rail | 1.1 |
| 34 | Public Records on Businesses (online access/search) | 6.8 | 56 | Childcare resources and children's health issues | 1.1 |
| 14 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 6.7 | 64 | City calendar integrated with iCal or Outlook to add an event from the City | 1.1 |
| 29 | Neighborhood Code Ordinances, boundaries, and list of community groups | 6.7 | 50 | Library online homework helpers (for K-12 students) | 0.9 |
| 35 | Information on Neighborhood Planning (planning neighborhoods, development of | 6.7 | 5 | Manage library account (e.g., pay fines, change address) | |
| 46 | City meetings (watch live online and archive of past) | 6.7 | 9 | City services related to an address or neighborhood (view zoning, elected officials, | |
| 7 | Voter information (charters, bonds, and voter initiatives) | 5.7 | 13 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 10 | Public safety information (police, fire department, EMS, contact info) | 5.6 | 17 | 311 City services frequently asked questions (FAQ) (answers common City | |
| 19 | Utilities usage (look-up/download electricity or water usage online) | 5.6 | 20 | Online reservations for classes, events, and other City activities | |
| 37 | Austin Police incidents report database (ability to search) | 5.6 | 22 | Maps of power outages and road closures | |
| 41 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 5.0 | 23 | Interactive events calendar filterable by topic for City meetings/events | |
| 60 | Channel 6 programming (government access channel, watch City meetings, | 4.7 | 24 | 311 City services (online chat or submit questions to operators) | |
| 12 | City public transportation (information and schedules) | 4.4 | 26 | Crime statistics with look-up/map features | |
| 18 | Online payments (citations, tickets, court fees) | 4.3 | 31 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 21 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 4.3 | 39 | Emergency alerts (sign up to receive email/text alerts) | |
| 53 | Library "good reads" and book club suggestions" | 4.2 | 43 | Town Lake Animal Shelter online services (ability to submit online adoption | |
| 51 | Town Lake Animal Shelter information (general, adoption, lost/found pet | 3.9 | 44 | Volunteering (information and online registration) | |
| 38 | Ask a librarian feature to get answers and research help by chat, email, or phone | 3.5 | 47 | City Code search (input section# or keyword) | |
| 49 | Public records/conduct legal research (birth and death records) | 3.1 | 52 | City park online reservations to book City park resources such as pavilions and | |
| 54 | Performance measures by department and programs (searchable database) | 3.0 | 62 | Text size options (adjust the size of text on the website) | |
| 32 | Public health information for regional health issues | 2.7 | 65 | City News in RSS subscription feeds by topic/category | |
| 48 | Animal control/removal (contact information and procedures) | 2.7 | 66 | Option to view website in alternate languages | |
| 25 | Local tax information | 2.6 | 67 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 42 | Austin-Bergstrom flight arrival and departure information (online status) | 2.5 | | | |

City of Austin - Product Gap Analysis
Residential User Group: Socially Conscious/Civically Minded
Metric: Average Quality Rating

| Rank | Website Element | Avg Quality Rating | Rank | Website Element | Avg Quality Rating |
|------|--|--------------------|------|--|--------------------|
| 2 | Austin Public Library information (locations, hours, and events) | 4.2 | 30 | Buy tickets online for City bus and rail | 3.1 |
| 38 | Ask a librarian feature to get answers and research help by chat, email, or phone | 4.0 | 7 | Voter information (charters, bonds, and voter initiatives) | 3.1 |
| 50 | Library online homework helpers (for K-12 students) | 4.0 | 61 | Register new and manage community group information online | 3.1 |
| 53 | Library "good reads" and book club suggestions" | 4.0 | 34 | Public Records on Businesses (online access/search) | 3.1 |
| 27 | Online library card application | 3.9 | 37 | Austin Police incidents report database (ability to search) | 3.1 |
| 1 | Library book search | 3.9 | 45 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 3.0 |
| 3 | Online library databases (articles, eJournals, eBooks, periodicals) | 3.9 | 25 | Local tax information | 3.0 |
| 58 | Austin City Charter information (search, print, or download) | 3.8 | 40 | City Codes and Ordinances for building and/or renovation | 2.9 |
| 36 | Library youth reading programs (information and sign-up) | 3.7 | 29 | Neighborhood Code Ordinances, boundaries, and list of community groups | 2.9 |
| 42 | Austin-Bergstrom flight arrival and departure information (online status) | 3.7 | 35 | Information on Neighborhood Planning (planning neighborhoods, development of | 2.9 |
| 60 | Channel 6 programming (government access channel, watch City meetings, | 3.6 | 49 | Public records/conduct legal research (birth and death records) | 2.8 |
| 64 | City calendar integrated with iCal or Outlook to add an event from the City | 3.6 | 54 | Performance measures by department and programs (searchable database) | 2.8 |
| 46 | City meetings (watch live online and archive of past) | 3.6 | 57 | Arrest warrant and accident report information | 2.8 |
| 15 | City news (breaking news, announcements) | 3.6 | 59 | Homeless assistance, day labor, and employment programs | 2.6 |
| 16 | Water quality and conservation information | 3.6 | 5 | Manage library account (e.g., pay fines, change address) | |
| 18 | Online payments (citations, tickets, court fees) | 3.5 | 9 | City services related to an address or neighborhood (view zoning, elected officials, | |
| 19 | Utilities usage (look-up/download electricity or water usage online) | 3.5 | 13 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 12 | City public transportation (information and schedules) | 3.4 | 17 | 311 City services frequently asked questions (FAQ) (answers common City | |
| 6 | Utilities information (water, electric, garbage and recycling) | 3.4 | 20 | Online reservations for classes, events, and other City activities | |
| 10 | Public safety information (police, fire department, EMS, contact info) | 3.4 | 22 | Maps of power outages and road closures | |
| 55 | Austin-Bergstrom Airport parking and ground transportation information | 3.4 | 23 | Interactive events calendar filterable by topic for City meetings/events | |
| 21 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 3.4 | 24 | 311 City services (online chat or submit questions to operators) | |
| 14 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 3.3 | 26 | Crime statistics with look-up/map features | |
| 4 | Parks and Recreation (area locations, hours, pictures, events) | 3.3 | 31 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 11 | Utilities online account management (payment, set-up, cancel) | 3.3 | 39 | Emergency alerts (sign up to receive email/text alerts) | |
| 28 | City Council and Boards & Commissions (meeting schedules and minutes) | 3.3 | 43 | Town Lake Animal Shelter online services (ability to submit online adoption | |
| 33 | City public parking information | 3.3 | 44 | Volunteering (information and online registration) | |
| 63 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 3.3 | 47 | City Code search (input section# or keyword) | |
| 8 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 3.2 | 52 | City park online reservations to book City park resources such as pavilions and | |
| 51 | Town Lake Animal Shelter information (general, adoption, lost/found pet | 3.2 | 62 | Text size options (adjust the size of text on the website) | |
| 48 | Animal control/removal (contact information and procedures) | 3.2 | 65 | City News in RSS subscription feeds by topic/category | |
| 32 | Public health information for regional health issues | 3.2 | 66 | Option to view website in alternate languages | |
| 41 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 3.1 | 67 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 56 | Childcare resources and children's health issues | 3.1 | 68 | None rated as important | |

City of Austin - Product Gap Analysis
 Residential User Group: **Hispanic Bilingual Mothers**
 Metric: **Importance**

| Rank | Website Element | % Very Important | Rank | Website Element | % Very Important |
|------|--|------------------|------|--|------------------|
| 1 | Crime statistics with look-up/map features | 75.0 | 35 | City services related to an address or neighborhood (view zoning, elected officials, | 41.7 |
| 2 | City park online reservations to book City park resources such as pavilions and | 70.6 | 36 | Utilities usage (look-up/download electricity or water usage online) | 41.7 |
| 3 | Parks and Recreation (area locations, hours, pictures, events) | 70.6 | 37 | City public transportation (information and schedules) | 38.5 |
| 4 | Emergency alerts (sign up to receive email/text alerts) | 70.0 | 38 | Voter information (charters, bonds, and voter initiatives) | 38.5 |
| 5 | City news (breaking news, announcements) | 66.7 | 39 | Animal control/removal (contact information and procedures) | 37.5 |
| 6 | Online payments (citations, tickets, court fees) | 65.0 | 40 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 36.4 |
| 7 | Interactive maps with tour information of public interest areas, cultural locations, | 64.7 | 41 | Information on Neighborhood Planning (planning neighborhoods, development of | 36.0 |
| 8 | Childcare resources and children's health issues | 62.5 | 42 | Neighborhood Code Ordinances, boundaries, and list of community groups | 36.0 |
| 9 | Library book search | 62.5 | 43 | City calendar integrated with iCal or Outlook to add an event from the City | 35.3 |
| 10 | Manage library account (e.g., pay fines, change address) | 62.5 | 44 | Text size options (adjust the size of text on the website) | 34.2 |
| 11 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 61.5 | 45 | Ask a librarian feature to get answers and research help by chat, email, or phone | 33.3 |
| 12 | Public safety information (police, fire department, EMS, contact info) | 60.0 | 46 | Library "good reads" and book club suggestions" | 33.3 |
| 13 | Online reservations for classes, events, and other City activities | 58.8 | 47 | Public Records on Businesses (online access/search) | 33.3 |
| 14 | Online library databases (articles, eJournals, eBooks, periodicals) | 58.3 | 48 | Performance measures by department and programs (searchable database) | 30.3 |
| 15 | Utilities information (water, electric, garbage and recycling) | 58.3 | 49 | Social Media (alerts and news on platforms such as Twitter and Facebook) | 31.6 |
| 16 | Arrest warrant and accident report information | 55.0 | 50 | City public parking information | 30.8 |
| 17 | Austin Police incidents report database (ability to search) | 55.0 | 51 | Homeless assistance, day labor, and employment programs | 29.2 |
| 18 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 55.0 | 52 | Option to view website in alternate languages | 28.9 |
| 19 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 55.0 | 53 | City Codes and Ordinances for building and/or renovation | 28.0 |
| 20 | Austin Public Library information (locations, hours, and events) | 54.2 | 54 | City Council and Boards & Commissions (meeting schedules and minutes) | 27.3 |
| 21 | Library youth reading programs (information and sign-up) | 54.2 | 55 | City News in RSS subscription feeds by topic/category | 27.3 |
| 22 | Public health information for regional health issues | 54.2 | 56 | City Code search (input section# or keyword) | 24.0 |
| 23 | Utilities online account management (payment, set-up, cancel) | 54.2 | 57 | Register new and manage community group information online | 24.0 |
| 24 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 52.9 | 58 | City meetings (watch live online and archive of past) | 21.2 |
| 25 | Interactive events calendar filterable by topic for City meetings/events | 52.9 | 59 | Town Lake Animal Shelter information (general, adoption, lost/found pet | 20.8 |
| 26 | Feedback (citizens can provide feedback or ask questions in an online forum) | 52.6 | 60 | Channel 6 programming (government access channel, watch City meetings, | 18.2 |
| 27 | 311 City services (online chat or submit questions to operators) | 50.0 | 61 | Austin-Bergstrom Airport parking and ground transportation information | 15.4 |
| 28 | Maps of power outages and road closures | 50.0 | 62 | Buy tickets online for City bus and rail | 15.4 |
| 29 | Online library card application | 50.0 | 63 | Local tax information | 15.4 |
| 30 | Public records/conduct legal research (birth and death records) | 50.0 | 64 | Town Lake Animal Shelter online services (ability to submit online adoption | 12.5 |
| 31 | Water quality and conservation information | 48.5 | 65 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 7.7 |
| 32 | Volunteering (information and online registration) | 46.2 | 66 | Austin-Bergstrom flight arrival and departure information (online status) | 7.7 |
| 33 | 311 City services frequently asked questions (FAQ) (answers common City | 45.8 | 67 | Austin City Charter information (search, print, or download) | 0.0 |
| 34 | Library online homework helpers (for K-12 students) | 45.8 | | | |

