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Customer Service
Technologies Administrator



Where is Hurst?



HURST★TEXAS

Citizen centered digital communications

The challenges – The results
Communication IS Leadership



The Challenge

Provide information rapidly to our citizens to enhance safety and service



Ways we do that

- E-mail & text notifications
- Mobile app features & service requests
- And of course, social media



GRANICUS

Email is NOT dead!



HURST★TEXAS

GRANICUS

- Robust email/text notification system
- Create your own topics
- Customizable emails
- Grow subscriber base
 - Organic – website invite, social media, etc.
 - Network – Suggested interests based on subscriber selections



Hurst happenings

E-newsletter



HURST★TEXAS

Having trouble viewing this email? [View it as a Web page.](#)

HURST ★ TEXAS

August 30, 2017

HAPPY LABOR DAY!



Annual Salsa and Salsa event is tomorrow!

This fun, family-friendly event is back for the sixth year! Bring a lawn chair or blanket to Heritage Village Plaza, and enjoy an outdoor concert featuring the salsa band Havana NRG at 7 p.m.

[Get all the details!](#)

City offices closed for Labor Day

All non-essential city offices will be closed Monday, September 4, in observance of the Labor Day holiday. This includes City offices, Library, Recreation, Tennis, and Senior Centers. All emergency services are unaffected by this holiday closing. Both the Central and Chisholm Aquatics Centers will be open from 10:00 AM to 6:00 PM.

TRASH AND RECYCLING services are unaffected by this holiday.

<http://www.hursttx.gov/residents/city-services/trash-and-recycling>

Cyber Security Forum

Monday, October 30, 2017

Hurst Conference Center
1601 Campus Drive
FREE!

Hurricane Harvey Relief Information

The City of Hurst is continuing to assist evacuees in the Houston area, and will continue to do so due to the worsening conditions associated with Hurricane Harvey. In an effort to provide information to the citizens of Hurst about how to assist, or donate, we will post current and valid [links here](#).

Kid's All-American Fishing Derby September 15!

This re-scheduled event is quickly approaching. Pre-registration is required.

[Find out more!](#)

Save the date!



Fight the Blue!

Join us in the Bellaire area of Hurst at Vivagene Copeland Park, 501 E Pecan Street, Hurst, TX on Saturday, October 7 from 11 AM to

Hurst Happenings

City of Hurst Texas sent this bulletin at 02/20/2018 09:25 AM CST

Having trouble viewing this email? [View it as a Web page.](#)

HURST ★ TEXAS

February 20, 2018

TOWN HALL FORUM

Town Hall Forum is quickly approaching! Make your plans to join us **March 1 from 6 - 8 PM.**

Hurst Conference Center
[1601 Campus Drive](#)

Daylight Savings

Spring forward on **Sunday, March 11** at 2 AM.



Eggstravaganza



Face Painting, Crafts, Pony Rides, and let's not forget the EGGS!! These are just a few of the activities that will be at this year's Eggstravaganza! Bring your baskets and the whole family for an afternoon of fun!

On **Saturday, March 24**, [Hurst Community Park, 601 Precinct Line Road](#), is the place to be from **12:00 - 2:00 PM!** We will see you there!

Grand Family Picnic



Bring your lawn chairs or blanket and have some fun at the [Grand Family Picnic](#) on **March 14!**

Free In-N-Out burgers will be served from 11 AM - 1 PM.

Trout Fishing in America will be performing live!

Heritage Village Plaza
[841 W Pipeline Road](#)

Stay in the know...

[Latest news](#)

[Events Calendar](#)

Get connected with the city!

[Visit our social media page](#)

[Sign up for email notification on a variety of topics](#)

POWERED BY

GOVDELIVERY



HURST ★ TEXAS

The tools

Statistics and more



City of Hurst Texas

Key Metrics

Summary of key metrics indicating account performance, growth, and engagement.

