



Sandy's Last Decade of City Communications



2023 Report



The Comms Story: Then

2013

- 157 social media followers
- No Instagram or Nextdoor channel
- 4200 email list that e-news was being sent to
- Non mobile-friendly website
- Limited online digital form system
- No citizen survey panel
- No citizen database to text/call
- No formal Privacy Policy/Terms of Use
- No CityServe app





The Comms Story: Now

2023

- Nearly 46,577 followers on social channels including Facebook, Twitter, Instagram, Threads, Nextdoor
- 40,086 subscriber in our Emergency Alert list with a total of 107,926 subscribers to ALL notification lists.
- New CivicPlus site allows us to talk to other software and was designed mobile-first
- Digital forms system with modern, mobile-friendly features
- Enhanced our Joint Information Center/Call Center
- Website SandyNow! chatbot feature





The Comms Story: Now

2023

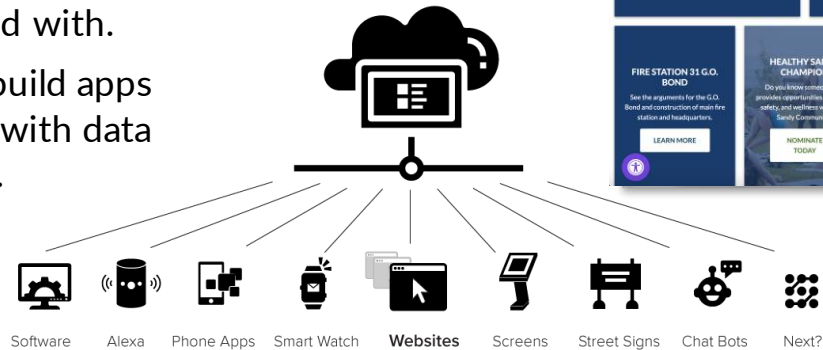
- Expanded CAM (Comm & Marketing) team to have a rep from EVERY department
- Built a Citizen Survey Panel
- Implemented AlertSense that allows us to text/call and geofence (*where citizen has supplied street address*)
- Completed Privacy Policy and Terms of Use
- Supported the launch and promotion of the CityServe citizen app
- Started annual test of the Communication Emergency System in 2020



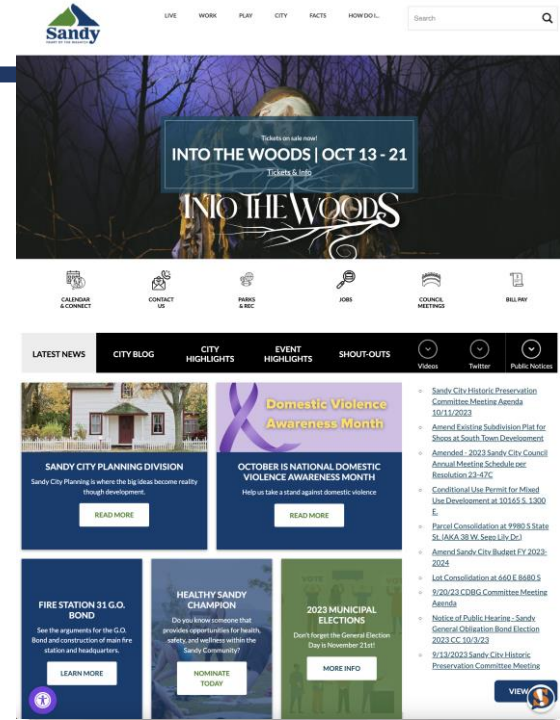
New Web Site Platform Launched

We rolled out a new platform in 2020 that enables us to push content out to all the devices our citizens are engaged with.

We are now able to build apps or connection points with data and devices.



Web
Platform





Web Accessibility

Audio Eye Monitoring

Scans and auto corrects ADA issues under the hood

Page Assist Tools

Allows users to customize their experience for legibility

Quality Assurance Tools

Helps internal teams correct issues with web page content



Citizen Connect

*One place for all the ways
to connect to Sandy City*

sandy.utah.gov/citizenconnect



CONNECT WITH SANDY



My Alerts



Web Platform



City Meetings



Social Media



CityServe App



Citizen Surveys



Water Watch



Sandy Rec App



Sandy Notify System

Email

Text

Phone
Call

- Builds our emergency communications database
- Privacy policy found in the footer of our website.

**40,086 Subscribers in the
Emergency Alert List**

Sign up for all emergency communications at
sandy.utah.gov/SandyNotify





2023 Results



1. CityServe push: 734 recipients
2. My Alerts: 11,743 robocalls, 9,764 texts, 8,130 emergency notification listings, 36,106 emails (compared to 30,145 in 2020)
3. Press coverage on KSL and ABC 4
4. March/April My Alerts web page engagement: 3577 (Avg time on page 1:51 – 2:47)
5. Social media engagement: 11,728 reach on Facebook, Twitter, Instagram, and Nextdoor
6. Social ads: reached 5,729



CityServe App

Since its launched in 2019, citizens have been able to download our service request app to report things like streetlight issues or graffiti.

