City of Austin - Product Gap Analysis

Residential User Group: Urban Tech Savvy

Heat Map Table

Code	Rank	Website Element	% Very Important	% Using it on website	Avg Quality Rating
	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,	61.8		
	13	Interactive maps with tour information of public interest areas, cultural locations, etc.	57.4		
	16 17	Maps of power outages and road closures Online reservations for classes, events, and other City activities	53.6 50.8		
	18	311 City services frequently asked questions (FAQ answers common City services questions)	50.0		
	25	Interactive events calendar filterable by topic for City meetings/events	45.9		
	26	City of Austin Hazard Mitigation Plan with public emergency news, alerts, and information	44.9	0.6	2
	27	311 City services (online chat or submit questions to operators)	44.1	***	_
	29	Crime statistics with look-up/map features	42.0		
	30	Emergency alerts (sign up to receive email/text alerts)	42.0		
	33	Neighborhood Code Ordinances, boundaries, and list of community groups	39.8		2.92
	36	Public Records on Businesses (online access/search)	37.0	4.1	2.85
	37	Volunteering (information and online registration)	35.5		
	38	Homeless assistance, day labor, and employment programs	35.3	1.6	2.2
	42	City Codes and Ordinances for building and/or renovation	32.7	5.7	2.56
	43	Town Lake Animal Shelter online services (ability to submit online adoption applications and lost/found pet	32.4		
	45	City park online reservations to book City park resources such as pavilions and courts	31.1		
	47	City Code search (input section# or keyword)	30.1	11.7	3.11
	2	Parks and Recreation (area locations, hours, pictures, events) Austin Public Library information (locations, hours, and events)	80.3 76.8	11.7	3.11
	3	Library book search	76.8		3.74
	4	Utilities information (water, electric, garbage and recycling)	73.5		3.74
	5	Online payments (citations, tickets, court fees)	68.1	5.5	3.19
	9	City public transportation (information and schedules)	61.3	5	3.31
	10	Utilities online account management (payment, set-up, cancel)	58.8		3.28
	11	Utilities usage (look-up/download electricity or water usage online)	58.8		3.5
	12	Job/Career Opportunities (search & apply for jobs with the City of Austin)	58.1	6.3	3.15
	14	Online library databases (articles, eJournals, eBooks, periodicals)	56.5	6.6	3.81
	15	Voter information (charters, bonds, and voter initiatives)	56.5	4.1	3.38
	19	Local tax information	50.0	3.2	3.1
	20	City public parking information	48.4	1.6	3.6
	21	City news (breaking news, announcements)	48.1	10.7	3.41
	22	Water quality and conservation information	47.2		3.39
	23	Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty)	46.4	3.5	3.45
	24	Public safety information (police, fire department, EMS, contact info)	46.4		3.44
	28	Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods)	43.4		3.06
	31	Austin-Bergstrom flight arrival and departure information (online status)	41.9		3.73
	32 34	Buy tickets online for City bus and rail Public health information for regional health issues	41.9 39.7	2.5	3.25 3.14
	35	Childcare resources and children's health issues	39.7	1.6	3.14
	39	Online library card application	34.8		3.67
	40	Austin-Bergstrom Airport parking and ground transportation information	33.9		3.83
	41	Town Lake Animal Shelter information (general, adoption, lost/found pet information)	33.8		3.63
	44	City Council and Boards & Commissions (meeting schedules and minutes)	31.5		3.28
	46	City finance data/budget (budget archives, monthly and quarterly financial reports)	30.6		3
	48	Arrest warrant and accident report information	29.0		3
	50	Austin Police incidents report database (ability to search)	29.0		2.75
	51	Library youth reading programs (information and sign-up)	29.0	0.6	3
	52	Public records/conduct legal research (birth and death records)	29.0	1.6	3
	53	Animal control/removal (contact information and procedures)	27.9	2.8	2.78
	54	Austin-Bergstrom Airport terminal services (shopping, dining, airline info)	27.4	2.2	3.57
	55	Feedback (citizens can provide feedback or ask questions in an online forum)	26.5		
	56	Library \good reads\" and book club suggestions"	26.1		3.67
	57	City meetings (watch live online and archive of past)	25.0		3.6
	59	Austin City Charter information (search, print, or download)	22.6	1.3	3
	60	Performance measures by department and programs (searchable database)	22.2		2.67
	61	Text size options (adjust the size of text on the website)	21.6		
	62	Option to view website in alternate languages City calcadar integrated with iCal or Outlook to add an except from the City calcadar to your iCal or Outlook	20.6		
	63 64	City calendar integrated with iCal or Outlook to add an event from the City calendar to your iCal or Outlook	18.0 17.7	0.9	2
	65	Register new and manage community group information online City News in RSS subscription feeds by topic/category	16.7	0.9	
	66	Social Media (alerts and news on platforms such as Twitter and Facebook)	16.7	 	
	67	Channel 6 programming (government access channel, watch City meetings, program schedule)	14.8	2.5	3.5
	49	Ask a librarian feature to get answers and research help by chat, email, or phone	29.0		4.67
	58	Library online homework helpers (for K-12 students)	23.2	0.3	5