3.5K **Change in Subscribers** [more details](#)
Net change in subscribers to your account

11.7K **Change in Subscriptions** [more details](#)
Net change in subscriptions to your topics

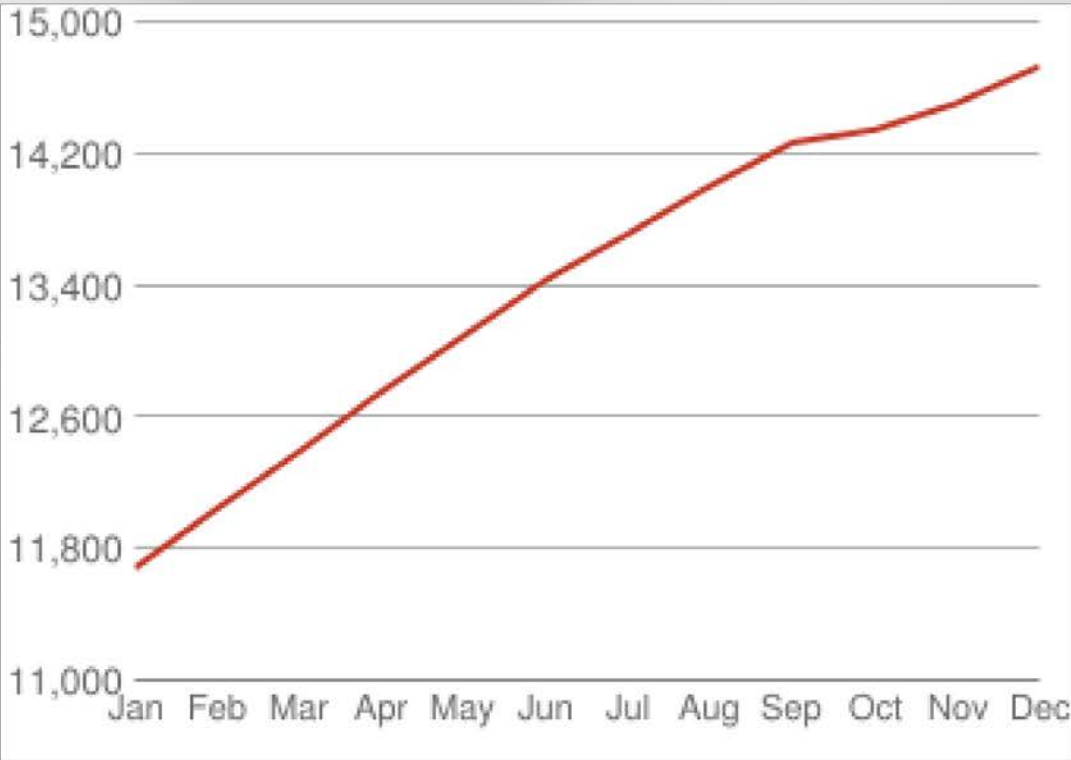
3.4 **Subscriptions Per Subscriber** [more details](#)
Average number of topic subscriptions that each subscriber has as of 12/2017

49.7% **Engagement Rate** [more details](#)
Percentage of recipients who opened or clicked on a link in a bulletin in 90 days prior to 12/2017

204K **Impressions**
Total number of bulletin opens and link clicks

505.4% **Network Impact** [more details](#)
Percentage growth in subscribers as a result of using the GovDelivery Network

Total Subscribers

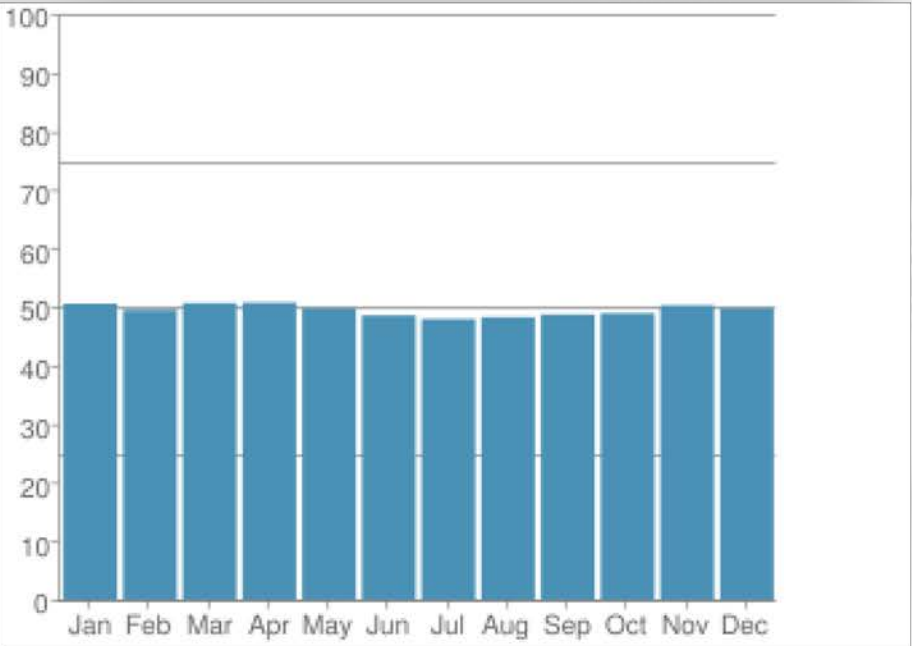


Engagement

View your most popular topics and how many subscribers are engaging with your communications.

