



Bellevue, WA

How SMS and Engagement Tools Helped Bellevue, WA Supercharge Communications

58%

engagement rate

300%

network impact

29,000

subscriptions

95,000

total subscribers

OVERVIEW

After over a decade of using Granicus' digital marketing solution, the city of Bellevue, WA looked to take their engagement and communications to the next level. Thanks to their success with Granicus' SMS capabilities and the tools found in their community engagement platform, Bellevue was able to build further success connecting with communities.

SITUATION | LOOKING TO BUILD ON A GOOD THING

Incorporating govDelivery into communications allowed Bellevue to go beyond sending news releases about high-profile initiatives. But just as their tech-focused Puget Sound neighbors upgrade and adapt technology, Bellevue Digital Communications Coordinator Claude Iosso found that Bellevue's communication strategies needed to also broaden. Most notably, text and SMS messaging provided an essential way to connect with communities who use their mobile phones as a primary source of information.

SOLUTION | NEW CHANNELS OF CONNECTION

As with any shift in technology, Iosso knew that internal education would be an important first step to incorporating text/SMS into their communications and engagement plans. Fortunately, that learning curve wouldn't include having to learn new tools.

"It was great that govDelivery had text capabilities just added to the system," he said. "It sort of just snuck in there."

RESULTS | BROADENING ENGAGEMENT

SMS offered a valuable avenue for telling people in the community about what Bellevue is doing, but the city also wanted another way to hear from residents. Granicus' EngagementHQ, with several interactive features, offered a solution. Bellevue launched it as "Engaging Bellevue," and facilitates input on several planning initiatives and construction projects on the platform.

This "two-way or multi-way platform" combines communications and project engagement with surveys presented in multiple languages and interactive maps allowing users to tag locations. The Transportation Department is conducting road safety assessments around schools, and with Engaging Bellevue parents can pinpoint problem locations.

MUST HAVE SOLUTION

govDelivery

EngagementHQ

"It was a way to connect with people who were interested in city projects but, short of regularly monitoring city webpages, had no way of knowing something new was happening. "Since we launched govDelivery all those years ago, it's been a great tool."

Claude Iosso
Digital Communications
Coordinator