



EDINA
MINNESOTA

Edina, Minnesota

created more meaningful engagement

197,000+

site visits

2,600+

site registrations

97%

of registered users are
active participants

Increased

transparency in the
community

OVERVIEW

With a population of about 55,000, Edina, Minnesota is a first-ring suburb located just minutes from downtown Minneapolis. The city relied on traditional engagement methods, including email, direct mail, social media, public hearings, and word of mouth to reach residents. Edina officials wanted to enhance its engagement methods and implemented Granicus' online community engagement platform to boost transparency, create greater awareness, and increase resident participation.

SITUATION | CREATING MORE MEANINGFUL ENGAGEMENT

Though Edina had realized some success with traditional outreach methods, the city knew it was not reaching some demographic groups. There was not a centralized location residents could use to access information and staff were spending a lot of time getting residents up to speed on projects. Edina's goal was to shift to a more dedicated process and create more accessible, visible communications.

SOLUTION | DIGITAL ENGAGEMENT ENHANCES ACCESS

Edina staff needed a solution that allowed people to participate when and where they were available. They sought an efficient way to house project information and wanted to provide a feedback loop where residents could offer their comments. Edina selected Granicus' online community engagement platform to create a transparent process and provide greater access to information. Branded as Better Together Edina, the city found that the solution helped them effectively achieve their engagement goals.

RESULTS | GREATER ENGAGEMENT THROUGH TECHNOLOGY

As a result of implementing a digital engagement platform, Edina has garnered great, quantifiable results and enhanced community engagement. The Better Together Edina website has seen an increase in visitors (over 197,000). In addition, more than 2,600 users have registered on the site, and the city estimates that 97% of registered users are active participants on Better Together Edina.

MUST HAVE SOLUTION

EngagementHQ

“ The [EngagementHQ] platform allowed us to ‘show our hand.’ People were seeing the project unfold in real time and could see the work being done; it helped build trust.”

Jessica Vanderwerff Wilson,
Water Resources Manager,
City of Edina