



Credit River, MN

is Using Technology to Serve Better and Engage its Community

70%

subscriber growth in
first 6 months

64%

engagement rate
compared to 60%
benchmark*

57%

open rate compared to
30% benchmark*

11%

click rate compared to
2% benchmark*

OVERVIEW

Named after a river that spans 22 miles, Credit River, MN is a charming and quaint city located in the southwestern region of Minnesota with a population of 6,000. Council members wanted to transform the city's digital experience to increase community engagement and public participation, so they employed the Granicus Experience Cloud. The result was better government communications and community engagement, with less of a burden on city staff.

SITUATION | A NECESSARY PAIRING

Credit River understood that technology alone would not transform the constituent experience, it had to work hand-in-hand with its communication strategy. To truly achieve their goal to increase community engagement and public participation, the Credit River team implemented a suite of modern technology solutions – the Government Experience Cloud – that empowered the entire constituent experience using website, digital communications, and agenda and public meetings management.

SOLUTION | CLEARING THE WAY FOR TECHNOLOGY

Because of city staff constraints on availability for the project, it was important to quickly achieve goals and public wins. As the project continued, the project manager built on those wins by augmenting the skills and capacity gaps within the city's teams. One of the first steps in this purposeful process began with the launch of the city's fresh marketing communication solution and using it to send email updates about website progress.

RESULTS | MODERN, ROBUST, AND RESIDENT-CENTERED

With the integration of a new, custom website and the city's new communications solution, the website was transformed into a modern, robust, and resident-centric hub for information. The upgraded communications strategy and solution significantly strengthened the flow of information from the city into the community. The number of subscribers grew by 70% in the first 6 months alone.

MUST HAVE SOLUTION
Granicus Experience
Cloud

“This [the Granicus Experience Cloud] exceeds the expectations of our residents. It is exactly the outcome we expected and hoped for.”

Chris Kostik, Mayor