

Palm Desert, CA

How a Southern California city used EngagementHQ to prioritize engagement with residents

100%

increase in reach to Spanish speakers in first year

82.5%

open rate for EngagementHQ newsletters

28

projects in centralized information hub

3,100

views on average each month

OVERVIEW

Palm Desert is a vibrant, growing city rich in outdoor treasures and nestled in the Coachella Valley of Southern California. As local priorities evolve along with changing community demographics, city leadership recognized the need to engage more robustly with the public.

SITUATION

Palm Desert had traditionally been known as a retirement community and “snowbird” destination but, in recent years, has seen a shift toward more “full-time” residents who skew about ten years younger on average. Like many cities, Palm Desert used traditional, time-consuming methods like phone calls, emails, social media, and community events and meetings to engage with the community. With a growing population of about 53,000 and a boom in both housing and commercial developments, Palm Desert city leaders saw the importance of moving toward a digital platform to reach its evolving community.

SOLUTION

Implementing EngagementHQ in Palm Desert helped transform communication in the community. This robust digital solution became a powerful resource for community stakeholders, including residents, businesses, and the media. The city’s EngagementHQ site, [Engage Palm Desert](#), served as a repository for clear, concise facts, which helped create transparency about ongoing projects in the community. Each page was built to be clean, simplistic, visually stimulating, and approachable; leaders were careful not to make the website heavy with language.

RESULTS

As part of its commitment to be inclusive and reach groups who typically do not participate in civic processes, Palm Desert created Spanish language project pages. City leaders recognize EngagementHQ as an important component in reaching that goal. The solution has also helped Palm Desert push out timely, factual information and gain more trust in the community. Additionally, Palm Desert leaders have found an opportunity to target information to the audiences seeking it. EngagementHQ newsletters have a nearly 83% open rate, much higher than other communication methods.

MUST HAVE SOLUTION

Service Cloud

“[Engage Palm Desert] helped increase transparency and foster relationships with individuals who felt unable to speak up. [It] revolutionized our processes.”

Ryland Penta,
Digital Strategies Coordinator,
City of Palm Desert