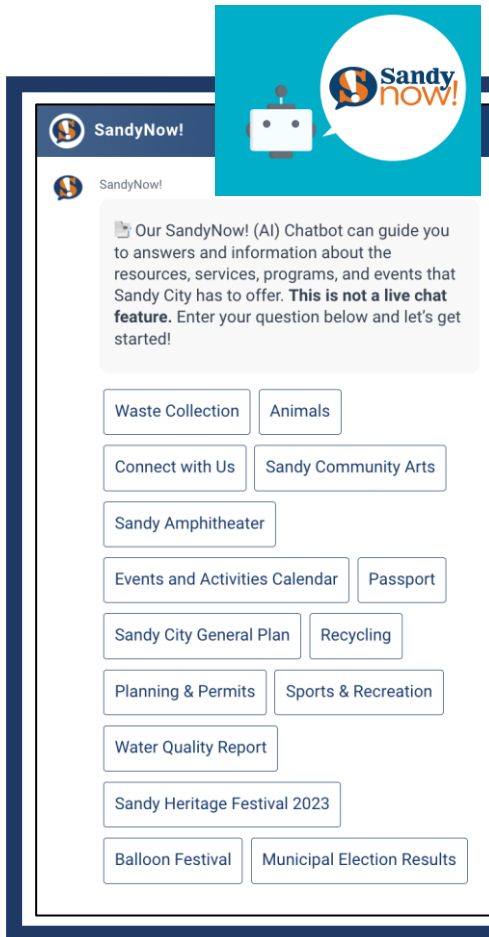
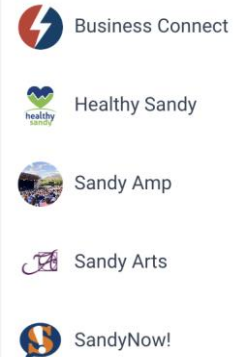
- 1425+ “registered” accounts
 - 3550+ downloads
 - Push notifications
 - 2178 service requests

Chatbot

Since its launch in Nov 2021, our chatbot has provided automated feedback to website visitors.

- 24/7 response
- 31,800 questions have been asked
- Top frequent questions answered: garbage collection, recycling, permits, sports, bulk waste, passports, connect, calendar, and events
- In the last year alone:
 - 12,274 total users
 - 18,024 questions
 - 462 direct emails captured and responses
 - 87.7% self resolution
 - \$53,805 costs savings (\$5 cost per resolution)

Bots installed on:



Social Media Notifications

46,577 Followers
on our social media channels



FOLLOW US ON SOCIAL:
[@SandyCityUtah](#)



