



Bear Valley Springs, CA

How Bear Valley Springs Improves Engagement, Crisis Comms with Digital Tools

950+

registered users from 5,500 community residents.

4,600

visitors to Tax Poll content

100+

contributors to Crisis Communications survey

Reduced

“random” questions about community projects

OVERVIEW

Located in California’s Tehachapi Mountains, Bear Valley Springs offers an idyllic home to 5,500 residents. With demographics ranging from older residents to young families, Bear Valley Springs sought a solution to improve engagement over issues affecting the community and get feedback on crisis communications.

SITUATION | IMPROVING CRISIS MANAGEMENT & PUBLIC ENGAGEMENT

Despite its modest population of just over 5,500, Bear Valley Springs includes a broad range of community members, from elderly residents to young working families. The communications team had a robust plan, including a monthly print magazine sent to all residents, a district website, monthly email newsletter, and presence on Facebook and Twitter. But after a recent wildfire, the police chief and communications specialist sought a way to get better engagement on both crisis communications and community projects.

SOLUTION | A TOOLKIT THAT PROVIDES MULTIPLE OPTIONS

The breadth of the EngagementHQ toolkit appealed to the Bear Valley Springs team. Creating a stand-alone engagement site, The Bear Valley Exchange, EngagementHQ made it easy to include a variety of features, manageable on one platform. Because of that the team was able to create FAQs, Q&As, surveys, polls, embedded video content and more in one central website.

RESULTS | STRONG ENGAGEMENT IN A SHORT PERIOD OF TIME

In the six months since building The Bear Valley Exchange, with EngagementHQ tools as its backbone, the communications team has seen an immediate success. More than 950 users have registered (nearly 20% of the 5,500 population) and actively participated in a variety of engagement campaigns ranging from wildfire communication surveys and response plans to a tax poll that attracted more than 4,600 visitors over the course of one week. More importantly, EngagementHQ provided a tool that the Bear Valley Springs Police Chief said helps build trust and comfort for law enforcement staff who previously were dubious of digital engagement tools.

MUST HAVE SOLUTION

EngagementHQ

“ Other solutions that we looked at were typically one tool. This tool gives us everything. It puts the project in one spot and we have all the tools there to engage, whether it’s FAQs, Q&As, surveys, polls. I can show videos of our meetings there. It is a complete package.”

Megan Clark, Communications Specialist, Bear Valley Springs