City of Austin - Product Gap Analysis
Residential User Group: Hispanic Bilingual Mothers
Metric: Percent Use at website

| Rank | Website Element | % Use at website | Rank | Website Element | % Use at website |
|------|--|------------------|------|--|------------------|
| 3 | Parks and Recreation (area locations, hours, pictures, events) | 16.7 | 66 | Austin-Bergstrom flight arrival and departure information (online status) | 3.0 |
| 23 | Utilities online account management (payment, set-up, cancel) | 15.2 | 18 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 1.5 |
| 24 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 13.6 | 34 | Library online homework helpers (for K-12 students) | 1.5 |
| 5 | City news (breaking news, announcements) | 12.1 | 48 | Performance measures by department and programs (searchable database) | 1.5 |
| 15 | Utilities information (water, electric, garbage and recycling) | 12.1 | 53 | City Codes and Ordinances for building and/or renovation | 1.5 |
| 47 | Public Records on Businesses (online access/search) | 12.1 | 57 | Register new and manage community group information online | 1.5 |
| 8 | Childcare resources and children's health issues | 10.6 | 58 | City meetings (watch live online and archive of past) | 1.5 |
| 31 | Water quality and conservation information | 10.6 | 60 | Channel 6 programming (government access channel, watch City meetings, | 1.5 |
| 9 | Library book search | 9.1 | 61 | Austin-Bergstrom Airport parking and ground transportation information | 1.5 |
| 16 | Arrest warrant and accident report information | 9.1 | 65 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 1.5 |
| 17 | Austin Police incidents report database (ability to search) | 9.1 | 67 | Austin City Charter information (search, print, or download) | 1.5 |
| 30 | Public records/conduct legal research (birth and death records) | 9.1 | 50 | City public parking information | 0.0 |
| 59 | Town Lake Animal Shelter information (general, adoption, lost/found pet | 9.1 | 62 | Buy tickets online for City bus and rail | 0.0 |
| 20 | Austin Public Library information (locations, hours, and events) | 7.6 | 63 | Local tax information | 0.0 |
| 51 | Homeless assistance, day labor, and employment programs | 7.6 | 1 | Crime statistics with look-up/map features | |
| 6 | Online payments (citations, tickets, court fees) | 6.1 | 2 | City park online reservations to book City park resources such as pavilions and | |
| 11 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 6.1 | 4 | Emergency alerts (sign up to receive email/text alerts) | |
| 12 | Public safety information (police, fire department, EMS, contact info) | 6.1 | 7 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 21 | Library youth reading programs (information and sign-up) | 6.1 | 10 | Manage library account (e.g., pay fines, change address) | |
| 19 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 4.5 | 13 | Online reservations for classes, events, and other City activities | |
| 22 | Public health information for regional health issues | 4.5 | 25 | Interactive events calendar filterable by topic for City meetings/events | |
| 36 | Utilities usage (look-up/download electricity or water usage online) | 4.5 | 26 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 38 | Voter information (charters, bonds, and voter initiatives) | 4.5 | 27 | 311 City services (online chat or submit questions to operators) | |
| 39 | Animal control/removal (contact information and procedures) | 4.5 | 28 | Maps of power outages and road closures | |
| 42 | Neighborhood Code Ordinances, boundaries, and list of community groups | 4.5 | 32 | Volunteering (information and online registration) | |
| 46 | Library "good reads" and book club suggestions" | 4.5 | 33 | 311 City services frequently asked questions (FAQ) (answers common City | |
| 54 | City Council and Boards & Commissions (meeting schedules and minutes) | 4.5 | 35 | City services related to an address or neighborhood (view zoning, elected officials, | |
| 14 | Online library databases (articles, eJournals, eBooks, periodicals) | 3.0 | 44 | Text size options (adjust the size of text on the website) | |
| 29 | Online library card application | 3.0 | 49 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 37 | City public transportation (information and schedules) | 3.0 | 52 | Option to view website in alternate languages | |
| 40 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 3.0 | 55 | City News in RSS subscription feeds by topic/category | |
| 41 | Information on Neighborhood Planning (planning neighborhoods, development of | 3.0 | 56 | City Code search (input section# or keyword) | |
| 43 | City calendar integrated with iCal or Outlook to add an event from the City | 3.0 | 64 | Town Lake Animal Shelter online services (ability to submit online adoption | |
| 45 | Ask a librarian feature to get answers and research help by chat, email, or phone | 3.0 | | | |

City of Austin - Product Gap Analysis
Residential User Group: Hispanic Bilingual Mothers
Metric: Average Quality Rating

| Rank | Website Element | Avg Quality Rating | Rank | Website Element | Avg Quality Rating |
|------|--|--------------------|------|--|--------------------|
| 18 | City of Austin Hazard Mitigation Plan with public emergency news, alerts, and | 5.0 | 8 | Childcare resources and children's health issues | 3.1 |
| 29 | Online library card application | 4.5 | 39 | Animal control/removal (contact information and procedures) | 3.0 |
| 37 | City public transportation (information and schedules) | 4.5 | 42 | Neighborhood Code Ordinances, boundaries, and list of community groups | 3.0 |
| 20 | Austin Public Library information (locations, hours, and events) | 4.4 | 48 | Performance measures by department and programs (searchable database) | 3.0 |
| 9 | Library book search | 4.2 | 57 | Register new and manage community group information online | 3.0 |
| 11 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 4.0 | 60 | Channel 6 programming (government access channel, watch City meetings, | 3.0 |
| 14 | Online library databases (articles, eJournals, eBooks, periodicals) | 4.0 | 66 | Austin-Bergstrom flight arrival and departure information (online status) | 3.0 |
| 34 | Library online homework helpers (for K-12 students) | 4.0 | 19 | Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty) | 2.7 |
| 45 | Ask a librarian feature to get answers and research help by chat, email, or phone | 4.0 | 43 | City calendar integrated with iCal or Outlook to add an event from the City | 2.5 |
| 46 | Library "good reads" and book club suggestions" | 4.0 | 53 | City Codes and Ordinances for building and/or renovation | 2.0 |
| 54 | City Council and Boards & Commissions (meeting schedules and minutes) | 4.0 | 61 | Austin-Bergstrom Airport parking and ground transportation information | 2.0 |
| 58 | City meetings (watch live online and archive of past) | 4.0 | 50 | City public parking information | 0.0 |
| 65 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 4.0 | 62 | Buy tickets online for City bus and rail | 0.0 |
| 67 | Austin City Charter information (search, print, or download) | 4.0 | 63 | Local tax information | 0.0 |
| 12 | Public safety information (police, fire department, EMS, contact info) | 3.8 | 1 | Crime statistics with look-up/map features | |
| 22 | Public health information for regional health issues | 3.7 | 2 | City park online reservations to book City park resources such as pavilions and | |
| 38 | Voter information (charters, bonds, and voter initiatives) | 3.7 | 4 | Emergency alerts (sign up to receive email/text alerts) | |
| 15 | Utilities information (water, electric, garbage and recycling) | 3.6 | 7 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 51 | Homeless assistance, day labor, and employment programs | 3.6 | 10 | Manage library account (e.g., pay fines, change address) | |
| 31 | Water quality and conservation information | 3.6 | 13 | Online reservations for classes, events, and other City activities | |
| 5 | City news (breaking news, announcements) | 3.5 | 25 | Interactive events calendar filterable by topic for City meetings/events | |
| 6 | Online payments (citations, tickets, court fees) | 3.5 | 26 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 16 | Arrest warrant and accident report information | 3.5 | 27 | 311 City services (online chat or submit questions to operators) | |
| 21 | Library youth reading programs (information and sign-up) | 3.5 | 28 | Maps of power outages and road closures | |
| 40 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 3.5 | 32 | Volunteering (information and online registration) | |
| 41 | Information on Neighborhood Planning (planning neighborhoods, development of | 3.5 | 33 | 311 City services frequently asked questions (FAQ) (answers common City | |
| 47 | Public Records on Businesses (online access/search) | 3.5 | 35 | City services related to an address or neighborhood (view zoning, elected officials, | |
| 59 | Town Lake Animal Shelter information (general, adoption, lost/found pet | 3.5 | 44 | Text size options (adjust the size of text on the website) | |
| 30 | Public records/conduct legal research (birth and death records) | 3.3 | 49 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 36 | Utilities usage (look-up/download electricity or water usage online) | 3.3 | 52 | Option to view website in alternate languages | |
| 23 | Utilities online account management (payment, set-up, cancel) | 3.3 | 55 | City News in RSS subscription feeds by topic/category | |
| 3 | Parks and Recreation (area locations, hours, pictures, events) | 3.3 | 56 | City Code search (input section# or keyword) | |
| 24 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 3.2 | 64 | Town Lake Animal Shelter online services (ability to submit online adoption | |
| 17 | Austin Police incidents report database (ability to search) | 3.2 | | | |

