



# Baytown, Texas

## How Online Engagement Connected Local Government to Community Through Transportation Projects and Local Art

700+

survey responses in an early stage of using the platform

800

votes in a public art contest

30K Visits

in one year, just months after the initial launch of Baytown Engage

### OVERVIEW

In an early stage of using their platform, City of Baytown staff received over 700 survey responses; a result exponentially higher than could be reached through their open houses or in-person meetings in the past. When the City launched a public art contest for columns to be placed around the community, they were astounded to receive 800 votes in the contest. In one year, just months after the initial launch, Baytown Engage received 30,000 visits.

### SITUATION

Before implementing EngagementHQ, the City of Baytown, Texas lacked a community engagement team and a dedicated process for public involvement. Their Public Works department occasionally hosted open houses for the public, but with a large majority of the town being shift workers, evening meetings didn't work for many people. Additionally, they didn't find social media outreach to be the best method for their communications.

### SOLUTION

The city of Baytown launched Baytown Engage in September 2020 and soon after, staff realized the benefits of the solution for their team, and for the community. They saw the potential for Baytown Engage to empower more voices in their community through a platform that was available 24/7.

### RESULTS

Through their use of EngagementHQ, the city of Baytown has realized many successes with their community. Within the first year, the obvious success of EngagementHQ had an impact on securing funding for more projects, expansion of programs, and another position in community engagement.

### MUST HAVE SOLUTION

EngagementHQ

“We are really here to create space for a two-way conversation”

- Sabrina Martin,  
Community Engagement Coordinator, City of Baytown.