Engagement

Month



Engagement by Month

Month	Unique Recipients	Engagement Rate*
Dec 2017	12,283	49.71%
Nov 2017	12,152	50.21%
Oct 2017	11,965	48.92%
Sep 2017	11,722	48.74%
Aug 2017	11,544	48.28%
Jul 2017	11,268	47.94%
Jun 2017	10,998	48.55%
May 2017	10,819	49.75%
Apr 2017	10,383	50.67%
Mar 2017	10,160	50.55%
Feb 2017	9,755	49.46%
Jan 2017	9,375	50.46%



Network growth

- Initial sign-up



Texas Comptroller of Public Accounts

Email Updates

To sign up for updates or to access your subscriber preferences, please enter your contact information below.

Subscription Type

Email ▼

Email Address



SUBMIT

CANCEL

Your contact information is used to deliver requested updates or to access your subscriber preferences.

[Privacy Policy](#) - [Help](#)



HURST★TEXAS

Network growth

- Initial sign-up
- Topics selection



Texas Comptroller of Public Accounts

Welcome **shelly.klein@att.net**

Quick Subscribe for shelly.klein@att.net

The Texas Comptroller of Public Accounts is pleased to offer updates on the topics of your choice below.

Subscribe by checking the boxes; unsubscribe by unchecking the boxes.

Access your [subscriber preferences](#) to update your subscriptions or modify your password or email address without adding subscriptions.

Subscription Topics

☐ Council on Competitive Government

☒ Electronic Reporting

☒ WebFile Reporting and Paying

☒ EDI Reporting and Paying

☒ EDI: Sales Tax

☒ EDI: Crude Oil and Natural Gas

☒ EDI: Motor Fuels

☒ EDI: IFTA

☐ Every Chance Every Texan - Education Resources



HURST★TEXAS

Network growth

- Initial sign-up
- Topics selection
- Other recommendations invite



Texas Comptroller of Public Accounts

Welcome **shelly.klein@att.net**



Questions updated



You may also be interested in information from these organizations.

Subscribe by checking the boxes; unsubscribe by unchecking the boxes. By clicking "Submit", you are sending your email address to these partners.

Access your [subscriber preferences](#) to update your subscriptions or modify your password or email address without adding subscriptions.



Local Recommendations

Suggested content based on your location

[View Local Recommendations](#)



Featured Government Updates



Featured Government Updates



HURST★TEXAS

Network growth

- Initial sign-up
- Topics selection
- Other recommendations invite
- Other in the network based on initial interest

[View all topics for Denton County Transportation Authority](#)



Texas Department of Licensing and Regulation

- ☐ General Important Notices
- ☐ Cosmetology Important Notices
- ☐ Electricians Important Notices
- ☐ Air Conditioning Important Notices
- ☐ Texas Commission of Licensing and Regulation

[View all topics for Texas Department of Licensing and Regulation](#)



City of Hurst

shelly.klein@att.net has 3 subscriptions for City of Hurst Texas

- ☒ Employment Opportunities (City Services) ⓘ
- ☐ Weekly Crime Information - Business & Residential (Public Safety) ⓘ
- ☐ Events Calendar (News To Use) ⓘ
- ☐ Recreation (City Services) ⓘ
- ☐ Public Library (City Services) ⓘ

[View all topics for City of Hurst Texas](#)



Dallas County Health & Human Services

Safe families, healthy lives.