City of Austin - Product Gap Analysis
Business User Group: Development: Construction & Real Estate Professionals
Metric: Importance

| Rank | Website Element | %Very Important | Rank | Website Element | %Very Important |
|------|--|-----------------|------|---|-----------------|
| 1 | City Codes and Ordinances for building and/or renovation | 88.7 | 23 | Performance measures by department and programs (searchable database) | 34.5 |
| 2 | Interactive Maps with City development and redevelopment information (neighborhood | 87.3 | 24 | City of Austin vendors (new vendor online registration, maintain account, respond to | 34.0 |
| 3 | Neighborhood Code Ordinances, boundaries, and list of community groups | 81.1 | 25 | City meetings (watch live online and archive of past) | 32.7 |
| 4 | Permit management (apply, pay, track progress of permits online) | 80.0 | 26 | City news (breaking news, announcements) | 32.7 |
| 5 | City Development Site Plans for upcoming years | 78.2 | 27 | Grant information (types available, how to apply) | 32.1 |
| 6 | City Code search (input section# or keyword) | 77.4 | 28 | Feedback (citizens can provide feedback or ask questions in an online forum) | 30.9 |
| 7 | Permit information (rates, how to apply) | 76.4 | 29 | Register new and manage community group information online | 28.3 |
| 8 | Zoning information on districts | 74.5 | 30 | Grant management (apply, track progress of grants online) | 24.5 |
| 9 | City development regulations technical manuals to assist users in | 72.7 | 31 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 23.6 |
| 10 | Travis County and City fees (building fees and permit fee schedule) | 72.7 | 32 | Emergency Medical Service (EMS) approvals for street closures | 22.6 |
| 11 | Residential site development regulations | 70.9 | 33 | Cap Metro Business Center (transit advertising, list of current registered | 20.8 |
| 12 | Information on Neighborhood Planning (planning neighborhoods, development of | 69.8 | 34 | Classes for entrepreneurs on customized business solutions to transition from one | 20.8 |
| 13 | Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, | 67.3 | 35 | Emergency Medical Services (EMS) for events (how to get stand-by EMS services | 18.9 |
| 14 | Commercial water and wastewater utility (file a claim, standard products, road | 60.4 | 36 | Event information for promoters (event permits, commonly used links and | 18.9 |
| 15 | Downtown building permits (information for commercial builders) | 56.4 | 37 | City News in RSS subscription feeds by topic/category | 16.4 |
| 16 | Green building (consulting, resources, education, calendar of events) | 56.4 | 38 | Channel 6 programming (government access channel, watch City meetings, | 14.5 |
| 17 | Bidding opportunities with the City | 54.7 | 39 | Alcoholic beverage permit info | 13.2 |
| 18 | Public Records on Businesses (online access/search) | 52.7 | 40 | Text size options (adjust the size of text on the website) | 12.7 |
| 19 | Water quality and conservation information | 43.6 | 41 | How to create a successful food business in Austin (regulatory info, networking) | 11.3 |
| 20 | City Council and Boards & Commissions (meeting schedules and minutes) | 40.0 | 42 | Register as a lobbyist (file quarterly activity reports, amendment forms, termination | 11.3 |
| 21 | Austin demographics information | 37.7 | 43 | Social Media (alerts and news on platforms such as Twitter and Facebook) | 7.3 |
| 22 | Small business development (information and programs) | 35.8 | 44 | Option to view website in alternate languages | 3.6 |

City of Austin - Product Gap Analysis
Business User Group: Development: Construction & Real Estate Professionals
Metric: Percent Use at website

| Rank | Website Element | % Use at website | Rank | Website Element | % Use at website |
|------|--|------------------|------|---|------------------|
| 1 | City Codes and Ordinances for building and/or renovation | 40.7 | 25 | City meetings (watch live online and archive of past) | 7.4 |
| 7 | Permit information (rates, how to apply) | 33.3 | 26 | City news (breaking news, announcements) | 7.4 |
| 3 | Neighborhood Code Ordinances, boundaries, and list of community groups | 29.6 | 34 | Classes for entrepreneurs on customized business solutions to transition from one | 5.6 |
| 8 | Zoning information on districts | 29.6 | 38 | Channel 6 programming (government access channel, watch City meetings, | 5.6 |
| 9 | City development regulations technical manuals to assist users in | 26.9 | 23 | Performance measures by department and programs (searchable database) | 4.6 |
| 2 | Interactive Maps with City development and redevelopment information (neighborhood | 25.0 | 33 | Cap Metro Business Center (transit advertising, list of current registered | 4.6 |
| 14 | Commercial water and wastewater utility (file a claim, standard products, road | 20.4 | 31 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 2.8 |
| 17 | Bidding opportunities with the City | 20.4 | 41 | How to create a successful food business in Austin (regulatory info, networking) | 1.9 |
| 11 | Residential site development regulations | 19.4 | 29 | Register new and manage community group information online | 0.9 |
| 12 | Information on Neighborhood Planning (planning neighborhoods, development of | 19.4 | 36 | Event information for promoters (event permits, commonly used links and | 0.9 |
| 10 | Travis County and City fees (building fees and permit fee schedule) | 18.5 | 39 | Alcoholic beverage permit info | 0.9 |
| 21 | Austin demographics information | 17.6 | 32 | Emergency Medical Service (EMS) approvals for street closures | 0.0 |
| 28 | Feedback (citizens can provide feedback or ask questions in an online forum) | 17.6 | 35 | Emergency Medical Services (EMS) for events (how to get stand-by EMS services | 0.0 |
| 5 | City Development Site Plans for upcoming years | 15.7 | 42 | Register as a lobbyist (file quarterly activity reports, amendment forms, termination | 0.0 |
| 18 | Public Records on Businesses (online access/search) | 15.7 | 4 | Permit management (apply, pay, track progress of permits online) | |
| 16 | Green building (consulting, resources, education, calendar of events) | 13.0 | 6 | City Code search (input section# or keyword) | |
| 19 | Water quality and conservation information | 10.2 | 27 | Grant information (types available, how to apply) | |
| 20 | City Council and Boards & Commissions (meeting schedules and minutes) | 10.2 | 30 | Grant management (apply, track progress of grants online) | |
| 22 | Small business development (information and programs) | 10.2 | 37 | City News in RSS subscription feeds by topic/category | |
| 24 | City of Austin vendors (new vendor online registration, maintain account, respond to | 10.2 | 40 | Text size options (adjust the size of text on the website) | |
| 15 | Downtown building permits (information for commercial builders) | 9.3 | 43 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 13 | Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, | 7.4 | 44 | Option to view website in alternate languages | |

City of Austin - Product Gap Analysis
Business User Group: Development: Construction & Real Estate Professionals
Metric: Average Quality Rating

| Rank | Website Element | Avg Quality Rating | Rank | Website Element | Avg Quality Rating |
|------|--|--------------------|------|---|--------------------|
| 38 | Channel 6 programming (government access channel, watch City meetings, | 3.8 | 34 | Classes for entrepreneurs on customized business solutions to transition from one | 3.0 |
| 25 | City meetings (watch live online and archive of past) | 3.8 | 23 | Performance measures by department and programs (searchable database) | 3.0 |
| 33 | Cap Metro Business Center (transit advertising, list of current registered | 3.6 | 36 | Event information for promoters (event permits, commonly used links and | 3.0 |
| 20 | City Council and Boards & Commissions (meeting schedules and minutes) | 3.6 | 39 | Alcoholic beverage permit info | 3.0 |
| 21 | Austin demographics information | 3.5 | 7 | Permit information (rates, how to apply) | 2.9 |
| 9 | City development regulations technical manuals to assist users in | 3.5 | 28 | Feedback (citizens can provide feedback or ask questions in an online forum) | 2.9 |
| 2 | Interactive Maps with City development and redevelopment information (neighborhood | 3.5 | 19 | Water quality and conservation information | 2.8 |
| 26 | City news (breaking news, announcements) | 3.5 | 10 | Travis County and City fees (building fees and permit fee schedule) | 2.8 |
| 41 | How to create a successful food business in Austin (regulatory info, networking) | 3.5 | 13 | Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, | 2.8 |
| 1 | City Codes and Ordinances for building and/or renovation | 3.4 | 15 | Downtown building permits (information for commercial builders) | 2.7 |
| 12 | Information on Neighborhood Planning (planning neighborhoods, development of | 3.4 | 29 | Register new and manage community group information online | 2.0 |
| 31 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 3.3 | 32 | Emergency Medical Service (EMS) approvals for street closures | 0.0 |
| 5 | City Development Site Plans for upcoming years | 3.3 | 35 | Emergency Medical Services (EMS) for events (how to get stand-by EMS services | 0.0 |
| 16 | Green building (consulting, resources, education, calendar of events) | 3.3 | 42 | Register as a lobbyist (file quarterly activity reports, amendment forms, termination | 0.0 |
| 3 | Neighborhood Code Ordinances, boundaries, and list of community groups | 3.3 | 4 | Permit management (apply, pay, track progress of permits online) | |
| 22 | Small business development (information and programs) | 3.3 | 6 | City Code search (input section# or keyword) | |
| 8 | Zoning information on districts | 3.3 | 27 | Grant information (types available, how to apply) | |
| 17 | Bidding opportunities with the City | 3.2 | 30 | Grant management (apply, track progress of grants online) | |
| 11 | Residential site development regulations | 3.1 | 37 | City News in RSS subscription feeds by topic/category | |
| 24 | City of Austin vendors (new vendor online registration, maintain account, respond to | 3.1 | 40 | Text size options (adjust the size of text on the website) | |
| 18 | Public Records on Businesses (online access/search) | 3.1 | 43 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 14 | Commercial water and wastewater utility (file a claim, standard products, road | 3.0 | 44 | Option to view website in alternate languages | |

