



Marietta's community focus requires strong citizen connections



Client Situation

The City of Marietta has an estimated population of more than 67,000 residents, making it one of metro Atlanta's largest suburbs. In addition to those who already consider Marietta home, new developments and redevelopments are springing up everywhere in the city. With its ever-growing population and its focus on establishing a unique blend of small-town values and big-city opportunities, the city is a hotspot for community events and betterment projects. Marietta's community-centered approach demanded an improved method of citizen communication.

Solution

The City of Marietta launched its "Notify Me" service in February 2009, offering residents a convenient method of receiving news, events and emergency alerts from City Hall by email and text message.

Since this time, the city's use of the GovDelivery Digital Communication Management solution has become so much more than a simple alert service. The automatic, personalized messages that the service provides allow residents to get the news straight from the source, pick the news that's important to them, and stay informed to best plan their fun. Residents are now able to subscribe to receive information about their neighborhood, community events, and Concerts on the Square. In addition to finding out what fun events are planned for the weekend, residents can receive public safety alerts and find out about construction or city improvement projects that may alter their travel plans.

Results

The city now has more than 9,500 residents subscribing to receive alerts via "Notify Me" and has delivered 1.1 million personalized messages to residents since system launch. Marietta now offers residents free email and text message updates on more than 50 topics. The most popular subscription topics include E-News weekly city newsletter (5,800 subscribers), emergency alerts (4,100 subscribers), and current job openings (3,300 subscribers). The City of Marietta uses the information that residents provide while subscribing to provide citizen-requested services, improve website content and offer additional, relevant subscription topics.

With the city's continued growth and development Marietta publishes Blueprint Marietta, the city's newsletter for the community on its citywide revitalization. Each issue includes information on the city's plans for redevelopment, progress in meeting goals, and how all the projects fit into a master plan to remake parts of the city while retaining its historic charm and sense of community. This newsletter has been published quarterly since the spring of 2007.