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Survey says

78% of our citizens say the
email notifications are useful



Mobile app

More ways to reach digitally

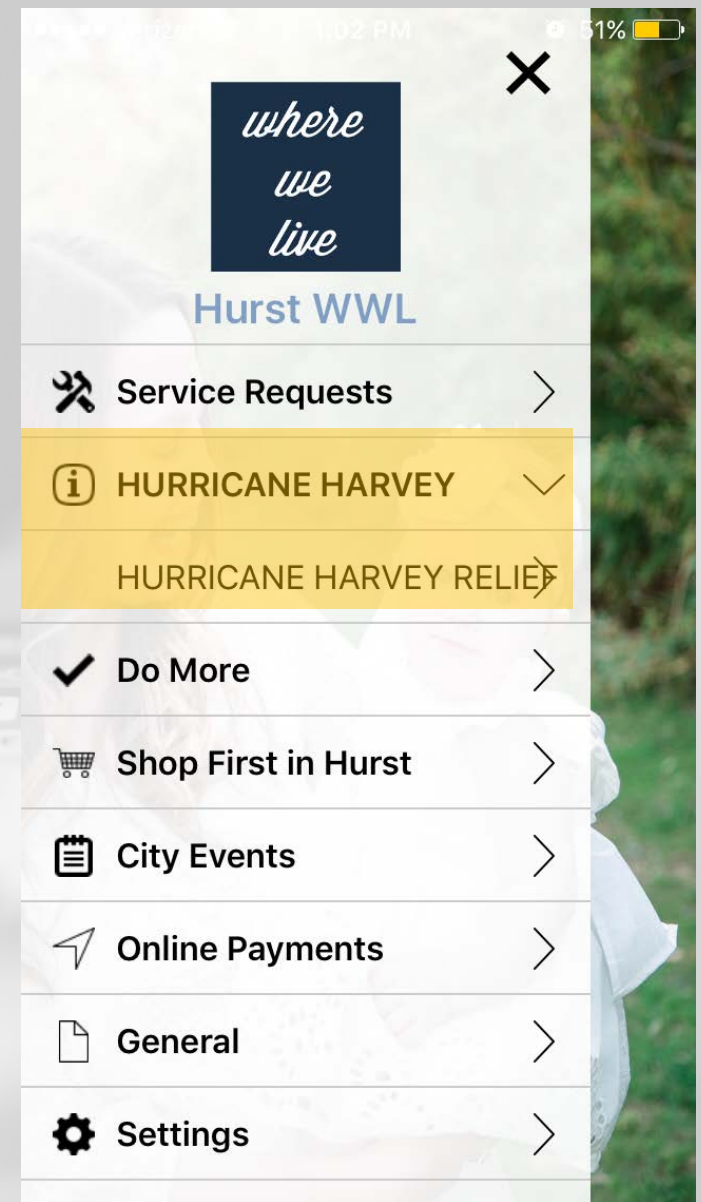
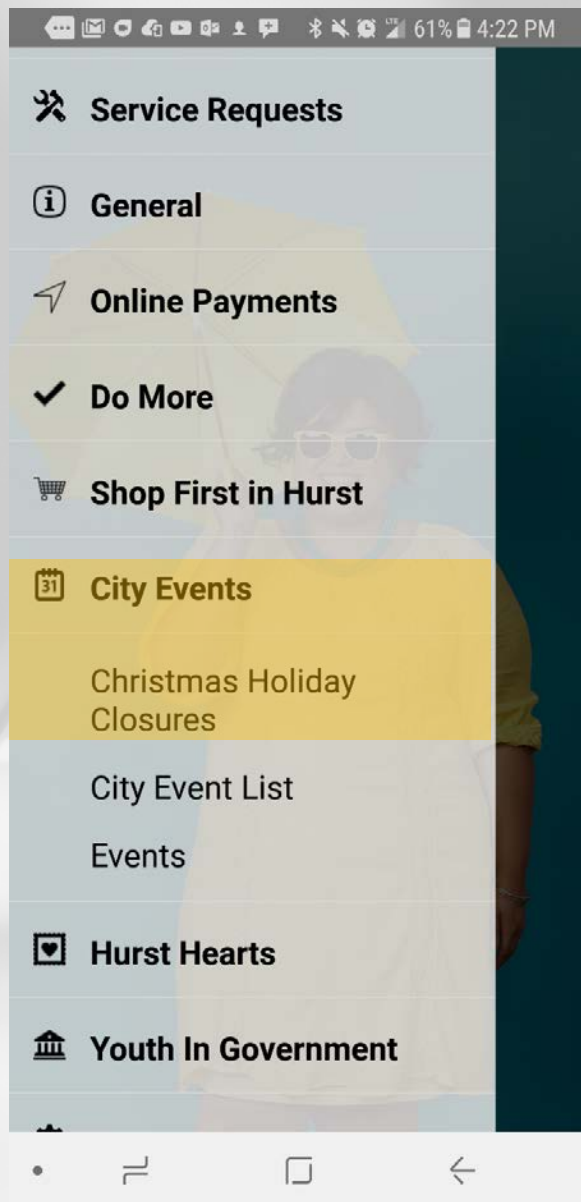
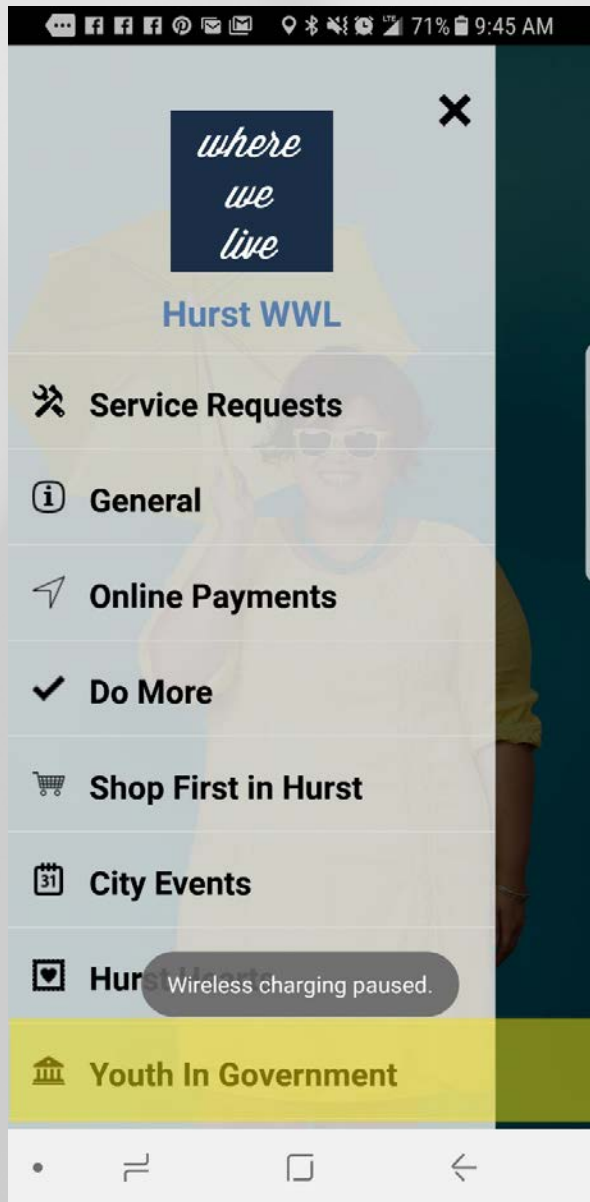