% Very Important	% Using it on website	Avg Quality Rating
High	Low	Low
High High	High	Low
High	Low Low	Low Low
High	Low	Low
High	Low	Low
High	Low	Low
Med	Low	Low
Med Med	Low	Low Low
Med	Low Low	Low
Med	Low	Low
Med	Med	Low
Med	High	Low
Med	Low	Low
Med Med	Low High	Low Low
Med	Low	Low
Med	Low Low Low	Low
Med	Low	Low Low
High	High	Med
High High	High High	Med Med
High	High	Med
High High	High High	Med Med
High High	High	Med
High	High	Med
High	Med	Med
Med	Low	Med
Med Med	High High	Med Med
Med	Med	Med
Med	Med	Med
Med	High	Med
Med	Med	Med
Med Med	Med Med	Med Med
Med	Low	Med
Med	Low	Med
Med	Low	Med
Med	Med	Med
Med Med	High High	Med Med
Low	Low	Med
Low	Med	Low
Low	Low	Med
Low	Low	Med
Low	Med Med	Low Med
Low Low		Low
Low	Low Low	Med
Low	Med	Med
Low	Low	Med
Low Low	Low Low	Low Low
Low	Low	Low
Low	Low	Low
Low	Low	Low
Low	Low Low	Low Low
Low Low	Med	Med
Low	Low	High
Low	Low	High

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

Code	Rank	Website Element	% Very Important	% Using it on website	Avg Quality Rating
		Manage library account (e.g., pay fines, change address)	69.8		
		City services related to an address or neighborhood (view zoning, elected officials, schools, road closures,	54.2		
		Online payments (citations, tickets, court fees)	53.3	1	3.33
		Voter information (charters, bonds, and voter initiatives)	51.9 51.4		2.88
		311 City services frequently asked questions (FAQ (answers common City services questions) Interactive maps with tour information of public interest areas, cultural locations, etc.	46.0		
		Online reservations for classes, events, and other City activities	46.0		
		311 City services (online chat or submit questions to operators)	44.4		
	21	Crime statistics with look-up/map features	44.0		
		Maps of power outages and road closures	44.0		
	26	Emergency alerts (sign up to receive email/text alerts)	41.3		
		Interactive events calendar filterable by topic for City meetings/events	39.7		
		City park online reservations to book City park resources such as pavilions and courts	36.5		
		Feedback (citizens can provide feedback or ask questions in an online forum)	32.4	_	
		Buy tickets online for City bus and rail	31.5 71.4	0 14	0
		Parks and Recreation (area locations, hours, pictures, events)	64.2	4.1	3.29 3.73
	6	Online library databases (articles, eJournals, eBooks, periodicals) Information on arts, museums, cemeteries, trails, and preserves (locations and special events)	61.9		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
		Public safety information (police, fire department, EMS, contact info)	50.7	2	3.67
		Utilities usage (look-up/download electricity or water usage online)	48.6	4.1	3.36
		Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty)	46.7	3.8	3.45
	16	Job/Career Opportunities (search & apply for jobs with the City of Austin)	46.3	5.8	3.47
		Public health information for regional health issues	44.4	4.1	3.5
	23	Library youth reading programs (information and sign-up)	43.4	3.1	3.67
		Childcare resources and children's health issues	43.1	3.1	3.5
	25	City public transportation (information and schedules)	42.6	1.4	3.5
	29	Library online homework helpers (for K-12 students)	39.6	1.4	3.75
		Online library card application	39.6		3.75 3.33
	32	Local tax information City public parking information	38.9 37.0		3.5
		City public parking information City news (breaking news, announcements)	35.4	6.8	3.2
		Austin Police incidents report database (ability to search)	34.7	2.4	3.29
	36	Water quality and conservation information	34.3	5.1	3.47
	37	Ask a librarian feature to get answers and research help by chat, email, or phone	34.0		4
	38	Austin-Bergstrom flight arrival and departure information (online status)	33.3	1	3.67
		Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods)	31.7	2.4	3.43
		City of Austin Hazard Mitigation Plan with public emergency news, alerts, and information	30.7	0.3	3
		Volunteering (information and online registration)	29.6		
		Public records/conduct legal research (birth and death records)	29.3	1.7	3.8
		City finance data/budget (budget archives, monthly and quarterly financial reports)	28.3	2.4	3.14
		City Council and Boards & Commissions (meeting schedules and minutes)	27.3 24.8	3.8 1.7	3.36
	48	City Codes and Ordinances for building and/or renovation Austin-Bergstrom Airport parking and ground transportation information	24.8		2.8
		Austin-Bergstrom Airport parking and ground transportation information Arrest warrant and accident report information	25.3	0.7	3.5
	51	City calendar integrated with iCal or Outlook to add an event from the City calendar to your iCal or Outlook	23.8	5.7	5.5
		Neighborhood Code Ordinances, boundaries, and list of community groups	23.8	0.7	3
	53	Town Lake Animal Shelter online services (ability to submit online adoption applications and lost/found pet	23.6		
	54	Austin-Bergstrom Airport terminal services (shopping, dining, airline info)	22.2	0.7	2.5
		City Code search (input section# or keyword)	21.8		
	56	Animal control/removal (contact information and procedures)	20.8	1.7	3.25
		Performance measures by department and programs (searchable database)	20.2	0.7	2
	58	Homeless assistance, day labor, and employment programs	19.4	1.7	3.4
		Town Lake Animal Shelter information (general, adoption, lost/found pet information)	19.4	2.7	3.5
		City meetings (watch live online and archive of past)	19.2 16.2	2.7	3
		City News in RSS subscription feeds by topic/category	16.2		
	62 63	Text size options (adjust the size of text on the website) Social Media (alerts and news on platforms such as Twitter and Facebook)	15.3		
		Register new and manage community group information online	14.9	0.3	3
		Option to view website in alternate languages	11.7	0.5	,
		Channel 6 programming (government access channel, watch City meetings, program schedule)	10.1	1	3
	67	Austin City Charter information (search, print, or download)	5.6	0.3	4
	1	Library book search	75.5		4.07
	2	Austin Public Library information (locations, hours, and events)	73.6		4.27
	28	Library \good reads\" and book club suggestions"	39.6		4.17
	47	Public Records on Businesses (online access/search)	26.3	5.1	3.2

