



Burleson, TX

Enhanced Transparency with Swagit



35+

days of staff time saved

Improved

access to meetings

Fewer

full-time staff needed

50+

meetings annually

OVERVIEW

Burleson, Texas is a fast-growing city of about 53,000 residents in the Fort-Worth area. Though its population is on an upward trajectory, Burleson is primarily a commuter city with a small-town feel. The city has prioritized providing its residents with a transparent experience, using Swagit by Granicus to deliver on-demand video streaming solutions.

SITUATION | PRIORITIZING TRANSPARENCY USING TECHNOLOGY

Public meetings provide opportunities for resident engagement but require people to be available on the day and time of meetings. Burleson staff did not use any technology solutions to record, transcribe, or stream public meetings, often placing a handheld recorder near the speaker to record meetings. City officials sought a solution which would give residents the flexibility to watch or listen to meetings at their leisure.

SOLUTION | ENGAGING RESIDENTS AND STAYING ON MESSAGE

Swagit has proven to be a customer-friendly, practical, proactive digital solution for Burleson. The Swagit platform offers robust capabilities, allowing the city to avoid hiring additional full-time employees. By streaming the meetings on the Burleson website, the city has created on-demand opportunities for residents to learn about what is happening in the community and access historical meetings and data. This helps the city ensure it is staying on the path policymakers have directed while staying on point, on message, and on mission for its residents.

RESULTS | IMPROVING ACCESS AND REDUCING RESOURCES

By using Swagit for digital video streaming, Burleson has saved more than 35 days of staff time and has been able to operate with fewer full-time staff, despite holding 50 council and planning and zoning meetings each year.

Additionally, the technology improved compliance with ADA requirements by adding closed captioning and transcriptions to meetings immediately after they concluded, allowing users to search for specific terms or topics discussed.

MUST HAVE SOLUTION

Swagit

“Swagit’s ability to pivot and keep an eye on trends helps us navigate new legislation and provide the best service we can.”

Amanda Campos,
City Secretary and Director
of Municipal Court
Services, Burleson, TX