Where we live mobile app

Originally implemented
for citizen convenience
in placing service
requests with the city.

Found it to be an
extremely useful tool in
many other ways.





HURST★TEXAS

Emergency situations

Hurricane harvey



Hurricane harvey

- Webpage housed information
 - Hursttx.gov/harveyrelief
- Shared that page via e-newsletter, mobile app, & social media **#harveyrelief**
- Kept consistent look across all platforms to maintain recognition



Harvey information

- 7th most popular page that week
- Email notification drove 23% traffic to that page
- Email send ranked 3rd in terms of referring source to the page



Hurricane Harvey Relief

Animal Services

City Publications

City Services

Hurst History

Hurst on the Job

In the Know

Library

Neighborhood Services

Online Services

Open Positions

Parks

Recreation

Request For Action

Senior Services

Volunteers In Action

Who to Call About Utility Service

Who to Call in the City of Hurst

Water Restrictions

Water Quality Report

Residents »

HURRICANE HARVEY RELIEF

Font Size: Share & Bookmark Feedback Print

The City of Hurst is continuing to assist evacuees in the Houston area, and will continue to do so due to the worsening conditions associated with Hurricane Harvey. In an effort to provide information to the citizens of Hurst about how to assist, or donate, we will post current and valid links here.

Donations

According to our information, the best and fastest way to assist those in need is through a financial donation to your charity of choice. Donations can be made at:

- [American Red Cross](#) - The organization is accepting donations via phone at 1-800-RED CROSS or text HARVEY to 90999 to make a \$10 donation for those in need.
- [Salvation Army](#) - The organization is taking donations to provide physical, emotional and spiritual care to survivors and relief workers.
- [North Texas Food Bank](#) - NTFB is working closely with Mass Care Task Force partners to provide assistance to those impacted by Hurricane Harvey. Currently monetary donations are the most effective way that you can support their efforts.

PLEASE DO NOT TAKE DONATED ITEMS TO SHELTERS.

Gift cards and monetary donations can be mailed or dropped off at Tarrant County's Resource Connection Center, 1100 Circle Dr., 76119. Memo line can be designated for Hurricane Harvey and checks can be made out to American Red Cross.

For the Pets

Our furry friends are in need just as much as our people. Here are some links with information on how to help out the animals affected by this tragedy.