% Very Important	% Using it on website	Avg Quality Rating
High	Low	Low
High	Low	Low
High	Low Med	Med
High		Low
High Med	Low Low	Low Low
Med	Low	Low
Med	Low	Low Low
Med	LOW	Low
Med	Low	Low
Med Med	Low	Low
High	Low High	Low Med
High	High	Med
High	Med	Med
Med	High	Med
Med	Med	Med
Med	High	Med
Med Med	High Med	Med Med
Med	Med	Med
Med	Low	Med
Med	High	Med
Med	Med	Med
Med Med	High	Med Med
Med	Low Low	Med
Med	Med	Med
Med	Low	Med
Low	Low	Low
Low	Low	Med
Low	Med	Med
Low	Med	Med
Low	Low	Low Low
Low	Low	Med
Low Low	Low Low	Low
Low	Low Low	Med
Low	Low	Low
Low	Low	Low
Low	Low	Low
Low	Low	Med
Low	Low	Low
Low	Low	Med
Low Low	Med Med	Med Med
Low	Low	Low
Low	Low	Low
Low	Low	Low
Low	Low	Med
Low	Low	Low
Low	Low	Med
Low	Low	Med
High High	High High	High High
Med	Med	High
Low	High	Med

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

Code	Rank	Website Element	% Very Important	% Using it on website	Avg Quality Rating
	5	Manage library account (e.g., pay fines, change address)	61.2		
	7 10	City services related to an address or neighborhood (view zoning, elected officials, schools, road closures,	57.4 52.5		
	14	311 City services frequently asked questions (FAQ answers common City services questions) Interactive maps with tour information of public interest areas, cultural locations, etc.	46.9		
	16	311 City services (online chat or submit questions to operators)	42.6		
	17	Feedback (citizens can provide feedback or ask questions in an online forum)	42.1		
	18 19	Crime statistics with look-up/map features Emergency alerts (sign up to receive email/text alerts)	41.9 41.9		
	20	Maps of power outages and road closures	41.9		
	36	City Code search (input section# or keyword)	32.0		
	40	Austin Police incidents report database (ability to search)	31.1	4.7	2.93
	3 6	Utilities information (water, electric, garbage and recycling)	65.6 59.3	9.4 5.7	3.52 3.47
	8	Voter information (charters, bonds, and voter initiatives) Public safety information (police, fire department, EMS, contact info)	55.4	5.4	3.47
	9	Utilities usage (look-up/download electricity or water usage online)	54.1	5.7	3.75
	11	City public transportation (information and schedules)	51.9	6.4	3.74
	13 15	Water quality and conservation information Information on arts, museums, cemeteries, trails, and preserves (locations and special events)	47.1 42.9	8.4	3.48 3.83
	21	City news (breaking news, announcements)	40.4	11	3.48
	22	Ask a librarian feature to get answers and research help by chat, email, or phone	40.3	3.3	3.78
	23	City of Austin Hazard Mitigation Plan with public emergency news, alerts, and information	39.2	1.3	3
	24 25	Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty)	39.2	2.3 8.7	3.43 3.23
	26	City Codes and Ordinances for building and/or renovation Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods)	39.0 39.0	8.7	3.23
	27	Local tax information	38.9	3.3	3.5
	28	Parks and Recreation (area locations, hours, pictures, events)	38.8	8.4	3.72
	29	Public health information for regional health issues	37.7	3	3.38
	30 31	Online library card application	37.3 37.0	1 8	3.67 3.33
	32	Neighborhood Code Ordinances, boundaries, and list of community groups City Council and Boards & Commissions (meeting schedules and minutes)	37.0	7.4	3.33
	33	Online payments (citations, tickets, court fees)	36.5	1.7	3.8
	34	Public Records on Businesses (online access/search)	35.6	5	3.2
	35	Animal control/removal (contact information and procedures)	34.4	2.3	3.57