City of Austin - Product Gap Analysis
Business User Group: Self-employed, Professionals, Small Business Owners
Metric: Importance

| Rank | Website Element | %Very Important | Rank | Website Element | %Very Important |
|------|--|-----------------|------|---|-----------------|
| 1 | City Codes and Ordinances for building and/or renovation | 61.7 | 23 | City of Austin vendors (new vendor online registration, maintain account, respond to | 33.3 |
| 2 | Austin demographics information | 56.7 | 24 | Classes for entrepreneurs on customized business solutions to transition from one | 33.3 |
| 3 | City Code search (input section# or keyword) | 53.3 | 25 | Commercial water and wastewater utility (file a claim, standard products, road | 33.3 |
| 4 | Information on Neighborhood Planning (planning neighborhoods, development of | 53.3 | 26 | Event information for promoters (event permits, commonly used links and | 31.7 |
| 5 | Permit management (apply, pay, track progress of permits online) | 49.1 | 27 | Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, | 30.2 |
| 6 | Neighborhood Code Ordinances, boundaries, and list of community groups | 48.3 | 28 | Emergency Medical Service (EMS) approvals for street closures | 28.3 |
| 7 | Interactive Maps with City development and redevelopment information (neighborhood | 47.2 | 29 | Emergency Medical Services (EMS) for events (how to get stand-by EMS services | 28.3 |
| 8 | Bidding opportunities with the City | 46.7 | 30 | Residential site development regulations | 28.3 |
| 9 | Grant information (types available, how to apply) | 45.0 | 31 | Cap Metro Business Center (transit advertising, list of current registered | 26.7 |
| 10 | Small business development (information and programs) | 45.0 | 32 | How to create a successful food business in Austin (regulatory info, networking) | 26.7 |
| 11 | City Council and Boards & Commissions (meeting schedules and minutes) | 43.4 | 33 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 26.4 |
| 12 | City Development Site Plans for upcoming years | 43.4 | 34 | Downtown building permits (information for commercial builders) | 24.5 |
| 13 | Permit information (rates, how to apply) | 43.4 | 35 | Alcoholic beverage permit info | 23.3 |
| 14 | Grant management (apply, track progress of grants online) | 43.3 | 36 | Register new and manage community group information online | 23.3 |
| 15 | City news (breaking news, announcements) | 41.5 | 37 | Channel 6 programming (government access channel, watch City meetings, | 18.9 |
| 16 | Travis County and City fees (building fees and permit fee schedule) | 41.5 | 38 | Feedback (citizens can provide feedback or ask questions in an online forum) | 18.9 |
| 17 | City development regulations technical manuals to assist users in | 39.6 | 39 | City News in RSS subscription feeds by topic/category | 17.0 |
| 18 | Public Records on Businesses (online access/search) | 37.7 | 40 | Performance measures by department and programs (searchable database) | 15.1 |
| 19 | Water quality and conservation information | 35.8 | 41 | Register as a lobbyist (file quarterly activity reports, amendment forms, termination | 13.3 |
| 20 | City meetings (watch live online and archive of past) | 34.0 | 42 | Text size options (adjust the size of text on the website) | 13.2 |
| 21 | Green building (consulting, resources, education, calendar of events) | 34.0 | 43 | Social Media (alerts and news on platforms such as Twitter and Facebook) | 11.3 |
| 22 | Zoning information on districts | 34.0 | 44 | Option to view website in alternate languages | 3.8 |

City of Austin - Product Gap Analysis
Business User Group: Self-employed, Professionals, Small Business Owners
Metric: Percent Use at website

| Rank | Website Element | % Use at website | Rank | Website Element | % Use at website |
|------|--|------------------|------|---|------------------|
| 1 | City Codes and Ordinances for building and/or renovation | 19.1 | 21 | Green building (consulting, resources, education, calendar of events) | 6.4 |
| 2 | Austin demographics information | 19.1 | 35 | Alcoholic beverage permit info | 6.4 |
| 15 | City news (breaking news, announcements) | 17.3 | 33 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 5.5 |
| 11 | City Council and Boards & Commissions (meeting schedules and minutes) | 15.5 | 16 | Travis County and City fees (building fees and permit fee schedule) | 4.5 |
| 10 | Small business development (information and programs) | 13.6 | 29 | Emergency Medical Services (EMS) for events (how to get stand-by EMS services) | 4.5 |
| 18 | Public Records on Businesses (online access/search) | 12.7 | 30 | Residential site development regulations | 4.5 |
| 4 | Information on Neighborhood Planning (planning neighborhoods, development of | 11.8 | 32 | How to create a successful food business in Austin (regulatory info, networking) | 4.5 |
| 7 | Interactive Maps with City development and redevelopment information (neighborhood | 11.8 | 38 | Feedback (citizens can provide feedback or ask questions in an online forum) | 4.5 |
| 13 | Permit information (rates, how to apply) | 10.0 | 28 | Emergency Medical Service (EMS) approvals for street closures | 3.6 |
| 17 | City development regulations technical manuals to assist users in | 10.0 | 31 | Cap Metro Business Center (transit advertising, list of current registered | 3.6 |
| 23 | City of Austin vendors (new vendor online registration, maintain account, respond to | 10.0 | 34 | Downtown building permits (information for commercial builders) | 3.6 |
| 26 | Event information for promoters (event permits, commonly used links and | 10.0 | 36 | Register new and manage community group information online | 3.6 |
| 19 | Water quality and conservation information | 9.1 | 40 | Performance measures by department and programs (searchable database) | 3.6 |
| 20 | City meetings (watch live online and archive of past) | 9.1 | 41 | Register as a lobbyist (file quarterly activity reports, amendment forms, termination | 0.0 |
| 24 | Classes for entrepreneurs on customized business solutions to transition from one | 9.1 | 3 | City Code search (input section# or keyword) | |
| 25 | Commercial water and wastewater utility (file a claim, standard products, road | 9.1 | 5 | Permit management (apply, pay, track progress of permits online) | |
| 8 | Bidding opportunities with the City | 8.2 | 9 | Grant information (types available, how to apply) | |
| 12 | City Development Site Plans for upcoming years | 8.2 | 14 | Grant management (apply, track progress of grants online) | |
| 6 | Neighborhood Code Ordinances, boundaries, and list of community groups | 7.3 | 39 | City News in RSS subscription feeds by topic/category | |
| 22 | Zoning information on districts | 7.3 | 42 | Text size options (adjust the size of text on the website) | |
| 27 | Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, | 7.3 | 43 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 37 | Channel 6 programming (government access channel, watch City meetings, | 7.3 | 44 | Option to view website in alternate languages | |

City of Austin - Product Gap Analysis
Business User Group: Self-employed, Professionals, Small Business Owners
Metric: Average Quality Rating

| Rank | Website Element | Avg Quality Rating | Rank | Website Element | Avg Quality Rating |
|------|--|--------------------|------|---|--------------------|
| 24 | Classes for entrepreneurs on customized business solutions to transition from one | 3.8 | 23 | City of Austin vendors (new vendor online registration, maintain account, respond to | 2.9 |
| 20 | City meetings (watch live online and archive of past) | 3.7 | 4 | Information on Neighborhood Planning (planning neighborhoods, development of | 2.9 |
| 11 | City Council and Boards & Commissions (meeting schedules and minutes) | 3.7 | 29 | Emergency Medical Services (EMS) for events (how to get stand-by EMS services | 2.8 |
| 13 | Permit information (rates, how to apply) | 3.6 | 30 | Residential site development regulations | 2.8 |
| 10 | Small business development (information and programs) | 3.5 | 38 | Feedback (citizens can provide feedback or ask questions in an online forum) | 2.8 |
| 40 | Performance measures by department and programs (searchable database) | 3.5 | 6 | Neighborhood Code Ordinances, boundaries, and list of community groups | 2.8 |
| 15 | City news (breaking news, announcements) | 3.5 | 31 | Cap Metro Business Center (transit advertising, list of current registered | 2.8 |
| 37 | Channel 6 programming (government access channel, watch City meetings, | 3.4 | 16 | Travis County and City fees (building fees and permit fee schedule) | 2.6 |
| 19 | Water quality and conservation information | 3.3 | 33 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 2.5 |
| 22 | Zoning information on districts | 3.3 | 28 | Emergency Medical Service (EMS) approvals for street closures | 2.5 |
| 36 | Register new and manage community group information online | 3.3 | 34 | Downtown building permits (information for commercial builders) | 2.5 |
| 12 | City Development Site Plans for upcoming years | 3.2 | 35 | Alcoholic beverage permit info | 2.4 |
| 2 | Austin demographics information | 3.2 | 25 | Commercial water and wastewater utility (file a claim, standard products, road | 2.3 |
| 17 | City development regulations technical manuals to assist users in | 3.2 | 41 | Register as a lobbyist (file quarterly activity reports, amendment forms, termination | 0.0 |
| 26 | Event information for promoters (event permits, commonly used links and | 3.2 | 3 | City Code search (input section# or keyword) | |
| 7 | Interactive Maps with City development and redevelopment information (neighborhood | 3.2 | 5 | Permit management (apply, pay, track progress of permits online) | |
| 21 | Green building (consulting, resources, education, calendar of events) | 3.1 | 9 | Grant information (types available, how to apply) | |
| 8 | Bidding opportunities with the City | 3.0 | 14 | Grant management (apply, track progress of grants online) | |
| 27 | Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, | 3.0 | 39 | City News in RSS subscription feeds by topic/category | |
| 32 | How to create a successful food business in Austin (regulatory info, networking) | 3.0 | 42 | Text size options (adjust the size of text on the website) | |
| 1 | City Codes and Ordinances for building and/or renovation | 3.0 | 43 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 18 | Public Records on Businesses (online access/search) | 2.9 | 44 | Option to view website in alternate languages | |