- [Houston SPCA](#)
- [Best Friends Animal Society](#)
- [Austin Pets Alive](#)

To Volunteer

To volunteer for the Harvey Relief efforts, [register online at Voly.org](#). As more volunteer opportunities become available, people who have completed the background process and have registered through the Voly system will be notified. Volunteer efforts are continuing to ramp up and will be ongoing throughout the foreseeable future.

Several of the City of Hurst departments are providing personnel and equipment to aid in rescue operations and relief.

NEWS

Mosquito Spraying
08/31/2017

TEXRail Information
Click for a link to the most current TEXRail project and construction updates.
07/12/2017 9:27 AM

MORE NEWS >

FACEBOOK

When Harvey hit, these four guys decided they 'couldn't stand by and do nothing' Check out this story of four local guys who took action and helped rescue people in Houston! (One is a Hurst resident!) #HurstHearts #Harvey AUG 31

Salsa and Salsa We can't wait to see you tonight at Salsa and Salsa! AUG 31

Fort Worth Fire Department The Hurst Fire Department sent another crew this evening to offer their assistance down south. We are incredibly proud of all of the North Texas first responders who are serving the people impacted by #Harvey. AUG 31

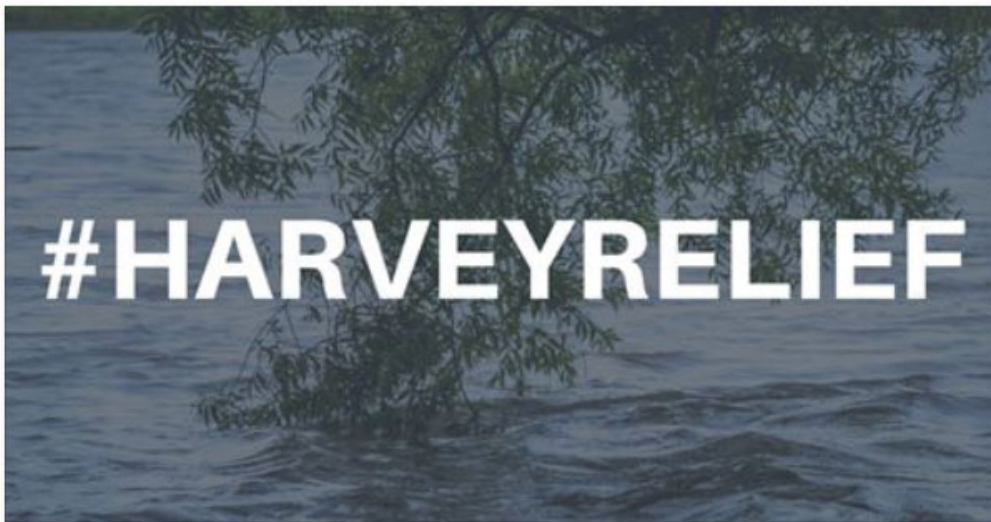
MORE POSTS >



City of Hurst, TX - City Hall

Published by Kara McKinney [?] · August 29, 2017 ·

We've put together a page on our website with information on how our residents can contribute to #HarveyRelief.



Hurricane Harvey Relief | City of Hurst, TX

The City of Hurst is continuing to assist evacuees in the Houston area, and will continue to do so due to the worsening conditions associated with Hurricane Harvey. In an effort to provide information to the citizens of Hurst about how to assist, or...

HURSTTX.GOV

2,634 people reached

Boost Post

HURST ★ TEXAS



Select Language

Home Calendar Service Request Stay Connected Contact Us In the Know

ABOUT US

RESIDENTS

BUSINESSES

VISIT HURST

HOW DO I...

#HARVEYRELIEF

Search...