	37	City meetings (watch live online and archive of past)	31.7	6.4	3.26
	38 39	Austin-Bergstrom flight arrival and departure information (online status) City public parking information	31.5 31.5	4	3.83
	41	Library youth reading programs (information and sign-up)	29.9	0.3	4
	42	Public records/conduct legal research (birth and death records)	29.7	3.3	2.8
	43	Austin-Bergstrom Airport parking and ground transportation information	29.6	1.3	4
	45 46	Text size options (adjust the size of text on the website) City finance data/budget (budget archives, monthly and quarterly financial reports)	29.5 28.8	3.7	3.18
	49	Library online homework helpers (for K-12 students)	28.4	0	0.10
	50	Town Lake Animal Shelter information (general, adoption, lost/found pet information)	27.9	2.7	3.5
	51	Performance measures by department and programs (searchable database)	26.9	2.7	3
	52	Interactive events calendar filterable by topic for City meetings/events	26.5		0.00
	53 54	Childcare resources and children's health issues Town Lake Animal Shelter online services (ability to submit online adoption applications and lost/found pet	26.2 26.2	1	3.33
	55	Buy tickets online for City bus and rail	25.9	1	3.33
	56	Volunteering (information and online registration)	25.9		
	57	Homeless assistance, day labor, and employment programs	24.6	1.7	3.4
	58 59	Online reservations for classes, events, and other City activities	24.5 22.2	2	3.83
	60	Austin City Charter information (search, print, or download) Arrest warrant and accident report information	20.3	2.3	2.86
	61	Register new and manage community group information online	18.0	1	2.67
	62	City park online reservations to book City park resources such as pavilions and courts	16.3		
	63	Austin-Bergstrom Airport terminal services (shopping, dining, airline info)	14.8	0.7	3.5
	64 65	Option to view website in alternate languages	12.6 12.5		
	66	City News in RSS subscription feeds by topic/category City calendar integrated with iCal or Outlook to add an event from the City calendar to your iCal or Outlook	8.2		
	67	Social Media (alerts and news on platforms such as Twitter and Facebook)	5.3		
	1	Austin Public Library information (locations, hours, and events)	76.1	14	4.15
	2	Library book search	67.2	16.1	4.17
	4 12	Online library databases (articles, eJournals, eBooks, periodicals) Utilities online account management (payment, set-up, cancel)	64.2 50.8	8.4 4.7	4.04 4.15
	44	Job/Career Opportunities (search & apply for jobs with the City of Austin)	29.6	4.7	3.54
	47	Library \good reads\" and book club suggestions"	28.4	3.7	4.1
	48	Channel 6 programming (government access channel, watch City meetings, program schedule)	26.9	4.3	3.77

% Very Important	% Using it on website	Avg Quality Rating
High	Low	Low
High	Low	Low
High	Low	Low
Med	Low	Low
Med Med	Low Low	Low
Med	High	Low Low
High	High	Med
Med	Med	Med
Med	Low	Med
Med	Med	Med
Med	High	Med
Med	High	Med
Med Med	Med	Med Med
Med	High Med	Med
Med	Low	Med
Med	High	Med
Med	High	Med
Med	Low	Med
Med	High	Med
Med	Med	Med
Med	High	Med
Med	Med	Med
Med	Med	Med
Low	Low	Med
Low	Med	Low
Low	Low	Med
Low	Low	Low Med
Low	Med	
Low	Low Med	Low Med
Low	Med	Med
Low Low	Low	Low
Low	Low	Med
Low	Low	Low
Low	Low	Med
Low	Low	Low
Low	Low	Med
Low	Low	Low
Low	Med	Med
Low	Med	Low
Low	Low	Low
Low	Low	Low
Low	Low	Med
Low	Low	Low
Low	Low	Low
Low Low	Low Low	Low Low
High	High	High
Low	High	Med
Low	Med	High
Low	High	Med

