

11,000

subscribers

50%

open rates on  
newsletters

76%

engagement rate

>100

new subscribers per  
month in 2024

## OVERVIEW

The Town of Dunedin, Florida, looked to update their digital presence while also modernizing their communications strategies. Tools in Granicus' Government Experience Cloud (GXC) not only met their needs but helped spark new approaches to informing and engaging residents.

## SITUATION | Tropical Charm, Outdated & Decentralized Communications

Home to 36,000 residents, Dunedin has seen an influx of new residents since the pandemic. While the town had communications tools at their disposal, they found a lack of branding and strategy was preventing effective communication.

In a coastal Gulf state, where frequent weather events require a more centralized, easily accessible approach to delivering communication, leadership knew they needed to reimagine the digital presence Dunedin had in both connecting to residents and providing them the resources they needed.

## SOLUTION | Core Tools for Modern Strategies

Dunedin chose OpenCities as part of the Granicus Experience Cloud (GXC). The leadership said OpenCities not only could meet their website needs, but also help better connect departments in a more positive digital experience for residents.

Including the govDelivery communications tool as part of the GXC package also provided the means to better centralize communications for both email and text/SMS messages to targeted groups interested in city topics, events, updates, and emergency notifications.

## RESULTS | An Immediate Test Sparks Positive Results

The new digital communications strategy was put to the test almost immediately, when Hurricane Ian began forming in September 2022. During the storm, the team used govDelivery for daily updates from the town's Emergency Operations Center, including embedding a Facebook live with the mayor, commissioner, and city manager.

Based on that success, Dunedin began using govDelivery for their weekly newsletter, and in roughly six months doubled their subscriber numbers from 4,000 to 8,000.

This approach also helped achieve the goal of creating a more centralized approach to city communications, integrating departments such as Parks and Recreation, which was previously sending out two to three messages per day.

## MUST HAVE SOLUTION

Government  
Experience Cloud:

- govDelivery
- OpenCities
- OpenForms

We look at govDelivery as making 'The Dunedin News' into the No. 1 best source for our residents and our business community to get information about what is happening in Dunedin."

Sue Burness, Director of  
Communications, Dunedin,  
Florida