GO



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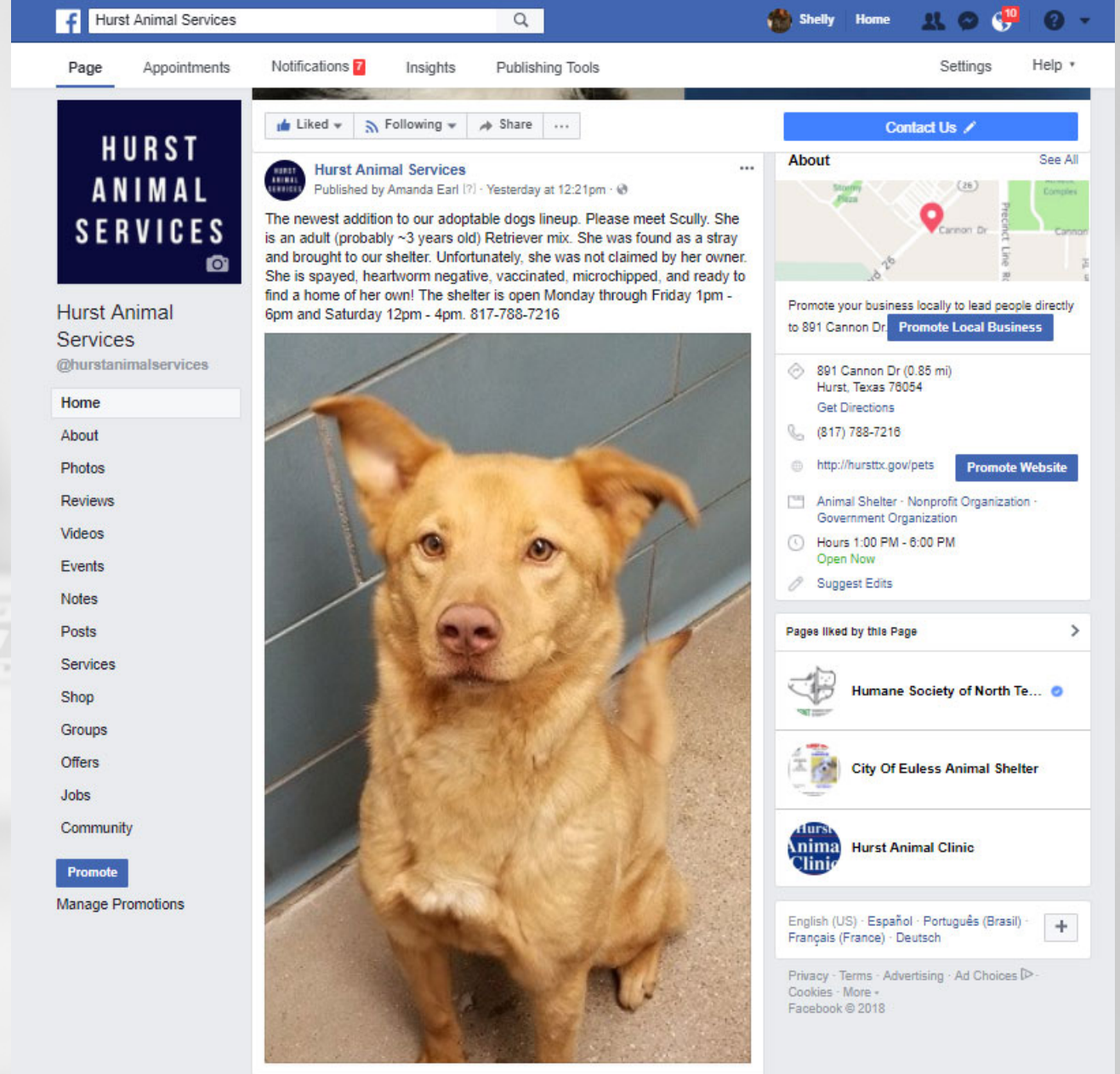
Pets

We all love them



We love them so much we gave them

- A facebook presence



HURST ANIMAL SERVICES

Hurst Animal Services
@hurstanimalservices

Home
About
Photos
Reviews
Videos
Events
Notes
Posts
Services
Shop
Groups
Offers
Jobs
Community
Promote
Manage Promotions

Hurst Animal Services
Published by Amanda Earl (?) · Yesterday at 12:21pm ·

The newest addition to our adoptable dogs lineup. Please meet Scully. She is an adult (probably ~3 years old) Retriever mix. She was found as a stray and brought to our shelter. Unfortunately, she was not claimed by her owner. She is spayed, heartworm negative, vaccinated, microchipped, and ready to find a home of her own! The shelter is open Monday through Friday 1pm - 6pm and Saturday 12pm - 4pm. 817-788-7216

About
See All

Promote your business locally to lead people directly to 891 Cannon Dr. **Promote Local Business**

891 Cannon Dr (0.85 mi)
Hurst, Texas 78054
Get Directions
(817) 788-7216
http://hursttx.gov/pets **Promote Website**

Animal Shelter · Nonprofit Organization · Government Organization
Hours 1:00 PM - 6:00 PM
Open Now
Suggest Edits