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

Code	Rank	Website Element	% Very Important	% Using it on website	Avg Quality Rating
	5	Manage library account (e.g., pay fines, change address)	68.8		
	9	City services related to an address or neighborhood (view zoning, elected officials, schools, road closures,	61.3		
	13	Interactive maps with tour information of public interest areas, cultural locations, etc.	56.1		
	17	311 City services frequently asked questions (FAQ answers common City services questions)	51.5		
	20	Online reservations for classes, events, and other City activities Maps of power outages and road closures	49.7 48.8		
	23	Interactive events calendar filterable by topic for City meetings/events	48.4		
	24	311 City services (online chat or submit questions to operators)	48.0		
	25	Local tax information	47.6	2.6	2.96
	26	Crime statistics with look-up/map features	46.4		
	29	Neighborhood Code Ordinances, boundaries, and list of community groups	44.8	6.7	2.9
	31	Feedback (citizens can provide feedback or ask questions in an online forum)	44.7		
	35 39	Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods)	43.4 40.6	6.7	2.85
	40	Emergency alerts (sign up to receive email/text alerts) City Codes and Ordinances for building and/or renovation	39.7	7.8	2.93
	43	Town Lake Animal Shelter online services (ability to submit online adoption applications and lost/found pet	38.2	7.0	2.50
	44	Volunteering (information and online registration)	38.2		
	47	City Code search (input section# or keyword)	35.5		
	49	Public records/conduct legal research (birth and death records)	34.8	3.1	2.83
	52	City park online reservations to book City park resources such as pavilions and courts	32.9		
	54	Performance measures by department and programs (searchable database)	30.7	3	2.79
	1	Library book search	78.3	14.8	3.9
	3	Online library databases (articles, eJournals, eBooks, periodicals) Parks and Recreation (area locations, hours, pictures, events)	70.1 69.0	8.8 10	3.88 3.33
	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
	10	Public safety information (police, fire department, EMS, contact info)	59.9	5.6	3.4
	11	Utilities online account management (payment, set-up, cancel)	58.3	7.7	3.29
	12	City public transportation (information and schedules)	58.2	4.4	3.44
	14	Job/Career Opportunities (search & apply for jobs with the City of Austin)	54.7	6.7	3.34
	15 16	City news (breaking news, announcements)	53.3 52.3	11.3 10	3.55 3.55
	18	Water quality and conservation information Online payments (citations, tickets, court fees)	52.3 51.2	4.3	3.53
	19	Utilities usage (look-up/download electricity or water usage online)	50.0	5.6	3.53
	21	Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty)	49.3	4.3	3.35
	27	Online library card application	45.2	1.4	3.91
	28	City Council and Boards & Commissions (meeting schedules and minutes)	44.9	9.1	3.29
	30	Buy tickets online for City bus and rail	44.7	1.1	3.1
	32	Public health information for regional health issues	44.6	2.7	3.17
	33	City public parking information	44.1	1.3	3.25
	34 36	Public Records on Businesses (online access/search)	43.7 42.1	6.8 2.1	3.06
	37	Library youth reading programs (information and sign-up) Austin Police incidents report database (ability to search)	41.1	5.6	3.71 3.06
	41	City finance data/budget (budget archives, monthly and quarterly financial reports)	39.0	5.0	3.13
	42	Austin-Bergstrom flight arrival and departure information (online status)	38.2	2.5	3.65
	45	City of Austin Hazard Mitigation Plan with public emergency news, alerts, and information	37.7	1.4	3
	46	City meetings (watch live online and archive of past)	36.2	6.7	3.58
	48	Animal control/removal (contact information and procedures)	34.3	2.7	3.2
	50	Library online homework helpers (for K-12 students)	34.4	0.9	4
	51	Town Lake Animal Shelter information (general, adoption, lost/found pet information)	34.3	3.9	3.23
	53 55	Library \good reads\" and book club suggestions"	32.1	4.2 1.2	3.95 3.36
	56	Austin-Bergstrom Airport parking and ground transportation information Childcare resources and children's health issues	30.6 29.9	1.1	3.11
	57	Arrest warrant and accident report information	28.5	1.7	2.75
	58	Austin City Charter information (search, print, or download)	27.1	2	3.83
	59	Homeless assistance, day labor, and employment programs	26.5	1.3	2.64
	60	Channel 6 programming (government access channel, watch City meetings, program schedule)	26.3	4.7	3.6
	62	Text size options (adjust the size of text on the website)	23.3		
	63	Austin-Bergstrom Airport terminal services (shopping, dining, airline info)	21.8	1.3	3.25
	64	City calendar integrated with iCal or Outlook to add an event from the City calendar to your iCal or Outlook	21.3		
	65	City News in RSS subscription feeds by topic/category	19.8		
	66 67	Option to view website in alternate languages	17.6 13.5		
	2	Social Media (alerts and news on platforms such as Twitter and Facebook) Austin Public Library information (locations, hours, and events)	77.8	14.4	4.15
	38	Ask a librarian feature to get answers and research help by chat, email, or phone	40.7	3.5	4.03
	61	Register new and manage community group information online	25.2	1.4	3.08

% Very Important	% Using it on website	Avg Quality Rating
High High	Low	Low
19.1	Low	Low
High High	Low Low	Low
Med	Low	Low Low
Med	Low	Low
Med	Low	Low
Med	Low	Low
Med	Med	Low Low
Med	Low	Low
Med	High	Low
Med Med	Low High	Low Low
Med	Low	Low
Med	High	Low
Med	Low	Low
Med	Low Low	Low
Med	Low	Low
Med Med	Med Low	Low
Med	Med	Low Low
High	High	Med
High	High	Med Med
High High	High High	Med
High	High	Med
Med Med	High Low	Med Med
Med	High	Med
Med	Low	Med
Med	Med	Med
Med	Low	Med
Med	High	Med
Med	Med	Med
Med	High	Med
Med Med	High Med	Med Med
Med	Low	Med
Med	High	Med
Med	Med	Med
Med	Low	Med
Med	Med	Med
Med Med	High	Med Med
Low	Low	Med
Low	Low Low	Low
Low	Med	Med
Low	Low	Low
Low	High	Med
Low	Low	Low
Low	Low	Med
Low Low	Low	Low Low
Low	Low	Low
Low	Low	Low
High	High	High
Med	Med	High
Low	Low	Med