Brands Built & Implemented

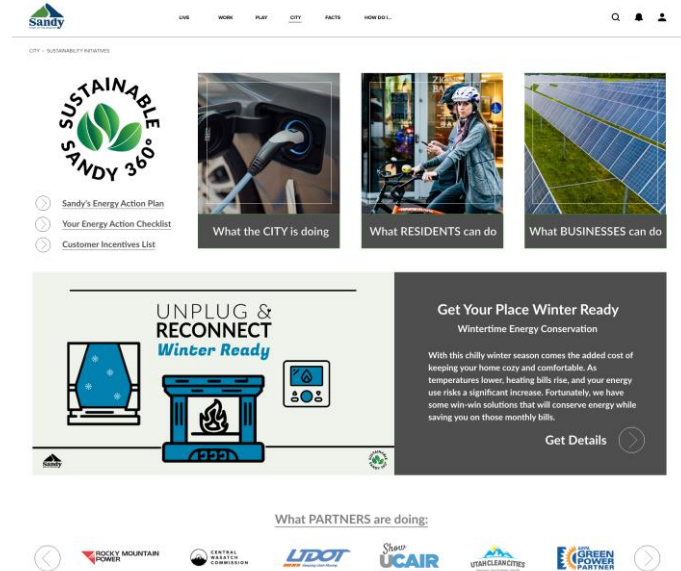


Campaign Approach Example

Resident Outreach

1) Website Update

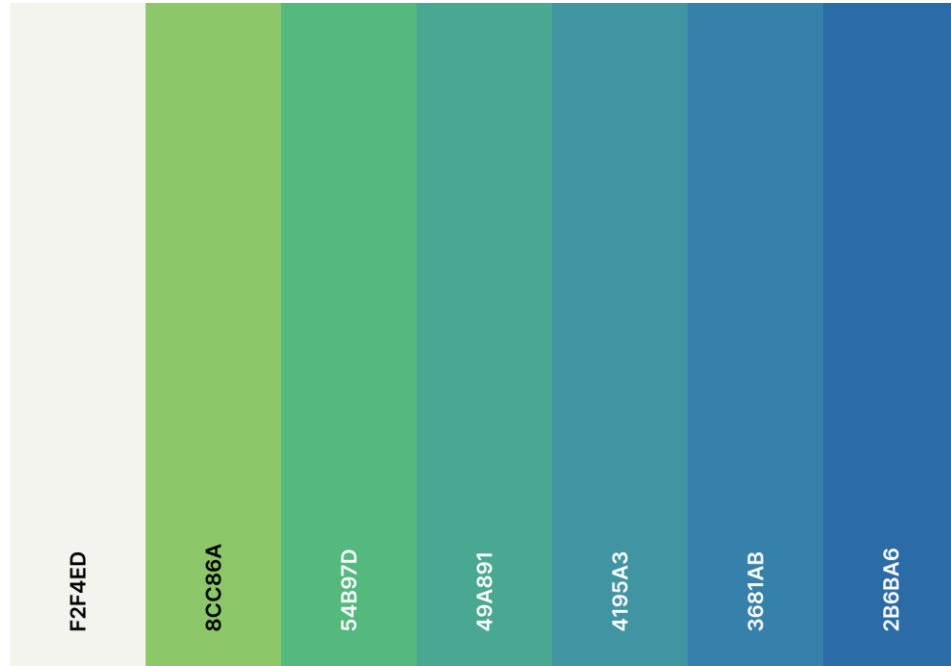
2) Unplug & Reconnect Campaign



Color Scheme

UNPLUG & RECONNECT

*Intentional play on earth,
water, and sky.*



Unplug & Reconnect Palette

coolers

Unplug & Reconnect Campaign Launch

Campaign Flights:

1. Aug-Sept 2021: EV Stations
2. Nov-Dec 2021: Winter Ready
3. Feb-Apr 2022: Water Wise
4. May-Aug 2022: Vacation Sustainability
5. Sept-Oct 2022: Going Green 9 to 5
6. Nov-Dec 2022: Renewable Gifts

Campaign Creative



Example: EV Stations Promotion



Did you know Sandy City has EV charging stations at our facilities? Download the ChargePoint app now to find the closest EV charging station to you! chargepoint.com/drivers/mobile



Sandy City has 47 electric vehicle charging stations available for you! Find one to charge your vehicle at one of our city facilities including City Hall!



Charge up in Sandy City

GET DIRECTIONS

47 EV Stations

Like Comment Share



Sandy City has installed EV charging stations for electric vehicles all around the city to help offset greenhouse gas emissions. Learn more about this SmartSandy initiative by watching the video. To learn more, go to SmartSandy.com. SmartSandy, it's a lifestyle.



Sandy City @sandycityutah • 1h
Sandy City is recognized by Utah Clean Cities for our many EV stations we provide at our facilities along with our green fleet efforts. Sandy was selected as the 2019-2020 EVSE Infrastructure Municipality of the Year. Find out more: <http://utahcleancities.org/drive-electric-utah>
<http://utahcleancities.org/live-electric>





Comms Bloopers



A new email was captured by your answer engine:

Email: [REDACTED]

Name: [REDACTED]

Question: Sports & Recreation

URL location: <https://sandy.utah.gov/306/City-Directory>

Note: I'm locked in bathroom

Login to Frase



Sandy City

Published by Justin Leup Adams · 17h · 🌐

With the recent explosion in popularity of pickleball, we know tennis players have felt a little neglected. But don't worry, we haven't forgotten about you! The two tennis courts at Storm Mountain Park recently re-opened after getting a re-finished surface. Enjoy!



David Graham

This thread summarizes municipal government so much.

Government: "We did a thing!"

Citizen #1: "That thing doesn't benefit me personally. You should have done the opposite thing!"

Citizen #2: "That thing does benefit me personally. You should have done more of that thing."

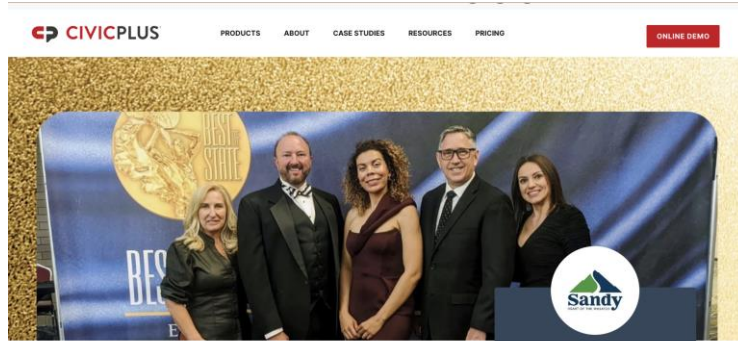
(And shortly) Citizen #3: "I'm here to complain about an unrelated thing."