City of Austin - Product Gap Analysis
Category: Government/Austin Employees
Metric: Importance

| Rank | Website Element | %Very Important | Rank | Website Element | %Very Important |
|------|---|-----------------|------|---|-----------------|
| 1 | City news (breaking news, announcements) | 64.3 | 23 | Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, | 34.8 |
| 2 | City Codes and Ordinances for building and/or renovation | 56.0 | 24 | Water quality and conservation information | 34.3 |
| 3 | Neighborhood Code Ordinances, boundaries, and list of community groups | 54.5 | 25 | City of Austin vendors (new vendor online registration, maintain account, respond to | 32.1 |
| 4 | City Code search (input section# or keyword) | 53.1 | 26 | Small business development (information and programs) | 31.6 |
| 5 | Austin demographics information | 50.2 | 27 | Downtown building permits (information for commercial builders) | 31.4 |
| 6 | Permit information (rates, how to apply) | 46.7 | 28 | Event information for promoters (event permits, commonly used links and | 30.1 |
| 7 | Interactive Maps with City development and redevelopment information (neighborhood | 45.2 | 29 | Grant information (types available, how to apply) | 29.7 |
| 8 | City meetings (watch live online and archive of past) | 44.8 | 30 | Emergency Medical Services (EMS) for events (how to get stand-by EMS services | 28.2 |
| 9 | City Council and Boards & Commissions (meeting schedules and minutes) | 44.8 | 31 | Commercial water and wastewater utility (file a claim, standard products, road | 27.8 |
| 10 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 43.8 | 32 | Emergency Medical Service (EMS) approvals for street closures | 25.8 |
| 11 | Information on Neighborhood Planning (planning neighborhoods, development of | 42.6 | 33 | Register new and manage community group information online | 25.8 |
| 12 | Permit management (apply, pay, track progress of permits online) | 41.9 | 34 | Text size options (adjust the size of text on the website) | 25.7 |
| 13 | Public Records on Businesses (online access/search) | 41.4 | 35 | Grant management (apply, track progress of grants online) | 25.4 |
| 14 | Feedback (citizens can provide feedback or ask questions in an online forum) | 40.5 | 36 | Performance measures by department and programs (searchable database) | 23.8 |
| 15 | City development regulations technical manuals to assist users in | 39.0 | 37 | City News in RSS subscription feeds by topic/category | 21.0 |
| 16 | Residential site development regulations | 38.6 | 38 | Classes for entrepreneurs on customized business solutions to transition from one | 20.6 |
| 17 | Green building (consulting, resources, education, calendar of events) | 37.6 | 39 | Social Media (alerts and news on platforms such as Twitter and Facebook) | 18.6 |
| 18 | Zoning information on districts | 37.1 | 40 | Alcoholic beverage permit info | 18.2 |
| 19 | Travis County and City fees (building fees and permit fee schedule) | 37.1 | 41 | Cap Metro Business Center (transit advertising, list of current registered | 17.7 |
| 20 | City Development Site Plans for upcoming years | 35.7 | 42 | How to create a successful food business in Austin (regulatory info, networking) | 15.8 |
| 21 | Bidding opportunities with the City | 35.4 | 43 | Option to view website in alternate languages | 15.2 |
| 22 | Channel 6 programming (government access channel, watch City meetings, | 35.2 | 44 | Register as a lobbyist (file quarterly activity reports, amendment forms, termination | 12.0 |

City of Austin - Product Gap Analysis
Category: Government/Austin Employees
Metric: Percent Use at website

| Rank | Website Element | % Use at website | Rank | Website Element | % Use at website |
|------|--|------------------|------|---|------------------|
| 1 | City news (breaking news, announcements) | 31.4 | 29 | Grant information (types available, how to apply) | 6.5 |
| 9 | City meetings (watch live online and archive of past) | 22.5 | 26 | Small business development (information and programs) | 5.3 |
| 2 | City Codes and Ordinances for building and/or renovation | 21.5 | 31 | Commercial water and wastewater utility (file a claim, standard products, road) | 5.1 |
| 8 | City Council and Boards & Commissions (meeting schedules and minutes) | 19.6 | 23 | Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, | 4.6 |
| 5 | Austin demographics information | 18.1 | 28 | Event information for promoters (event permits, commonly used links and | 4.6 |
| 10 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 17.9 | 27 | Downtown building permits (information for commercial builders) | 3.6 |
| 3 | Neighborhood Code Ordinances, boundaries, and list of community groups | 15.9 | 38 | Classes for entrepreneurs on customized business solutions to transition from one | 3.4 |
| 22 | Channel 6 programming (government access channel, watch City meetings, | 15.9 | 30 | Emergency Medical Services (EMS) for events (how to get stand-by EMS services | 3.1 |
| 7 | Interactive Maps with City development and redevelopment information (neighborhood | 12.3 | 32 | Emergency Medical Service (EMS) approvals for street closures | 3.1 |
| 24 | Water quality and conservation information | 11.1 | 33 | Register new and manage community group information online | 2.9 |
| 11 | Information on Neighborhood Planning (planning neighborhoods, development of | 10.4 | 41 | Cap Metro Business Center (transit advertising, list of current registered | 2.7 |
| 13 | Public Records on Businesses (online access/search) | 9.9 | 42 | How to create a successful food business in Austin (regulatory info, networking) | 2.2 |
| 25 | City of Austin vendors (new vendor online registration, maintain account, respond to | 9.9 | 40 | Alcoholic beverage permit info | 1.7 |
| 6 | Permit information (rates, how to apply) | 9.4 | 44 | Register as a lobbyist (file quarterly activity reports, amendment forms, termination | 0.2 |
| 15 | City development regulations technical manuals to assist users in | 9.2 | 4 | City Code search (input section# or keyword) | |
| 17 | Green building (consulting, resources, education, calendar of events) | 8.9 | 12 | Permit management (apply, pay, track progress of permits online) | |
| 20 | City Development Site Plans for upcoming years | 7.7 | 14 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 36 | Performance measures by department and programs (searchable database) | 7.7 | 34 | Text size options (adjust the size of text on the website) | |
| 19 | Zoning information on districts | 7.5 | 35 | Grant management (apply, track progress of grants online) | |
| 16 | Residential site development regulations | 7.2 | 37 | City News in RSS subscription feeds by topic/category | |
| 21 | Bidding opportunities with the City | 7.2 | 39 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 18 | Travis County and City fees (building fees and permit fee schedule) | 6.8 | 43 | Option to view website in alternate languages | |

City of Austin - Product Gap Analysis
Category: Government/Austin Employees
Metric: Average Quality Rating

| Rank | Website Element | Avg Quality Rating | Rank | Website Element | Avg Quality Rating |
|------|---|--------------------|------|---|--------------------|
| 22 | Channel 6 programming (government access channel, watch City meetings, | 3.9 | 15 | City development regulations technical manuals to assist users in | 3.1 |
| 24 | Water quality and conservation information | 3.8 | 16 | Residential site development regulations | 3.1 |
| 9 | City meetings (watch live online and archive of past) | 3.8 | 3 | Neighborhood Code Ordinances, boundaries, and list of community groups | 3.1 |
| 8 | City Council and Boards & Commissions (meeting schedules and minutes) | 3.6 | 2 | City Codes and Ordinances for building and/or renovation | 3.1 |
| 17 | Green building (consulting, resources, education, calendar of events) | 3.5 | 18 | Travis County and City fees (building fees and permit fee schedule) | 3.0 |
| 32 | Emergency Medical Service (EMS) approvals for street closures | 3.5 | 23 | Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, | 3.0 |
| 1 | City news (breaking news, announcements) | 3.4 | 44 | Register as a lobbyist (file quarterly activity reports, amendment forms, termination | 3.0 |
| 40 | Alcoholic beverage permit info | 3.4 | 19 | Zoning information on districts | 2.9 |
| 5 | Austin demographics information | 3.4 | 38 | Classes for entrepreneurs on customized business solutions to transition from one | 2.9 |
| 31 | Commercial water and wastewater utility (file a claim, standard products, road | 3.3 | 6 | Permit information (rates, how to apply) | 2.9 |
| 26 | Small business development (information and programs) | 3.3 | 33 | Register new and manage community group information online | 2.9 |
| 10 | City finance data/budget (budget archives, monthly and quarterly financial reports) | 3.3 | 29 | Grant information (types available, how to apply) | 2.9 |
| 30 | Emergency Medical Services (EMS) for events (how to get stand-by EMS services | 3.3 | 42 | How to create a successful food business in Austin (regulatory info, networking) | 2.8 |
| 27 | Downtown building permits (information for commercial builders) | 3.3 | 25 | City of Austin vendors (new vendor online registration, maintain account, respond to | 2.7 |
| 7 | Interactive Maps with City development and redevelopment information (neighborhood | 3.3 | 4 | City Code search (input section# or keyword) | |
| 13 | Public Records on Businesses (online access/search) | 3.2 | 12 | Permit management (apply, pay, track progress of permits online) | |
| 36 | Performance measures by department and programs (searchable database) | 3.2 | 14 | Feedback (citizens can provide feedback or ask questions in an online forum) | |
| 41 | Cap Metro Business Center (transit advertising, list of current registered | 3.2 | 34 | Text size options (adjust the size of text on the website) | |
| 28 | Event information for promoters (event permits, commonly used links and | 3.2 | 35 | Grant management (apply, track progress of grants online) | |
| 11 | Information on Neighborhood Planning (planning neighborhoods, development of | 3.1 | 37 | City News in RSS subscription feeds by topic/category | |
| 20 | City Development Site Plans for upcoming years | 3.1 | 39 | Social Media (alerts and news on platforms such as Twitter and Facebook) | |
| 21 | Bidding opportunities with the City | 3.1 | 43 | Option to view website in alternate languages | |

City of Austin - Product Gap Analysis

Category: **Tourists**

Metric: **Importance**

| Rank | Website Element | % Very Important | Rank | Website Element | % Very Important |
|------|--|------------------|------|---|------------------|
| 1 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 48.6 | 10 | Interactive events calendar filterable by topic for City meetings/events | 29.6 |
| 2 | Interactive maps with tour information of public interest areas, cultural locations, | 44.4 | 11 | City park online reservations to book City park resources such as pavilions and | 25.4 |
| 3 | Parks and Recreation (area locations, hours, pictures, events) | 44.4 | 12 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 24.6 |
| 4 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 35.9 | 13 | Buy tickets online for City bus and rail | 23.2 |
| 5 | City public transportation (information and schedules) | 34.5 | 14 | City calendar integrated with iCal or Outlook to add an event from the City | 23.2 |
| 6 | Austin-Bergstrom Airport parking and ground transportation information | 32.4 | 15 | Voter information (charters, bonds, and voter initiatives) | 18.3 |
| 7 | City public parking information | 32.4 | 16 | Local tax information | 17.6 |
| 8 | Austin-Bergstrom flight arrival and departure information (online status) | 31.7 | 17 | Austin City Charter information (search, print, or download) | 16.9 |
| 9 | Online reservations for classes, events, and other City activities | 31.0 | 18 | Volunteering (information and online registration) | 16.2 |