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

Code	Rank	Website Element	% Very Important	% Using it on website	Avg Quality Rating
	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		
	7	Emergency alerts (sign up to receive email/text alerts) Interactive maps with tour information of public interest areas, cultural locations, etc.	70.0 64.7		
	10	Manage library account (e.g., pay fines, change address)	62.5		
	13	Online reservations for classes, events, and other City activities	58.8		
	19	Municipal Court (how/where to pay your fines, resolve tickets, report for jury duty)	55.0	4.5	2.67
	25	Interactive events calendar filterable by topic for City meetings/events	52.9		
	26 27	Feedback (citizens can provide feedback or ask questions in an online forum) 311 City services (online chat or submit questions to operators)	52.6 50.0		
	28	Maps of power outages and road closures	50.0		
	32	Volunteering (information and online registration)	46.2		
	33	311 City services frequently asked questions (FAQ answers common City services)	45.8		
	35 43	City services related to an address or neighborhood (view zoning, elected officials, schools, road closures, City calendar integrated with iCal or Outlook to add an event from the City calendar to your iCal or Outlook	41.7 35.3		
	44	Text size options (adjust the size of text on the website)	34.2		
	49	Social Media (alerts and news on platforms such as Twitter and Facebook)	31.6		
	50	City public parking information	30.8	0	0
	3	Parks and Recreation (area locations, hours, pictures, events)	70.6	16.7 12.1	3.27
	5 6	City news (breaking news, announcements) Online payments (citations, tickets, court fees)	66.7 65.0	12.1	3.5 3.5
	8	Childcare resources and children's health issues	62.5	10.6	3.14
	11	Job/Career Opportunities (search & apply for jobs with the City of Austin)	61.5	6.1	4
	12	Public safety information (police, fire department, EMS, contact info)	60.0	6.1	3.75
	14 15	Online library databases (articles, eJournals, eBooks, periodicals)	58.3 58.3	12.1	3.63
	16	Utilities information (water, electric, garbage and recycling) Arrest warrant and accident report information	55.0	9.1	3.5
	17	Austin Police incidents report database (ability to search)	55.0	9.1	3.17
	21	Library youth reading programs (information and sign-up)	54.2	6.1	3.5
	22	Public health information for regional health issues	54.2	4.5	3.67
	23 24	Utilities online account management (payment, set-up, cancel) Information on arts, museums, cemeteries, trails, and preserves (locations and special events)	54.2 52.9	15.2 13.6	3.3 3.22
	30	Public records/conduct legal research (birth and death records)	50.0	9.1	3.33
	31	Water quality and conservation information	48.5	10.6	3.57
	34	Library online homework helpers (for K-12 students)	45.8	1.5	4
	36 38	Utilities usage (look-up/download electricity or water usage online)	41.7 38.5	4.5 4.5	3.33 3.67
	39	Voter information (charters, bonds, and voter initiatives) Animal control/removal (contact information and procedures)	37.5	4.5	3.67
	40	City finance data/budget (budget archives, monthly and quarterly financial reports)	36.4	3	3.5
	41	Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods)	36.0	3	3.5
	42	Neighborhood Code Ordinances, boundaries, and list of community groups	36.0	4.5	3
	45 46	Ask a librarian feature to get answers and research help by chat, email, or phone Library \good reads\" and book club suggestions"	33.3 33.3	3 4.5	4
	47	Public Records on Businesses (online access/search)	33.3	12.1	3.5
	48	Performance measures by department and programs (searchable database)	30.3	1.5	3
	52	Option to view website in alternate languages	28.9		
	53 55	City Codes and Ordinances for building and/or renovation City News in RSS subscription feeds by topic/category	28.0 27.3	1.5	2
	56	City News in RSS subscription reeds by topic/category City Code search (input section# or keyword)	24.0		
	57	Register new and manage community group information online	24.0	1.5	3
	58	City meetings (watch live online and archive of past)	21.2	1.5	4
	60	Channel 6 programming (government access channel, watch City meetings, program schedule)	18.2	1.5	3
	61 62	Austin-Bergstrom Airport parking and ground transportation information Buy tickets online for City bus and rail	15.4 15.4	1.5	0
	63	Local tax information	15.4	0	0
	64	Town Lake Animal Shelter online services (ability to submit online adoption applications and lost/found pet	12.5		
	65	Austin-Bergstrom Airport terminal services (shopping, dining, airline info)	7.7	1.5	4
	66 67	Austin-Bergstrom flight arrival and departure information (online status)	7.7	3 1.5	3 4
	9	Austin City Charter information (search, print, or download) Library book search	62.5	9.1	4.17
	18	City of Austin Hazard Mitigation Plan with public emergency news, alerts, and information	55.0	1.5	5
	20	Austin Public Library information (locations, hours, and events)	54.2	7.6	4.4
	29	Online library card application	50.0	3	4.5
	37 51	City public transportation (information and schedules) Homeless assistance, day labor, and employment programs	38.5 29.2	7.6	4.5 3.6
	54	City Council and Boards & Commissions (meeting schedules and minutes)	27.3	4.5	4
	59	Town Lake Animal Shelter information (general, adoption, lost/found pet information)	20.8	9.1	3.5