Pages liked by this Page

Humane Society of North Te...
City Of Euless Animal Shelter
Hurst Animal Clinic

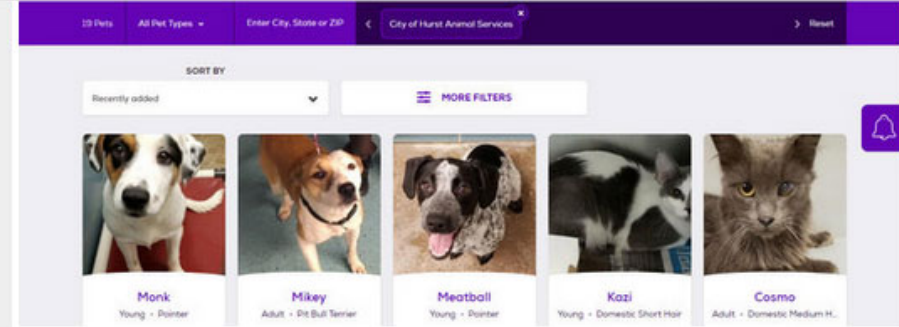
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We love them so much we gave them

- A facebook presence
- Their own email topic via govdelivery



The Hurst Shelter has many pets available for adoption!

Last week we had a great turn out for the puppies in our shelter, which was great! We still have many adult pets looking for homes. Won't you come find your new family member!

Check out all of our adoptable pets by visiting [our petfinder page](#).

Help these pets find their people!

HURST★TEXAS

Hurst Animal Services
891 Cannon Drive
Hurst, TX 76054
817-788-7216



Questions for City of Hurst?
[Contact Us](#)

STAY CONNECTED:



SUBSCRIBER SERVICES:

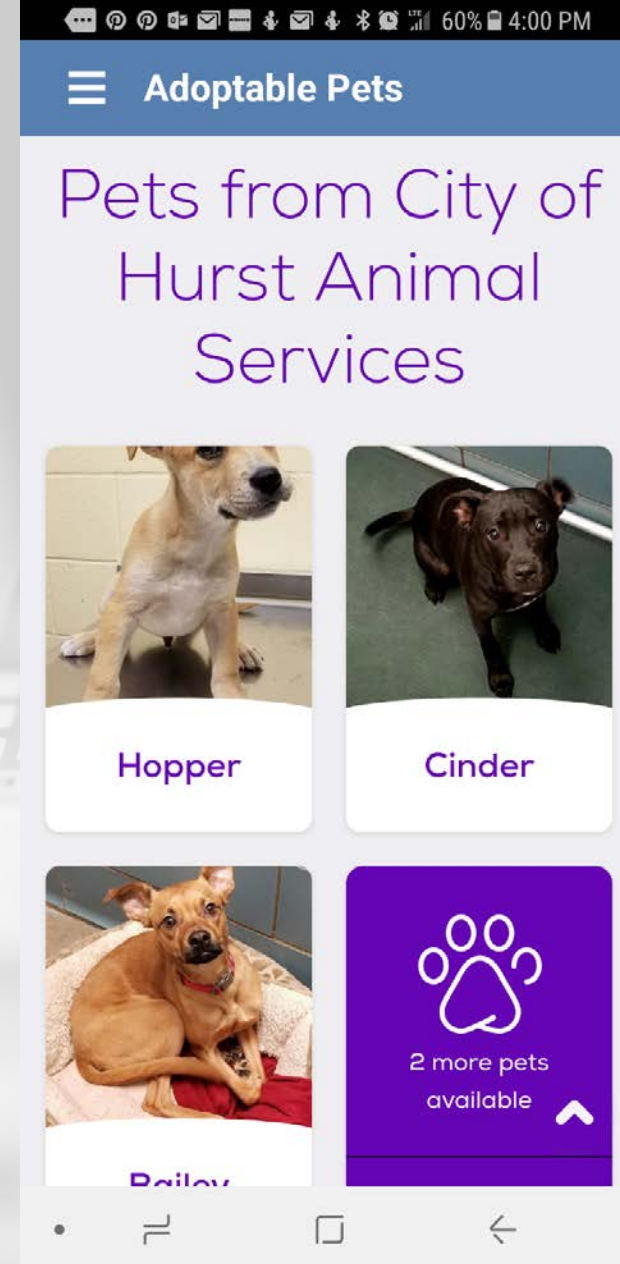
[Manage Preferences](#) | [Unsubscribe](#) | [Help](#)



HURST★TEXAS

We love them so much we gave them

- A facebook presence
- Their own email topic via govdelivery
- Their own option on our mobile app



conclusion

- Consistency
- Accuracy
- Familiar look
- Sometimes...less is more