City of Austin - Product Gap Analysis

Category: **Tourists**

Metric: **Percent Use at website**

| Rank | Website Element | % Use at website | Rank | Website Element | % Use at website |
|------|--|------------------|------|--|------------------|
| 3 | Parks and Recreation (area locations, hours, pictures, events) | 31.3 | 14 | City calendar integrated with iCal or Outlook to add an event from the City | 6.3 |
| 1 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 26.6 | 15 | Voter information (charters, bonds, and voter initiatives) | 4.7 |
| 4 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 26.6 | 16 | Local tax information | 3.9 |
| 5 | City public transportation (information and schedules) | 14.8 | 17 | Austin City Charter information (search, print, or download) | 3.9 |
| 7 | City public parking information | 12.5 | 2 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 12 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 12.5 | 9 | Online reservations for classes, events, and other City activities | |
| 8 | Austin-Bergstrom flight arrival and departure information (online status) | 9.4 | 10 | Interactive events calendar filterable by topic for City meetings/events | |
| 6 | Austin-Bergstrom Airport parking and ground transportation information | 8.6 | 11 | City park online reservations to book City park resources such as pavilions and | |
| 13 | Buy tickets online for City bus and rail | 6.3 | 18 | Volunteering (information and online registration) | |

City of Austin - Product Gap Analysis

Category: **Tourists**

Metric: **Average Quality Rating**

| Rank | Website Element | Avg Quality Rating | Rank | Website Element | Avg Quality Rating |
|------|--|--------------------|------|--|--------------------|
| 14 | City calendar integrated with iCal or Outlook to add an event from the City | 4.3 | 15 | Voter information (charters, bonds, and voter initiatives) | 3.5 |
| 5 | City public transportation (information and schedules) | 3.8 | 7 | City public parking information | 3.4 |
| 8 | Austin-Bergstrom flight arrival and departure information (online status) | 3.8 | 16 | Local tax information | 3.0 |
| 4 | Job/Career Opportunities (search & apply for jobs with the City of Austin) | 3.7 | 17 | Austin City Charter information (search, print, or download) | 3.0 |
| 12 | Austin-Bergstrom Airport terminal services (shopping, dining, airline info) | 3.7 | 2 | Interactive maps with tour information of public interest areas, cultural locations, | |
| 1 | Information on arts, museums, cemeteries, trails, and preserves (locations and special | 3.7 | 9 | Online reservations for classes, events, and other City activities | |
| 13 | Buy tickets online for City bus and rail | 3.6 | 10 | Interactive events calendar filterable by topic for City meetings/events | |
| 3 | Parks and Recreation (area locations, hours, pictures, events) | 3.6 | 11 | City park online reservations to book City park resources such as pavilions and | |
| 6 | Austin-Bergstrom Airport parking and ground transportation information | 3.6 | 18 | Volunteering (information and online registration) | |

Questionnaire

City of Austin Product Gap Analysis

Version 11: 07-07-10

Specifications:**Objective:** The primary objective of this phase of research is to:

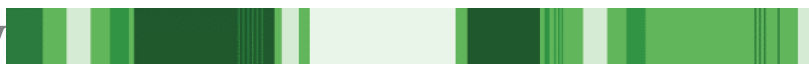
- Assess the gaps between what the current website delivers and what customers need/want, and identify what is most important (what weight it should carry on the website); assess importance of new features.

Qualifications:

- Age 16+
- Austin resident or known user of ACC website
- Visits websites for city-related information

Sample:

- n=2500+ Austinites
 - n=2000 Residents ; Will track residential sub-groups:
 - Young, Urban Tech Savvy
 - Suburban Families
 - Older Urban
 - Socially Conscious/Civically-Minded
 - Hispanics Bi-Lingual Mothers
 - n=175 Business Users
 - Construction/Development/Real Estate
 - Not Construction/Dev/RE/Architecture
 - n=325 Gov't Employees
- Sub-Quotas:
 - Maximum of 65% female
 - Minimum of n=100 Potential Users [NOT CELL 3 (SI New) AND Q.S4 does not =1]
Potential Users: Defined by not acknowledging use of the City's website in past 6 months
- Sample Sources
 - Cell 1 (Email SI) - Email invite to recent Website Intercept
 - Cell 2 (Email 2008) - Email invite 2008 COA survey opt-in's
 - Cell 3 (SI New) - Website intercept on webwebsite
 - Cell 4 (Panel) - Panel of Austinites
- Invite (see "invite" attachment)
 - Email invite to recent Website Intercept
 - Email invite 2008 COA survey opt-in's
 - Website Intercept on webwebsite, the creative that pops on every page except the pages with the interstitial invite (see next bullet). In the header of every page; floats across and stays live until clicked on or until time out occurs after 90 seconds. Re-invite rule is to



present the invitation again (to the same visitor) only once per day until they attempt the survey (complete or not) or until the field time expires.

- Website Intercept on webwebsite, additional interstitial invite on 4-5 pages on the website that are important to the Business users (as defined by the initial SI data). This full-page invite will pop instead of the other invite only on these pages. Recommended pages are:
 - /website/departments_portal.htm
 - /website/development_portal.htm
 - /website/business_portal.htm
 - ext/www.austincityjobs.org/default.htm
- Panel of Austinites – panel vendor handles contact with them and provides link to the survey

Screeners

Intro: Thank you for participating in today’s short survey. [INSERT IF WEBSITE INTERCEPT OR EMAIL SAMPLE] We value your privacy. Your responses and information will be anonymous and private. This survey has been approved by the City of Austin. (URL to be provided for user to click to see official statement that the City approves this survey: http://www.ci.austin.tx.us/austingo/survey_info.htm)

Let’s get started.

QS1. What is your age?

| | |
|----------------------------|---|
| Under 16..... | 1 |
| 16-24 | 2 |
| 25-34 | 3 |
| 35-44 | 4 |
| 45-54 | 5 |
| 55-64 | 6 |
| 65-74 | 7 |
| Age 75 or over | 8 |
| Prefer not to answer | 9 |

[IF Q2=1,9, TERMINATE]

QS2. Are you...

| | |
|--------------|---|
| Male | 1 |
| Female | 2 |

[ASK IF CELL 4 (Panel), ELSE SKIP TO QS3]

QS2a. In what country do you live?

1. USA
2. Canada
3. Australia
4. United Kingdom
5. Other

[TERMINATE IF OUTSIDE US]

QS3. What is your current residential ZIP code?

[_____] [IF PANEL SAMPLE, SCREEN FOR AUSTIN METRO ZIP CODE]

PN: MUST BE A VALID 5 DIGIT ZIP

D7. Do you have any physical disability or impairment?

Select all that apply

1. No physical disability
2. Vision disability
3. Hearing disability
4. Motor disability
5. Cognitive disability
6. Prefer not to answer [SLR]

QS4. Which of the following webwebsites have you viewebsites in the past 6 months to locate information about the City of Austin? Information might include government, library, airport, entertainment, City events, City news, business, and/or visitor information. *Select all that apply*

[ROTATE ORDER]

1. Austin City Connection (Official City Webwebsite)
2. Austin 360
3. Austin by Citysearch
4. Statesman.com
5. The Austin Chronicle
6. City-Data.com
7. AustinTexas.org (Austin Convention & Visitors Bureau)
8. Travis County
9. Local TV news station webwebsite(s)
10. Austin-Chamber.org
11. Community Impact
12. None of the above

[DISQUALIFY IF CELL=1,2,4 AND QS4 = 12; DO NOT DISQUALIFY IF CELL 3 (SI New)]

[ASK IF QD7=2, OTHERWISE SKIP TO QS4]

Q4Sa. You noted that you have a vision disability or impairment. Which, if any, of the following do you use to help read text on the computer screen? *Select all that apply*

1. Enlarged font size on the screen

2. Magnifier over my computer screen
3. Audio text reader
4. Reading glasses/contact lenses
5. Other visual aid
6. I don't use any type of visual aid

[QUALIFY AS VISUALLY IMPAIRED IF QS4a=1,2,3,5, AND CONTINUE, ELSE SKIP TO Q1]

QS4b.

To ensure this survey is presented in a format that is easy to read online, we have two questions about visibility of items on the screen. Thank you in advance for participating in this exercise, as it will allow us to optimize your survey experience today. Please click "Next" to continue.

QS4c. First, we would like to assess your ability to answer multiple questions on one page where the question is on the left and answer options run horizontally across the screen to the right .

[GRID QUESTION] Please select the answer on the scale that corresponds with each item below. If you cannot view or hear what the answer options are, please click [HERE](#) to skip this page.

SCALE:

5. Very important
4. Somewhat important
3. Neither important nor unimportant
2. Not very important
1. Not at all important
0. Don't know

Please select "5 - Very Important"

Please select "0 - Don't Know"

Please select "2 - "Not very important"

[THOSE CLICKING "HERE" TO SKIP QUALIFY AS VISUALLY IMPAIRED AND SKIP TO Q4e)

QS4d. Please rate the ease in which you could answer the previous question.

1. I could see it clearly and answer it easily
2. I could see it but it is difficult to read or answer
3. I could not see it very well and it was difficult to answer
4. I am not sure if I was seeing the entire screen / the text is cutting off

[QUALIFY AS VISUALLY IMPAIRED IF QS4d=2-4 OR IF ANY ANSWERS TO Q.S4c ARE INCORRECT]

Q4e. Thank you for that information. We can now ensure we present the questions to you in the most optimal way possible. Let's continue with the survey.

Survey

- Q1. [ASK IF CELL 3 (SI New) OR IF Q.S4=1] [IF CELL 3 (SI New), INSERT: When we recruited you for this survey, you were visiting the Austin City Connection website.] How often do you visit the Austin City Connection website?
1. Daily
 2. A few times a week
 3. Weekly
 4. A few times a month
 5. Monthly
 6. Less than monthly
 7. This is my first visit [REMOVE IF NOT CELL 3 (SI New)]
 8. I didn't know I was visiting the Austin City Connection website [REMOVE IF NOT CELL 3 (SI New)]

Q2.

VIWEBSITED ACC WEBSITE TODAY:

[INSERT IF CELL 3 (SI New)] Please select the answer that best completes this sentence... "I've come to the Austin City Connection website today as"

VIWEBSITED ACC WEBSITE IN PAST 6 MONTHS:

[INSERT IF QS4=1 AND NOT CELL 3 (SI New)] You indicated that you viewed the Austin City Connection website within the past 6 months. Please select the answer that best completes this sentence... "When I visit the Austin City Connection website, I primarily visit as"

VISIT OTHER CITY WEBSITES BUT NOT ACC (NOT WITHIN PAST 6 MONTHS)

[INSERT IF NOT CELL 3 (SI NEW) AND Q.S4 DOES NOT =1] Earlier you indicated that you visit websites for information about the City of Austin. Please select the answer that best completes this sentence... "When I visit websites for information about the City of Austin, I primarily visit as....."