% Very Important	% Using it on website	Avg Quality Rating
High	Low	Low
High High	High	Low
High	Low Low	Low Low
High	Low	Low
High	Low	Low
Med	Low	Low
High	High	Med
High High	High High	Med Med
High	High	Med
High	High	Med
High	High	Med
High	Med	Med
High	High	Med
Med	High	Med
Med	Low	Med
Med	High	Med
Med Med	High High	Med Med
Med	Med	Med
Med	Med	Med
Med	High	Med
Med	Med	Med
Med	High	Med
Med	High	Med
Med	Low	Med
Low	Low	Low
Low	Low	Med Med
Low	Low	Med
Low Low	Low Low	Low
Low	Low	Low
Low	Low	Low
Low	Low	Low Low
Low	Low	Med
Low	Med	Med
Low	Low	Med
High	High	High
High	Low	High
High	High	High
High	Med	High
Med	Med	High
Low	High	Med
Low	High	Med
Low	High	Med

City of Austin - Product Gap Analysis

Business User Group: Development: Construction & Real Estate Professionals

Heat Map Table

Code	Rank	Website Element	% Very Important	% Using it on website	Avg Quality Rating
	4	Permit management (apply, pay, track progress of permits online)	80.0		
	6	City Code search (input section# or keyword)	77.4		
	7	Permit information (rates, how to apply)	76.4	33.3	2.92
	10	Travis County and City fees (building fees and permit fee schedule)	72.7	18.5	2.8
		Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, subdivision fees)	67.3	7.4	2.75
	15	Downtown building permits (information for commercial builders)	56.4	9.3	2.7
		Water quality and conservation information	43.6	10.2	2.82
		Grant information (types available, how to apply)	32.1		
		Feedback (citizens can provide feedback or ask questions in an online forum)	30.9	17.6	2.89
	1	City Codes and Ordinances for building and/or renovation	88.7	40.7	3.39
		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
	5	City Development Site Plans for upcoming years	78.2	15.7	3.29
	8	Zoning information on districts	74.5	29.6	3.25
		City development regulations technical manuals to assist users in researching/understanding regulations	72.7	26.9	3.52
		Residential site development regulations	70.9	19.4	3.1
		Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods)	69.8	19.4	3.38
		Commercial water and wastewater utility (file a claim, standard products, road works)	60.4	20.4	3
	16	Green building (consulting, resources, education, calendar of events)	56.4	13.0	3.29
		Bidding opportunities with the City	54.7	20.4	3.23
	18	Public Records on Businesses (online access/search)	52.7	15.7	3.06
	20	City Council and Boards & Commissions (meeting schedules and minutes)	40.0	10.2	3.55
	21	Austin demographics information	37.7	17.6	3.53
	22	Small business development (information and programs)	35.8	10.2	3.27
	23	Performance measures by department and programs (searchable database)	34.5	4.6	3
		City of Austin vendors (new vendor online registration, maintain account, respond to solicitations)	34.0	10.2	3.09
	25	City meetings (watch live online and archive of past)	32.7	7.4	3.75
		City news (breaking news, announcements)	32.7	7.4	3.5
	29	Register new and manage community group information online	28.3	0.9	2
		Grant management (apply, track progress of grants online)	24.5		
		City finance data/budget (budget archives, monthly and quarterly financial reports)	23.6	2.8	3.33
		Emergency Medical Service (EMS) approvals for street closures	22.6	0.0	0
	33	Cap Metro Business Center (transit advertising, list of current registered solicitors, vendor registration)	20.8	4.6	3.6
	34	Classes for entrepreneurs on customized business solutions to transition from one growth phase to another	20.8	5.6	3
		Emergency Medical Services (EMS) for events (how to get stand-by EMS services at a venue, athletic event, festival, or private f	18.9	0.0	0
		Event information for promoters (event permits, commonly used links and information, guidelines)	18.9	0.9	3
		City News in RSS subscription feeds by topic/category	16.4		
		Channel 6 programming (government access channel, watch City meetings, program schedule)	14.5	5.6	3.83
	39	Alcoholic beverage permit info	13.2	0.9	3
	40	Text size options (adjust the size of text on the website)	12.7		
		How to create a successful food business in Austin (regulatory info, networking)	11.3	1.9	3.5
	42	Register as a lobbyist (file quarterly activity reports, amendment forms, termination notice, view current registered lobbyists)	11.3	0.0	0
	43	Social Media (alerts and news on platforms such as Twitter and Facebook)	7.3		
	44	Option to view website in alternate languages	3.6		

