



San Ramon recalls broad audience with dynamic widget



Client Situation

The City of San Ramon aims to provide efficient delivery of public services that are essential to those who live and work there. San Ramon is considered one of the most desirable Bay Area cities, with its scenic beauty, comfortable climate, location in close proximity to major cities, and quality schools and parks.

The city has a population of more than 59,000 residents that the city needs to engage with on a consistent basis, without bombarding residents with irrelevant information or using city resources inefficiently. To promote its local services, the city sought to improve communication with residents while fully leveraging its website.

Solution

San Ramon launched GovDelivery's Digital Communication Management in May 2009 to effectively communicate new city information to residents and increase traffic to its website. San Ramon utilizes multiple communication channels, most notably email and text messaging, through the GovDelivery solution to reach the largest possible audience.

When announcing the launch of the city's public service alert system, Mayor Abram Wilson spoke highly of the solution: "We're very proud to be the first city in Contra Costa County to offer this kind of service to our citizens. It exemplifies our ongoing commitment to provide efficient delivery of quality public services to those who live and work in San Ramon, through an accessible and responsive city government. The city is constantly looking for innovative ways to expand and improve our digital community. This new system offers personalized email and text message updates about our city, putting you in control of the types of information you receive, the time frame in which it is communicated, and the means by which it is delivered."

Results

San Ramon uses digital communication management to automatically communicate with residents on more than 90 unique subscription topics including crime bulletins, current construction projects, emergency alerts, employment opportunities, the City's Farmer's Market updates, and the Parks and Recreation eNewsletter. The most popular subscription topic is the Parks and Recreation eNewsletter, with more than 12,900 subscribers to that topic alone.

More than 21,600 residents are currently subscribing to receive city information through the GovDelivery service and more than 1.1 million messages have been delivered since implementing this solution. Relevant updates are automatically delivered directly to a resident's email inbox and/or cell phone through an SMS text message.

The City of San Ramon is able to reach a broader audience by offering a dynamic widget with critical, time-sensitive emergency alerts. During a real emergency, information about the impact of the emergency, the response actions taken by the city and important post-emergency information is posted to the Emergency Alert widget. GovDelivery Information Sharing Widgets are an easy way to allow others in the public, private and nonprofit sectors to stream updated, official government information directly on their websites. Additional channels such as blogs and news sites can easily leverage the widget and individual residents can post it to their social media accounts to reach an expanded network of people.