1. An Austin resident user
2. An Austin business user
3. A tourist/visitor of Austin
4. A business visitor of Austin
5. A convention/conference planner
6. A City of Austin employee
7. A government agency employee, *not* employed by the City of Austin
8. Other (Specify) _____

[ASK IF CELL 3 (SI New) OR IF Q.S4=1]

Q3. Overall, how satisfied or dissatisfied are you with the Austin City Connection website?

5. Very satisfied
4. Somewhat satisfied
3. Neither satisfied nor dissatisfied
2. Somewhat dissatisfied
1. Very dissatisfied
0. Do not have enough experience with the website to rate it

[IF VISUALLY IMPAIRED, SKIP TO Q.4a]

Q4 Today we would like to get some feedback from Austinites to help make improvements and modifications to Austin’s official city website: Austin City Connection, which is being rebuilt to better serve the Austin community.

To begin, we’d like you to consider a variety of information that could be made available on the website. For each item below, please rate how important it is to you, as an/a [INSERT RESPONSE FROM Q.2 (e.g., “Austin resident”; IF Q.2=8, THEN REMOVE THIS PHRASE “as an/a...”), to have this type of information accessible through the Austin City Connection website.

[INSERT LIST OF FEATURES/CONTENT TO TEST (SEE LIST BELOW); RANDOMLY ASSIGN AND ROTATE STIMULI]

- 5. Very important
- 4. Somewhat important
- 3. Neither important nor unimportant
- 2. Not very important
- 1. Not at all important
- 0. Don’t know

PROGRAMMING NOTES:

[RANDOMLY ASSIGN 2-3 GRIDS WITHIN “RESIDENTIAL”, “BUSINESS” OR “RESIDENTIAL/BUSINESS” SECTIONS]
INSERT ONE GRID AT A TIME – RANDOMIZE ORDER]

[REPEAT QUESTION SO RESPONDENT RATES 2-3 GRIDS]

[WHEN QUESTION REPEATS THE FIRST TIME, INSERT THIS INTRO TEXT INSTEAD: “Here are some additional items that could be made available on the website.

For each item below, please rate how important it is to you, as an/a [INSERT RESPONSE FROM Q.2 (e.g., “Austin resident”; IF Q.2=8, THEN REMOVE THIS PHRASE “as an/a...”), to have this type of information accessible through the Austin City Connection website. ”]

[WHEN QUESTION REPEATS THE 2nd TIME, INSERT THIS INTRO TEXT INSTEAD: “Here are some other additional items that could be made available on the website.

For each item below, please rate how important it is to you, as an/a [INSERT RESPONSE FROM Q.2 (e.g., “Austin resident”; IF Q.2=8, THEN REMOVE THIS PHRASE “as an/a...”), to have this type of information accessible through the Austin City Connection website.

[ASK IF VISUALLY IMPAIRED ONLY]

Q4a Today we would like to get some feedback from Austinites to help make improvements and modifications to the Austin City Connection website, which is being rebuilt to better serve the Austin community.

To begin, we'd like you to consider a variety of information that could be made available on the website. For each item below, please rate how important it is to you, as an/a [INSERT RESPONSE FROM Q.2 (e.g., "Austin resident"; IF Q.2=8, THEN REMOVE THIS PHRASE "as an/a..."), to have this type of information accessible through the Austin City Connection website.

USE THE SAME INTRODUCTORY TEXT THAT IS USED IN Q4 FOR EACH SUBSEQUENT SCREEN AFTER THE FIRST SCREEN

[INSERT ITEM THEN SCALE BELOW GOING DOWN THE PAGE (see example below)]

311 City services (online chat or submit questions to operators)

- 5. Very important
- 4. Somewhat important
- 3. Neither important nor unimportant
- 2. Not very important
- 1. Not at all important
- 0. Don't know

Utilities information (water, electric, garbage and recycling)

- 5. Very important
- 4. Somewhat important
- 3. Neither important nor unimportant
- 2. Not very important
- 1. Not at all important
- 0. Don't know

PROGRAMMING NOTES FOR Q4a:

INSERT UP TO 6 ITEMS PER PAGE; BREAK GRIDS IN HALF WHERE NEEDED
RESIDENTS SEE ITEMS FROM GRID 2 AND GRID 5
BUSINESS/GOV'T USERS SEE ITEMS FROM GRIDS 7 and 10
DO NOT RANDOMIZE ORDER OF PAGES TO KEEP GRID ITEMS/SUBJECT MATTER TOGETHER
MERGE DATA WITH Q4 and Q4a

BASED ON ANSWERS TO Q.2, RESPONDENTS QUALIFY AS FOLLOWS:

RESIDENT = Q2=1, 3, 8 [IF RESPONDENT IS VISUALLY IMPAIRED AND A VISITOR, DEFAULT TO VISUALLY IMPAIRED GRIDS]

BUSINESS = Q2=2, 4, 5

GOV'T = Q2=6,7

Q4 Content to Test. [SEE PROGRAMMING NOTES LISTED AFTER GRID 10]**Residential****[GRID 1] General/Airport/Transportation/Parking (Residential)**

1. **Local tax information**
2. **Voter information** (charters, bonds, and voter initiatives)
3. **Austin City Charter information** (search, print, or download)
4. **Volunteering** (information and online registration) **[new]**
5. **Job/Career Opportunities** (search & apply for jobs with the City of Austin)
6. **Austin-Bergstrom Airport terminal services** (shopping, dining, airline info)
7. **Austin-Bergstrom flight arrival and departure information** (online status)
8. **Austin-Bergstrom Airport parking and ground transportation information**
9. **City public parking information**
10. **City public transportation** (information and schedules)
11. **Buy tickets online for City bus and rail**

[GRID 2] City Services (Residential)

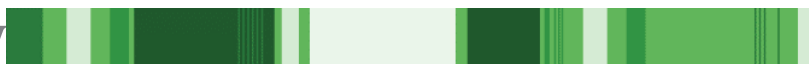
1. **311 City services frequently asked questions (FAQ)** (answers common City services questions so you don't need to contact 311 help directly) **[new]**
2. **311 City services** (online chat or submit questions to operators) **[new]**
3. **City services related to an address or neighborhood** (view zoning, elected officials, schools, road closures, utilities info) **[new]**
4. **Utilities information** (water, electric, garbage and recycling)
5. **Utilities online account management** (payment, set-up, cancel)
6. **Utilities usage** (look-up/download electricity or water usage online)
7. **Town Lake Animal Shelter information** (general, adoption, lost/found pet information)
8. **Town Lake Animal Shelter online services** (ability to submit online adoption applications and lost/found pet submissions) **[new]**
9. **Animal control/removal** (contact information and procedures)
10. **Childcare resources and children's health issues**
11. **Homeless assistance, day labor, and employment programs**
12. **Public health information for regional health issues**

[GRID 3] Public Safety/Legal/Court (Residential)

1. **Public safety information** (police, fire department, EMS, contact info)
2. **Maps of power outages and road closures** **[new]**
3. **Austin Police incidents report database** (ability to search)
4. **Crime statistics** with look-up/map features **[new]**
5. **City of Austin Hazard Mitigation Plan** with public emergency news, alerts, and information
6. **Emergency alerts** (sign up to receive email/text alerts) **[new]**
7. **Municipal Court** (how/where to pay your fines, resolve tickets, report for jury duty)
8. **Online payments** (citations, tickets, court fees)
9. **Arrest warrant and accident report information**
10. **Public records/conduct legal research** (birth and death records)

[GRID 4] Arts/Entertainment/Events (Residential)

1. **Interactive events calendar** filterable by topic for City meetings/events **[new]**
2. **Online reservations for classes, events, and other City activities** **[new]**



3. **Parks and Recreation** (area locations, hours, pictures, events)
4. **City park online reservations** to book City park resources such as pavilions and courts **[new]**
5. **Information on arts, museums, cemeteries, trails, and preserves (locations and special events)**
6. **Interactive maps** with tour information of public interest areas, cultural locations, etc. **[new]**
7. **City calendar integrated with iCal or Outlook** to add an event from the City calendar to your iCal or Outlook **[new]**

[GRID 5] Library (Residential)

1. **Austin Public Library information** (locations, hours, and events)
2. **Library book search**
3. **Manage library account** (e.g., pay fines, change address) **[new]**
4. **Ask a librarian feature** to get answers and research help by chat, email, or phone
5. **Online library card application**
6. **Online library databases** (articles, eJournals, eBooks, periodicals)
7. **Library “good reads” and book club suggestions**
8. **Library youth reading programs** (information and sign-up)
9. **Library online homework helpers** (for K-12 students)

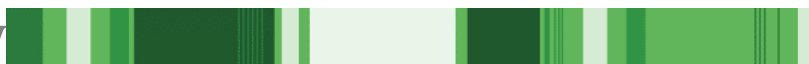
Business

[GRID 6 – SPLIT ONTO TWO SCREENS] General & Event/Promoter Info. (Business)

1. **Grant information** (types available, how to apply)
2. **Grant management** (apply, track progress of grants online) **[new]**
3. **Bidding opportunities with the City**
4. **City of Austin vendors** (new vendor online registration, maintain account, respond to solicitations)
5. **Small business development** (information and programs)
6. **How to create a successful food business in Austin** (regulatory info, networking)
7. **Classes for entrepreneurs** on customized business solutions to transition from one growth phase to another
8. **Commercial water and wastewater utility** (file a claim, standard products, road works)
9. **Cap Metro Business Center** (transit advertising, list of current registered solicitors, vendor registration)
10. **Alcoholic beverage permit info**
11. **Register as a lobbyist** (file quarterly activity reports, amendment forms, termination notice , view current registered lobbyists)
12. **Austin demographics information**
13. **Event information for promoters** (event permits, commonly used links and information, guidelines)
14. **Emergency Medical Services (EMS) for events** (how to get stand-by EMS services at a venue, athletic event, festival, or private function)
15. **Emergency Medical Service (EMS) approvals for street closures**

[GRID 7] Construction and Development (Business)

1. **Permit information** (rates, how to apply)
2. **Permit management** (apply, pay, track progress of permits online) **[new]**
3. **Green building** (consulting, resources, education, calendar of events)
4. **Downtown building permits** (information for commercial builders)
5. **Residential website development regulations**
6. **Zoning information on districts**
7. **City Development Website Plans for upcoming years**
8. **Fees for Land Use** (website plan review fees, website plan revision fees, zoning fees, subdivision fees)



