



City Of Hurst, Texas

Collaborating with Granicus to improve economic development through email



259

Pets adopted

142

Pets reported lost

354%

Subscriber growth with the Granicus Network

58%

Facebook likes

OVERVIEW

The City of Hurst works with its local community to enhance social, economic, environmental, and cultural well-being now and into the future.

SITUATION

Driving Economic Activity And Promoting City Services

Situated between Fort Worth and Dallas, Texas, the city of Hurst has 40,055 residents and more than 1,100 businesses. Hurst is also home to Dallas-Fort Worth International Airport and the third-largest indoor shopping mall in the state. Its 9.92 square miles rest between major highways, bringing in high traffic to businesses and making it a desirable place to live.

Juggling multiple communications campaigns, the City of Hurst sought to provide quick and efficient ways to keep its audience informed. While Hurst established a social media presence seven years ago, it needed additional channels to further reach and engage its residents, business patrons, visitors, and stakeholders. With its website and social media already active, Hurst looked to email as a controlled, measurable, and efficient line of communication to effectively influence its audience.

SOLUTION

Creating A Better Connection To Residents Through Email

Hurst sought to drive economic development and promote city services to residents and businesses, and digital communications helped to achieve this goal. The City selected govDelivery as its primary email provider to inform current subscribers, streamline communications, measure its efforts, and further grow its audience. The platform also supported cross-channel communication efforts to the city's social media channels and online properties.

MUST HAVE SOLUTION

govDelivery

“Email campaigns via GovDelivery allowed us to share information and programs with our citizens easily and efficiently.”

Shelly Klein, Communications Specialist at City of Hurst

Adoptable Animal Services

In an effort to push adoptions and bring lost animals home, Hurst established the “Adoptable Animals” campaign. When new pets went up for adoption, the city sent emails to animal service subscribers. Everything subscribers needed to know about the adoptable pet was included within the email—an image and hyperlinked pet and adoption information—all in a user-friendly layout.

In addition, each email referred to the Adoptable Animals Facebook page and the City of Hurst’s “Lost and Found” online form. govDelivery provided the platform for cross-channel communications to further promote the city’s services.

Shop First in Hurst

As a bustling suburb between major metropolitan hubs, Hurst competes with many retail areas. And with a five-year road construction project, getting to Hurst retailers was becoming more challenging. Some shoppers found alternative routes, while others avoided coming to Hurst altogether. Because less than 20 percent of shoppers are Hurst residents, the city could not afford to lose its revenue stream from sales tax.

Enter “Shop First in Hurst”. During the holiday season, Hurst offered an incentive to encourage local retail shopping with four, \$250 gift cards to local retailers. While the campaign was established decades ago, Hurst modernized its communications to drive shopping interest in Hurst amidst road construction. Hurst developed a shopping microsite, found at shophursttx.com, to share an interactive map displaying alternate routes and to promote a gift-card giveaway. Information about the campaign was funneled through govDelivery to the city’s email subscribers. Through govDelivery, Hurst created user-friendly email templates to promote the campaign, driving visitors to the microsite. Social media and an on-site annual tree lighting event further generated interest.

RESULTS

Connecting Multiple Audiences At Any Given Time

The campaigns had a positive impact on the city’s communication to citizens, patrons, and stakeholders.

Adoptable Animal Services

Since the Adoptable Animal Services program launched, 142 pets were reported lost and 259 pets were adopted. Since establishing the Facebook page in April 2015, Hurst gained 845 “likes”, and thousands of impressions on the page helped locate and identify missing pets, as well as find new homes for animals in Hurst shelters.

Using a multi-channel strategy, including email and social media, to identify and promote animal services improved Hurst’s ability to share information with city officers and citizens.

Shop First in Hurst

Shop First in Hurst continues to successfully drive shoppers to Hurst retailers and the integration of digital communications furthers the campaign reach and interest. The Shop First in Hurst campaign each year helps drive interest to the city’s 1,000 businesses, further generating city revenue through sales tax.