

Despite being one of Atlanta's most vibrant and hip suburbs, Alpharetta was struggling to connect with its communities and residents. Mayor Jim Gilvin identified this disconnect and sought to pinpoint the biggest communication gaps. Alpharetta's visitors, residents, businesses, and officials all needed ways to connect to their city quickly and efficiently. "How do I get my city info pushed to me? What if I don't have a Facebook or Twitter account?" Mayor Gilvin wondered, putting himself in the shoes of his constituents.

The city needed to connect to its population as urgently as the population needed to connect to the city. Alpharetta was faced with the challenge of how to bridge this gap as quickly as possible. Mayor Gilvin was glad to ultimately discover that a solution was already being developed. ITsimple's ItsMyTown City App was the missing link for Alpharetta.

ItsMyTown City App offered a user-friendly platform, real-time updates, a secure communication line, and the answer to what Alpharetta's officials had been struggling with. Citizens needed one unified, secure place where they could instantly access current information. ItsMyTown incorporates downtown parking locations, real-time alerts for road closures, event and activity information, a directory, new resident services, and much more that could all be tailored to Alpharetta's unique needs.

Mayor Gilvin and Assistant City Administrator James Pinkard also considered how Alpharetta officials could fulfill their duty to be freely accessible to their community. Communication, connection, and consistency with the city's population was possible, but at a standstill. They needed a system that they could control, own, and marketize. The city website wasn't reaching a big audience, social media was not secure or controllable, and they didn't have the budget or technology to develop an app. Agreeing to create an ItsMyTown Alpharetta app was the ideal option for bridging the gap.

Asst. City Admin Pinkard most appreciates the real-time capabilities of the app. Especially how he can "even send a notification about road closures or event cancellations on the weekend," and with pre-scheduled alerts "residents are serviced even when city staff are home for the weekend." The communications department and any authorized admin can easily use the app for secure communications and publish in real-time. Everything can be controlled, so the

content is all issued out by the city, compared to the unrestricted nature of social media. To make ItsMyTown Alpharetta even more accessible, however, the app does also have the capability to publish to the city's social media pages.

ITsimple foresaw these challenges that Alpharetta was facing and was developing the ItsMyTown City App at just the perfect time. The Build Committee's Tech Alpharetta Foundation connected with the local startup and the city soon entered into an agreement with them. The app saw rapid adoption by locals and visitors in just six months. "Thanks to that technology, we have services we couldn't get prior to it all in one place and we are communicating to our community," Mayor Gilvin reflects on ItsMyTown Alpharetta's success. This brilliant juncture has smoothly bridged the gap between city and citizen for Alpharetta.