9. **Travis County and City fees** (building fees and permit fee schedule)
10. **City development regulations technical manuals** to assist users in researching/understanding regulations
11. **Interactive Maps with City development and redevelopment information** (neighborhood plans, zoning)

Residential/Business

[GRID 8] City News/Government (Applies for Residential and Business)

1. **City News in RSS subscription feeds** by topic/category [new]
2. **Channel 6 programming** (government access channel, watch City meetings, program schedule)
3. **City news** (breaking news, announcements)
4. **City meetings** (watch live online and archive of past)
5. **Water quality and conservation information**
6. **City Council and Boards & Commissions** (meeting schedules and minutes)
7. **Public Records on Businesses** (online access/search)
8. **City finance data/budget** (budget archives, monthly and quarterly financial reports)
9. **Performance measures by department and programs** (searchable database)

[GRID 9] Construction and Development (Applies for Residential and Business)

1. **City Codes and Ordinances** for building and/or renovation
2. **City Code search** (input section# or keyword) [new]
3. **Neighborhood Code Ordinances, boundaries, and list of community groups**
4. **Register new and manage community group information online**
5. **Information on Neighborhood Planning** (planning neighborhoods, development of neighborhoods)

[GRID 10] Core Features (Applies for all users)

1. **Social Media** (alerts and news on platforms such as Twitter and Facebook) [new]
2. **Feedback** (citizens can provide feedback or ask questions in an online forum) [new]
3. **Option to view webwebsite in alternate languages** [new]
4. **Text size options** (adjust the size of text on the webwebsite) [new]

[PROGRAMMING NOTES FOR Q4]

BASED ON ANSWERS TO Q.2, RESPONDENTS QUALIFY AS FOLLOWS:

RESIDENT = Q2=1, 8

BUSINESS = Q2=2, 5

GOV'T = Q2=6, 7

VISITOR = Q2=3, 4

4 RESIDENT CELLS OF n=500 PER CELL

RESIDENTS ARE RANDOMLY ASSIGNED TWO GRIDS (From Grids 1-5 and Grids 8-10)

TRACK COUNTS FOR ALL GRIDS

VISITORS GET GRIDS 1 AND 4

2 BUSINESS/GOV'T CELLS OF n=250+ per cell

n=100+ BUSINESS USERS PER CELL

n=150+ GOV'T USERS PER CELL

BUSINESS/GOV'T USERS ARE ASSIGNED EITHER:

CELL A – RECEIVES GRID 6,9 (THESE USERS ALWAYS GET THESE TWO GRIDS; BREAK GRID 6 ONTO TWO SCREENS)

CELL B – RECEIVES GRID 7,8,10 (THESE USERS ALWAYS GET THESE 3 GRIDS)

TRACK COUNTS FOR ALL GRIDS (AND SEPARATE BUS/GOV'T COUNTS FOR EACH)

RANDOMIZE ORDER OF ITEMS ON EACH GRID AND ORDER THAT GRIDS ARE SHOWN TO USERS

[ASK IF RESPONDENT HAS 4+ ITEMS FROM Q.4 OR Q4a RATED AS “5 – Very important”, ELSE SKIP TO Q.6; IF SKIPPING TO Q6, DATA WRITE ITEMS RATED AS “5 – Very important” in Q5]

Q5. Below are the features and/or content areas you rated as important. Please select the top 3 features and/or content areas you think are most important as an [INSERT RESPONSE FROM Q.2(e.g., “Austin resident”)] to have available on the new website.

[USE CHECK BOXES; FORCE RESPONDENT TO PICK 3]

[RANDOMLY INSERT ALL RESPONSES FROM Q4 OR Q4a THAT ARE RATED 5 AND ROTATE LIST]

[ASK IF CELL 3 (SI New) OR IF Q.S4=1, ELSE SKIP TO Q.8a]

Q6. Now let’s talk about the current Austin City Connection website. Please mark all of the content and features you typically use on the Austin City Connection website. *Select all that apply*

[INSERT SAME ITEMS RATED IN Q.4 OR Q4a; DELETE ANY FEATURES LISTED AS “NEW” (i.e., not currently on the website); INSERT “None of the above” RESPONSE AT THE BOTTOM OF THE LIST; ROTATE LIST]

[ASK IF Q6 DOES NOT = “None of the above”, Otherwise skip to Q8a; IF VISUALLY IMPAIRED, SKIP TO Q7a]

Q7. Please rate the quality of the information currently provided on the Austin City Connection website for each of the features or content areas listed below.

GRID: [left to right, 1 to 5]

- 5. Excellent
- 4. Good
- 3. Average
- 2. Below average
- 1. Poor

[INSERT ITEMS SELECTED IN Q6]

[ROTATE]

[ASK IF VISUALLY IMPAIRED AND IF Q6 DOES NOT = "None of the above", Otherwise skip to Q8a]

Q.7a Thinking about the quality of the information provided, please rate the following Austin City Connection website features and content areas.

[INSERT ITEM THEN SCALE BELOW GOING DOWN THE PAGE (see example:); INSERT ITEMS SELECTED IN Q6; ROTATE]

Town Lake Animal Shelter information (general, adoption, lost/found pet information)

- 5. Excellent
- 4. Good
- 3. Average
- 2. Below average
- 1. Poor

Utilities information (water, electric, garbage and recycling)

- 5. Excellent
- 4. Good
- 3. Average
- 2. Below average
- 1. Poor

Etc.

PROGRAMMING NOTES:

INSERT UP TO 6 ITEMS PER PAGE

RANDOMIZE ORDER OF ITEMS AND GRIDS

FOR SUBSEQUENT SCREENS INSERT "Again, thinking about the..."

MERGE DATA WITH Q7 and Q7a

[ASK ALL]

Q8a. How do you typically access [INSERT “the Austin City Connection website” IF QS4=1 OR CELL 3 (SI NEW) OTHERWISE INSERT “Austin City websites”]? *Select all that apply*

- 1. From home
- 2. From work
- 3. On a mobile device (while at home)
- 4. On a mobile device (while away from home)
- 4. From the library
- 5. From another location

Q8b. Please choose the statement that best describes your involvement in city/local government, neighborhood issues, environmental/energy issues, and/or animal services/rescue issues and activities in your community.

[SLR]

- 1. I am unaware or have no interest at this time
- 2. I am interested, but don't have the time to get involved
- 3. I get involved a few times a year[QUALIFY AS CIVIC MINDED]
- 4. I actively participate on a regular basis [QUALIFY AS CIVIC MINDED]

Q8. Please select the word that best describes your level of Internet expertise.

- 1. Advanced
- 2. Intermediate
- 3. Novice

Q9. Now, which of the following activities do you participate in on a regular basis? By participate we mean read and/or write, download, or share. *Select all that apply*

- 1. Blogs and/or micro-blogging (e.g. public blog, Twitter)
- 2. Social networking – personal and/or professional (e.g. Facebook, LinkedIn)
- 3. Watch/listen, post, share, or download videos or audio files (e.g. YouTube, iTunes)
- 4. Post, share, or download photos and images (e.g. Flickr, Picasa)
- 5. Texting or MMS
- 6. Wiki (e.g. Wikipedia, PBworks)
- 7. Social news (e.g. digg, reddit)
- 8. Social bookmarking (e.g. del.icious.us, stumble upon)
- 9. Event communication (e.g. evite.com, meetup.com)
- 10. Product or business reviews and opinions (e.g. yelp.com, epinion.com)
- 11. Community message boards (e.g. Yahoo! Answers, Askville)
- 12. Other (Specify) _____
- 13. None of the above [SLR]

Q10. Do you use a mobile device to access the internet?

1. Yes, frequently
2. Yes, occasionally
3. Yes, rarely
4. No

DEMOGRAPHIC/PROFILING QUESTIONS:

And just for classification purposes,

D3a. Do you own or rent your home?

1. Own
2. Rent
3. Other

D3b. And which of the following best describes your residential location?

1. Urban
2. Suburban
3. Rural

D4. What is your current marital status?

1. Single (unmarried, widowed, divorced/separated)
2. Married/Living together

D5. How many children are in the household under the age of 18?

1. One
2. Two
3. Three
4. Four or more
5. None

D6a. Which of the following best describes your current employment status?

Select all that apply

1. Full-time employee
2. Full-time self employed
3. Part-time employee
4. Part-time self employed
5. Homemaker
6. Unemployed [SLR]
7. Student
8. Retired

[ASK IF QD6A=1:4, OTHERWISE SKIP TO QD8]

D6b. Which of the following best describes the kind of work you do?

Select all that apply

1. Executive
2. Professional
3. Sales & Office Support
4. Service/Customer Service
5. Skilled Trade
6. Farming
7. Other (Specify)

D6c. Which of the following best describes the primary focus of your organization?

1. Advertising, PR, marketing, research
2. Agriculture
3. Arts & Entertainment
4. Banking, insurance, financial services
5. Business services
6. Computer retailer/reseller
7. Computer hardware/software manufacturing
8. Consulting
9. Construction, architecture, engineering
10. Education
11. Government, military
12. Healthcare/medical
13. Insurance/legal
14. Media: TV, cable, radio, print
15. Non-computer manufacturing
16. Non-computer retailer
17. Telecommunications
18. Transportation
19. Travel and recreation
20. Real estate
21. Utilities, energy
22. Other

D8. What is your race or ethnicity?

Select all that apply

1. White/Caucasian
2. Black/African American
3. Asian/Asian American
4. Native American
5. Hispanic/Latino
6. Other (Specify)
7. Prefer not to answer [SLR]

[ASK IF Q.D8=5 (Hispanic/Latino), ELSE SKIP TO Q.D9]

QD8a What languages are spoken in your household? *Select all that apply*

1. English
2. Spanish
3. French
4. Other language
5. Prefer not to answer [SLR]

[ASK IF Q.D8a= 2 and one other item, ELSE SKIP TO Q.D9]

QD8b You indicated that you speak more than one language in your household. What language do you personally prefer to speak at home? *Select all that apply*

[LOAD QD8a SELECTIONS]

1. English
2. Spanish
3. French
4. Other language
5. Prefer not to answer [SLR]

D9. What is your current annual household income, before taxes?

1. Below \$20,000
2. \$20,000 - \$39,999
3. \$40,000 - \$59,999
4. \$60,000 - \$79,999
5. \$80,000 - \$99,999
6. \$100,000 - \$150,000
7. More than \$150,000
8. Prefer not to answer [SLR]

D10. That's all the questions we have today. Thank you so much for your time.