OVERVIEW
The City of Louisville used Granicus’ end-to-end solutions to transform the relationship between citizens and the City’s important programs and services. From launching street sweep alerts that leverage an API, to using Legistar, which enables to the City to better manage the legislative process, Louisville empowers citizens to connect and engage in real time.

CITY OF LOUISVILLE COMBINES GRANICUS SOLUTIONS TO TRANSFORM SERVICES

SITUATION
Lack of Communication Leads to Frustration, Disengaged Citizens

Every day, citizens have countless interactions with government that can go unnoticed. Actions like monthly street cleaning or garbage removal are two of these services that, when on time and done seamlessly, aren’t necessarily immediately noticed or recognized.

While these services were on time in Louisville, Ky., the City had a record number of vehicles (over 13,000) that were either ticketed or towed because of parking violations. Often related to street cleaning confusion, the City knew it needed a way to better alert citizens of parking rules and updates related to street parking.

Finding a seamless way to connect with citizens on street sweeping also made room for engagement on other city-related news. After previously using a spreadsheet to manually track those who wished to receive email updates about meetings and agendas, the City decided it needed to find an easier way to promote transparency. With the goal of improving engagement in public processes, Louisville set out to find a way to connect with citizens in a more effective way.

SOLUTION
City Initiates APIs, Communications Cloud, and Meeting and Agenda Solutions to Connect with Citizens Directly

Since 2010, the City of Louisville has been using the GovDelivery Communications Cloud to connect with citizens in real time on everything from street cleaning to notices on public
Citizens just want to know what their government is doing for them, so thinking about [agendas and communications services] tied together makes a lot more sense to me.

Scott Render, E-Communications Manager

meetings. With help from the GovDelivery Network, Louisville increased its subscriber base on the GovDelivery Communications Cloud by 500 percent. In March 2017, the City reached over 180,000 subscribers - with nearly 30,000 being added in the last year alone.

A larger audience means that more citizens are able to sign up and receive information on specific topics of interest. Integrated with Granicus’ Legistar solution, which publishes agendas to a single public platform, over 1,000 citizens now receive meeting agendas, minutes, and action summaries via the Communications Cloud every month. Prior to using Granicus’ GovDelivery Communications Cloud and Meeting and Agenda solutions together, citizens had to wait for days or even weeks to view these action summaries, which they can now view almost immediately.

The added benefit of implementing an API (Application Process Interface) meant that the City staff didn’t have to do the manual updating to service communications like street cleaning or junk set-out dates notifications - saving the Louisville staff valuable time and resources.

By combining Granicus solutions together, the City of Louisville was able to better deliver on its promise to serve citizens in an efficient way, and increase engagement with information on its public services.

Email reminder notifications sent to inform Louisville residents

RESULTS

More Than Just Resources, the Council Also Saved Valuable Time

• Increased email enrollment to 180,000 subscribers (500 percent increase)
• Integrates APIs, allowing citizens to receive updates in real time via email or text
• Saves valuable time and resources using Granicus Meeting and Agenda solutions

ABOUT GRANICUS

Granicus provides technology that empowers government organizations to create better lives for the people they serve. By offering the industry’s leading cloud-based solutions for communications, meeting and agenda management, and digital services to over 3,000 public sector organizations, Granicus helps turn government missions into quantifiable realities. Granicus products connect over 150 million people, creating a powerful network to enhance citizen engagement. By optimizing decision-making processes, Granicus strives to help government see better outcomes and a greater impact for the citizens they serve. For more information on Granicus, visit www.granicus.com.