Fairfax, Virginia

Combining Digital Tools Helps Fairfax, Virginia, Expand Community Engagement

Doubled Subscribers in first few months online	1,100 survey respondents in two days	Increased cross-departmental involvement	Expedited Implementation through CARES Funding

OVERVIEW

While Fairfax, Virginia, is only 6.3 square miles in size, the City's Communications and Marketing team found that community projects were not engaging residents in the way they anticipated. By bringing together the combined power of govDelivery and Bang the Table (now by Granicus), the city was able to create a new and inviting hub for project information and provide the tools to increase outreach that drew attention from both residents and internal departments.

SITUATION

The Communications and Marketing team saw lackluster engagement with project information, often due to a piecemeal approach to gathering information. As they targeted an increasingly digital population, it became all the more vital to create a functioning hub that not only published information but also engaged conversation around the projects.

SOLUTION

Funded in large part by funding from the CARES Act, Fairfax was able to leverage the combined power of govDelivery messaging and refocus their digital presence with Bang The Table (now by Granicus). The network of subscribers accessible through govDelivery's network helped drive more vistors to the projects pages, where Bang The Table placed engagement front and center, through such features as third-party moderation of public comments.

RESULTS

Registered participants have more than doubled in the few months that the new combined system of govDelivery and Bang the Table have been in place for Fairfax. And engagement has increased, with surveys that get over 1,000 responses in two days versus two months. The effects have been felt throughout the city office's as well, increasing cross-departmental collaboration to better connect with resident audiences.

MUST HAVE SOLUTION

govDelivery EngagementHQ

> " I think the platform really facilitates the connection of neighborhoods, even in a smaller city. Digitally, it's useful to have a good way to provide a timeline of information and connect residents around topics."
>
> – Matthew Kaiser, Communications and Marketing Director