% Very Important	% Using it on website	Avg Quality Rating
High	Low	Low
High	Low	Low
High	High	Low
High	High	Low
High	Med	Low
High	Med	Low
Med	High	Low
Med	Low	Low
Med	High	Low
High	High	Med
Med	Med	Med
Med	High	Med
Med	Med	Med
Med	Med	Med
Low	Low	Low
Low	Low	Low
Low	Low	Med
Low	Low	Low
Low	Med	Med
Low	Med	Med
Low	Low	Low
Low	Low	Med
Low	Low	Low
Low	Med	Med
Low	Low	Med
Low	Low	Low
Low	Low	Med
Low	Low	Low
Low	Low	Low
Low	Low	Low

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

Heat Map Table

Code	Rank	Website Element	% Very Important	% Using it on website	Avg Quality Rating
	1	City Codes and Ordinances for building and/or renovation	61.7	19.1	2.95
	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
	9	Grant information (types available, how to apply)	45.0		
	14	Grant management (apply, track progress of grants online)	43.3		
	16	Travis County and City fees (building fees and permit fee schedule)	41.5	4.5	2.6
	18	Public Records on Businesses (online access/search)	37.7	12.7	2.93
	23	City of Austin vendors (new vendor online registration, maintain account, respond to solicitations)	33.3	10.0	2.91
	25	Commercial water and wastewater utility (file a claim, standard products, road works)	33.3	9.1	2.3
	2	Austin demographics information	56.7	19.1	3.19
	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
	10	Small business development (information and programs)	45.0	13.6	3.53
	11	City Council and Boards & Commissions (meeting schedules and minutes)	43.4	15.5	3.65
	12	City Development Site Plans for upcoming years	43.4	8.2	3.22
		Permit information (rates, how to apply)	43.4	10.0	3.55
	15	City news (breaking news, announcements)	41.5	17.3	3.47
	17	City development regulations technical manuals to assist users in researching/understanding regulations	39.6	10.0	3.18
	19	Water quality and conservation information	35.8	9.1	3.3
	20	City meetings (watch live online and archive of past)	34.0	9.1	3.7
	21	Green building (consulting, resources, education, calendar of events)	34.0	6.4	3.14
	22	Zoning information on districts	34.0	7.3	3.25
		Classes for entrepreneurs on customized business solutions to transition from one growth phase to another	33.3	9.1	3.8
	26	Event information for promoters (event permits, commonly used links and information, guidelines)	31.7	10.0	3.18
	27	Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, subdivision fees)	30.2	7.3	3
	28	Emergency Medical Service (EMS) approvals for street closures	28.3	3.6	2.5
	29	Emergency Medical Services (EMS) for events (how to get stand-by EMS services at a venue, athletic event, festival, or private f	28.3	4.5	2.8
	30	Residential site development regulations	28.3	4.5	2.8
	31	Cap Metro Business Center (transit advertising, list of current registered solicitors, vendor registration)	26.7	3.6	2.75
	32	How to create a successful food business in Austin (regulatory info, networking)	26.7	4.5	3
	33	City finance data/budget (budget archives, monthly and quarterly financial reports)	26.4	5.5	2.5
	34	Downtown building permits (information for commercial builders)	24.5	3.6	2.5
	35	Alcoholic beverage permit info	23.3	6.4	2.43
	36	Register new and manage community group information online	23.3	3.6	3.25
	37	Channel 6 programming (government access channel, watch City meetings, program schedule)	18.9	7.3	3.38
	38	Feedback (citizens can provide feedback or ask questions in an online forum)	18.9	4.5	2.8
	39	City News in RSS subscription feeds by topic/category	17.0		
	40	Performance measures by department and programs (searchable database)	15.1	3.6	3.5
	41	Register as a lobbyist (file quarterly activity reports, amendment forms, termination notice, view current registered lobbyists)	13.3	0.0	0
	42	Text size options (adjust the size of text on the website)	13.2		
	43	Social Media (alerts and news on platforms such as Twitter and Facebook)	11.3		
	44	Option to view website in alternate languages	3.8		

% Very Important	% Using it on website	Avg Quality Rating		
High	High	Low		
High	Low	Low		
High	High	Low		
Med	Low	Low		
Med	Med	Low		
Med	Low	Low		
Med	Low	Low		
Med	Med	Low		
Med	High	Low		
Med	High	Low		
Med	Med	Low		
High	High	Med		
Med	High	Med		
Med	Med	Med		
Med	High	Med		
Med	High	Med		
Med	Med	Med		
Med	High	Med		
Med	High	Med		
Med	High	Med		
Med	Med	Med		
Med	Med	Med		
Med	Med	Med		
Med	Med	Med		
Med	Med	Med		
Med	High	Med		
Med	Med	Med		
Low	Low	Low		
Low	Med	Low		
Low	Med	Low		
Low	Low	Low		
Low	Med	Med		
Low	Med	Low		
Low	Low	Low		
Low	Med	Low		
Low	Low	Med		
Low	Med	Med		
Low	Med	Low		
Low	Low	Low		
Low	Low	Med		
Low	Low	Low		
Low	Low	Low		
Low	Low	Low		
Low	Low	Low		