



## OVERVIEW

In the aftermath of Hurricane Harvey, the City of Hurst, Texas used a multi-channel approach to deliver important information on donations and volunteering to its residents. By building a dedicated web page for Harvey-related news using Vision's flexible CMS and driving web traffic with digital messages via the GovDelivery Communications Cloud, the city was able to get vital information to residents during and after the hurricane.

## POPULATION

39,160

## SOLUTIONS

**GovDelivery Communications Cloud**  
(Active since 2014)

**Vision's flexible CMS**  
(Active since 2012)

## USING DIGITAL TOOLS TO CONNECT AND INFORM CITIZENS IN TIME OF NEED

### SITUATION

#### Getting Urgent Information to Hurst Residents

Located between Dallas and Fort Worth in Texas, the City of Hurst sits a safe distance from the coast. But when fellow Texans in Houston were devastated by Hurricane Harvey, city staff were inundated with calls and emails about ways Hurst citizens could help. Unsure about whether to travel to provide a hand, donate specific items or give cash, citizens needed a single, reputable organization to direct them to the right place.

### SOLUTION

#### Providing a "Central Source of Truth"

To help cut back on the number of phone calls and email requests, which were consuming valuable staff time, the city decided to use two of its most powerful digital tools to get citizens what they needed: its website and email communications.

When Harvey hit in 2017, the City of Hurst's website had recently been revamped by Vision—a company now part of Granicus. The newly revamped website was focused on making it easy for citizens to access the most frequently visited areas of the website and to feature current happenings and events. The site was also built on Vision's flexible CMS, enabling the city to easily respond to its citizens' need for information during Hurricane Harvey by building a web page focused on relief efforts with resources to reputable organizations like the Red Cross and local animal shelters.

The city featured the relief page on the homepage of the website and promoted it via social media. While the homepage spotlight and social media efforts were great, the city knew many of its citizens wouldn't think to go there unprompted to look for hurricane information.

By providing a direct link to the dedicated web page for Harvey-related information at the top of the city's weekly email called "Hurst Happenings" that it sends through the GovDelivery Communications Cloud, the city was able to drive nearly 30 percent more traffic to the web page and increase its subscriber base by nearly 400 newly engaged citizens.



There's no way we'd have as many visitors to our website if not for GovDelivery.

Shelly Klein, Customer Service Technologies Administrator for the City of Hurst

## METRICS

7th

MOST VISITED PAGE ON THE WEBSITE AFTER THE STORM HIT.

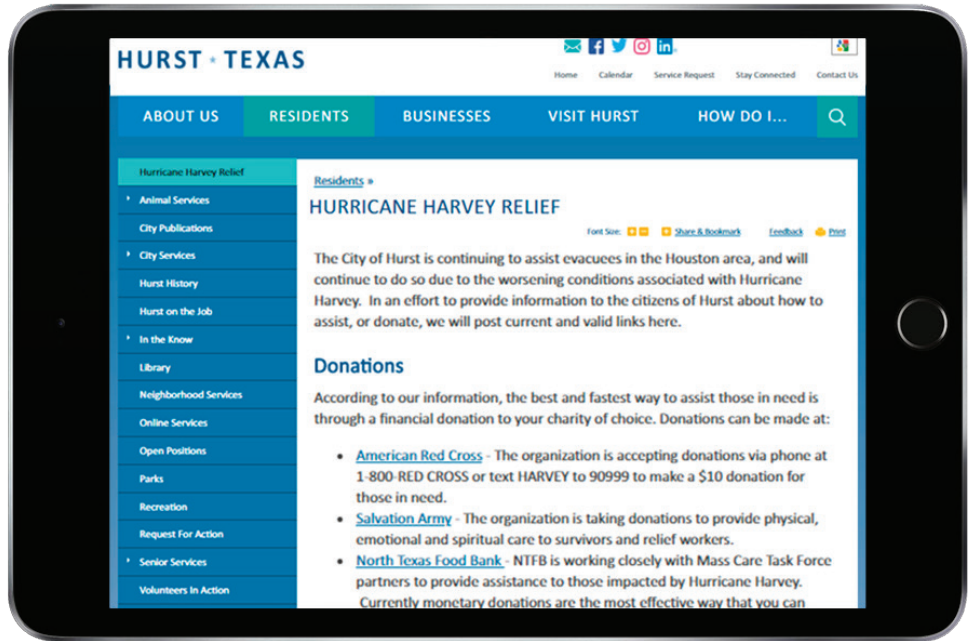
30%

INCREASE IN TRAFFIC TO THE HARVEY RELIEF PAGE THANKS TO THE GOVDelivery COMMUNICATIONS CLOUD

~400

NEWLY-ENGAGED EMAIL SUBSCRIBERS

"During situations like this, GovDelivery [Communication Cloud] is invaluable for reaching lots of people," says Shelly Klein, Customer Service Technologies Administrator for the City of Hurst.



## RESULTS

### A Better-Connected and Informed Community

- "Vision's flexible CMS made it incredibly easy for us to react to our citizens' needs for a central source of information related to Hurricane Harvey relief efforts. We were able to create a web page on the fly and combat misinformation about how to help with Harvey relief efforts by funneling everyone to the page," says Klein.
- Email helped drive a 30 percent increase in visitors to the Hurricane Harvey Relief page.
- Hurst's email subscriber base increased by nearly 400 in a single week around the time the hurricane made landfall as a result of GovDelivery Network and direct signups.
- The city reduced the amount of time and resources it spent answering questions from residents about how they could help.

## ABOUT GRANICUS

Granicus provides technology and services that empowers government organizations to create seamless digital experiences for the people they serve. By offering the industry's leading cloud-based solutions for communications, content management, meeting and agenda management, and digital services to over 4,000 public sector organizations, Granicus helps turn government missions into quantifiable realities. Granicus products connect more than 160 million people, creating a powerful network to enhance citizen engagement. By optimizing decision-making processes, Granicus strives to help government see better outcomes and a greater impact for the citizens they serve. For more information, visit [granicus.com](http://granicus.com).