

SUCCESS STORY

LOUISVILLE, KENTUCKY

LOUISVILLE STRENGTHENS CITIZEN ENGAGEMENT THROUGH PERSONALIZED, TARGETED COMMUNICATIONS.

Q SITUATION

Disparate communications fracture engagement.

Siloed ownership of media and newsletter lists made a cohesive approach to communications virtually impossible for the City of Louisville. The police department, economic development, and the mayor's office each controlled their own lists, resulting in a fragmented, decentralized system that sent a hodge-podge of newsletters, emails and text messages.

In 2012 a new mayor brought new ideas about the value of centralized communications and list maintenance. With a top priority being the delivery of excellent city services online to relieve citizens of trips to government buildings, harnessing digital communications became paramount.

A SOLUTION

GovDelivery breathes new life into communications.

GovDelivery has helped Louisville organize a crisp communications system used extensively by the Metro Council, Economic Development, Parks and Recreation, the mayor's office and more. The City has added weekly communication cabinet meetings that include all communicators. This group receives training on a regular basis, in addition to new people who join the group.

Subscribers now receive a comprehensive monthly community relations calendar containing all special events, in lieu of several event-specific emails. Neighborhood groups or businesses submit requests to the Community Relations Board for



ABOUT

The largest city in Kentucky was founded in 1778 on the banks of the Ohio River and named after King Louis XVI of France, making it one of the oldest cities west of the Appalachian Mountains. Today, with a census-estimated population of nearly 757,000, the city is known as the home of the bourbon production, the Kentucky Derby, Kentucky Fried Chicken and Louisville Slugger baseball bats.

events they want to host. Approved events automatically appear in the newsletter.

Personalized communications have strengthened citizen engagement. People can sign up for neighborhood alerts about buildings scheduled for tear down (including photos), development proposals, and applications for liquor licenses and new business establishments.

The City accomplishes almost all of its media outreach through GovDelivery, including media advisories about news conferences and events and press releases. With the centralized system, communications can be initiated from anywhere at any time unlike when lists were housed on individuals' hard drives.



RESULTS

Demonstrating a commitment to transparent government, the mayor has issued an executive order outlining an open data policy. The data.louisvilleky.gov portal currently provides anytime access to and the very latest views of more than 100 datasets in an easy-to-use format.

Having achieved a consistent 50% message open rate, Louisville continues to improve engagement through communications. GovDelivery data helps Louisville hit the right balance to avoid compromising high open rates by over-communicating.

The City's move to mobile is well underway, with the unveiling of a new, mobile-friendly City website. The site's personalization feature, "MyLouisville", lets people enter an address to learn about their neighborhood—from when trash gets picked up to emergency services, and development proposals.

One of the first services conducted via smartphone was junk pick-up. More than 12,000 households have signed up for text message alerts one week before junk is scheduled for curbside pick-up and the day before. By proactively communicating on Junk pick-up dates for residents, Louisville has been able to increase efficiency in its call center,



REAL-WORLD EXAMPLE

The mayor's "Weekly Update" newsletter has been exceptionally successful in engaging citizens, as well as keeping the media informed for their reports. Subscribers continue to grow, along with the newsletter's popularity. In fact, a deluge of requests by community organizations to be in the mayor's weekly update forced the city to create a policy: only events the mayor plans to attend are included.

A reader-friendly design enables a quick grasp of the big picture and supports quick scanning. Within an hour of its weekly release, the office can count on fielding calls, indicating strong readership. The mayor's newsletter has been a role model for other departments that have seen its success and followed suit with their own newsletters.

cutting the number of calls to its 311 center regarding pick-up dates by 45% since 2013. Another text-based service is Crime Beat, where people sign up for texts about crimes that have just occurred in their neighborhood.



METRICS

50% OPEN/CLICK THROUGH RATE

12K SIGN-UPS FOR JUNK PICK-UP

45% DECREASE IN JUNK PICKUP CALLS

2M OPENS AND CLICK-THROUGHS

ABOUT GOVDELIVERY

GovDelivery empowers government to create better lives for more people. More than 1,000 organizations worldwide use the GovDelivery platform and network to inform and engage over 90 million people. GovDelivery is the only digital marketing platform built exclusively for public sector organizations in order to promote usage of services, enhance public awareness, and increase the contributions and involvement of citizen communities.