Radnor Township, PA

How Radnor Township Digitally Transformed Community Transparency and Communication
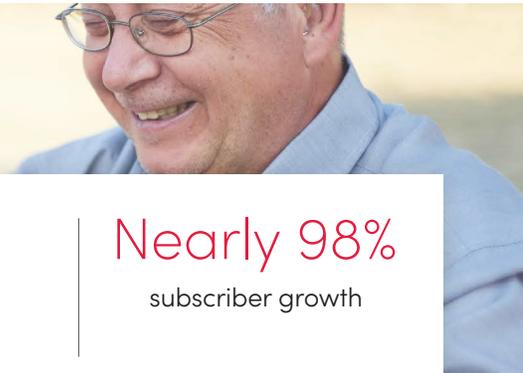
1.7M	66%	332%	Nearly 98%
emails and 57,000 text messages sent	engagement rate	network impact	subscriber growth

OVERVIEW

With a digital experience that was nearly 20 years old, Radnor Township looked to bring their communications and public meetings capabilities into the future. By integrating tools from the Granicus Government Experience Cloud, they saw dramatic increases in engagement and subscribers while creating a new efficient and transparent experience for their community.

SITUATION | A HISTORIC TOWN WITH A DATED DIGITAL PRESENCE

A historic Pennsylvania town saw an opportunity to modernize their communications, addressing gaps with public engagement by providing better real-time critical information for residents.

SOLUTION | A SUITE OF SOLUTIONS TO MEET SHARED NEEDS

Addressing these needs required a targeted approach, prioritizing execution and implementation of services to tackle each area. The Granicus Government Experience Cloud provided communications solutions with govAccess and govDelivery, a new digital experience via govAccess, and met transparency goals regarding public meetings through the Peak and Boards and Commissions tools within govMeetings.

RESULTS | RAISING THE BAR BEYOND EXPECTATIONS

The modernization and integration of Radnor's new digital experience has been embraced dramatically. Over 1.7 million emails and 57,000 text messages have been sent through the govDelivery platform since implementation, resulting in a 66% engagement rate and 98% subscriber growth in 2022 alone.

MUST HAVE SOLUTION

Granicus Government Experience Cloud

"When one company can provide an array of programs that are integrated to meet a variety of goals, that's very positive. That integration adds a lot of the efficiencies that we're looking for."

William M. White,
Township Manager,
Radnor Township, PA