Anyway. Good job on the tennis court. It looks nice.

Like Reply Hide Send Message 16h

👍 🗨️ 32





Sandy City, UT Communications Team Wins Best of State Award

We are elated to share that our #CPfamily member, Sandy City, UT, won the Best of State Award for Web-Based Community Resources. A foundational component of the City's digital community engagement strategy is its CivicPlus® website. Our director of product marketing, Jennifer Elliott, sat down with Sandy City Software Architect Engineer Teako Warfield-Graham to learn about her and her team's efforts to leverage best-in-class technology to create positive civic experiences with their residents.



What is the Utah Best in State Award Competition? The Best of State Awards were created to recognize outstanding individuals, organizations, and businesses.

What Makes for a Winning Nomination? The Best of State Judges look for organizations that:

- Excel in their endeavors
- Use innovative approaches or methods
- Contribute to a better quality of life in the state

Sandy City's Key to Success: Sandy City Communications leads with the mindset of "thinking like a citizen."

22 Communications Awards

- 2023: Award of Excellence - Sandy Amphitheater Web Design
- 2022: Utah Public Information Officer Association, Communicator of the Year
- 2022: Best of State, Web-based Community Resource
- 2022: 3CMA Savvy Award: Best Use of Humor Marketing – Mr. Do Right Bulk Waste
- 2022: Silver Circle – Digital Interactive/Issue Specific Website – Sandy Adventures
- 2022: Award of Excellence – Digital Interactive/Other Media – SandyNow! Chatbot
- 2020-21: 3CMA Savvy & Silver Circle Awards– Cityology Branding and Video Series
- 2020-21: 3CMA Savvy Award – Shop Sandy Campaign
- 2019: 3CMA Savvy Award – CityServe App Branding & Marketing
- 2019: Silver Circle Award – Resident Participation Campaign (Connect with Us)
- 2018: Award of Excellence – Bell Canyon Trail Initiative
- 2018: Award of Excellence – Fireworks Safety Education
- 2017: 3CMA Savvy Award – Sandy City Map Illustration (support)
- 2017: Silver Circle Award – Meet The Mayor
- 2017: Silver Circle Award – Firefight Dress Up Artwork
- 2016: Savvy Award – Adventure Week
- 2016: 3CMA Award of Excellence – Sandy Safety Kids Graphic Design
- 2015: Silver Circle Award – Folks with Fresh Ideas Video
- 2015: 3CMA Award of Excellence – SandyNow! Newsletter, Partnering for Success
- 2015: Silver Circle Award – The Cairns: Where Mountain Meets Urban
- 2014: 3CMA Award of Excellence – Sandy Facebook Content



- 4 full-time communicators and a contract videographer
- Annual subscription to SandyNow! news in print and digital formats
- MyAlerts for email, text, and robocall city updates
- Street banners and marquee and digital board updates
- Special event and meetings specialized photography
- Web platform including digital forms, web pay, and connections to all city platforms
- In-house ad agency to support all city departments with creative and marketing needs
- User-driven updated web designs and content maintenance
- City publications like Discover Sandy
- Video production for city awards, Cityology, key initiatives, and public education
- Marketing materials and collatorals for ongoing public education
- Community contests for events/holidays to drive public engagement
- Public social media presence on 5 major platforms
- Ongoing chatbot training and public response

What you get for:

\$7.71* annually
per resident

*Comm budget plus platform cost
divided by 100,000 residents

Equivalents:

- \$7.70: Instacart 2-pack Costco Kirkland Signature 2% reduced fat milk
- \$7.60 Starbucks grande espresso and bacon & gruyere egg bites
- 1.7 gallons of gas
- \$8 sale: Vanity Fair annual digital magazine subscription



DECADE SUMMARY

- 1) Exponentially increased followers on social channels
- 2) Expanded resident input (surveys and citizen feedback)
- 3) Improved communications technologies
- 4) Expanded our subscriber database for email and text communications
- 5) Launched the SandyNow! monthly e-news
- 6) Completed hundreds of successful community outreach micro campaigns
- 7) Instrumental in Sandy sub-brand designs, brand guardianship, and The Cairns Design Standards
- 8) Added the ability to robocall and geofence as well as a chatbot feature
- 9) Launched service request app with notification capability
- 10) Formalized and trained our Joint Information Center (JIC) and Call Center in the event of a crisis
- 11) Successfully tested the emergency communication system annually since 2020
- 12) Represented Sandy City among other cities and counties nationwide





Thank you!