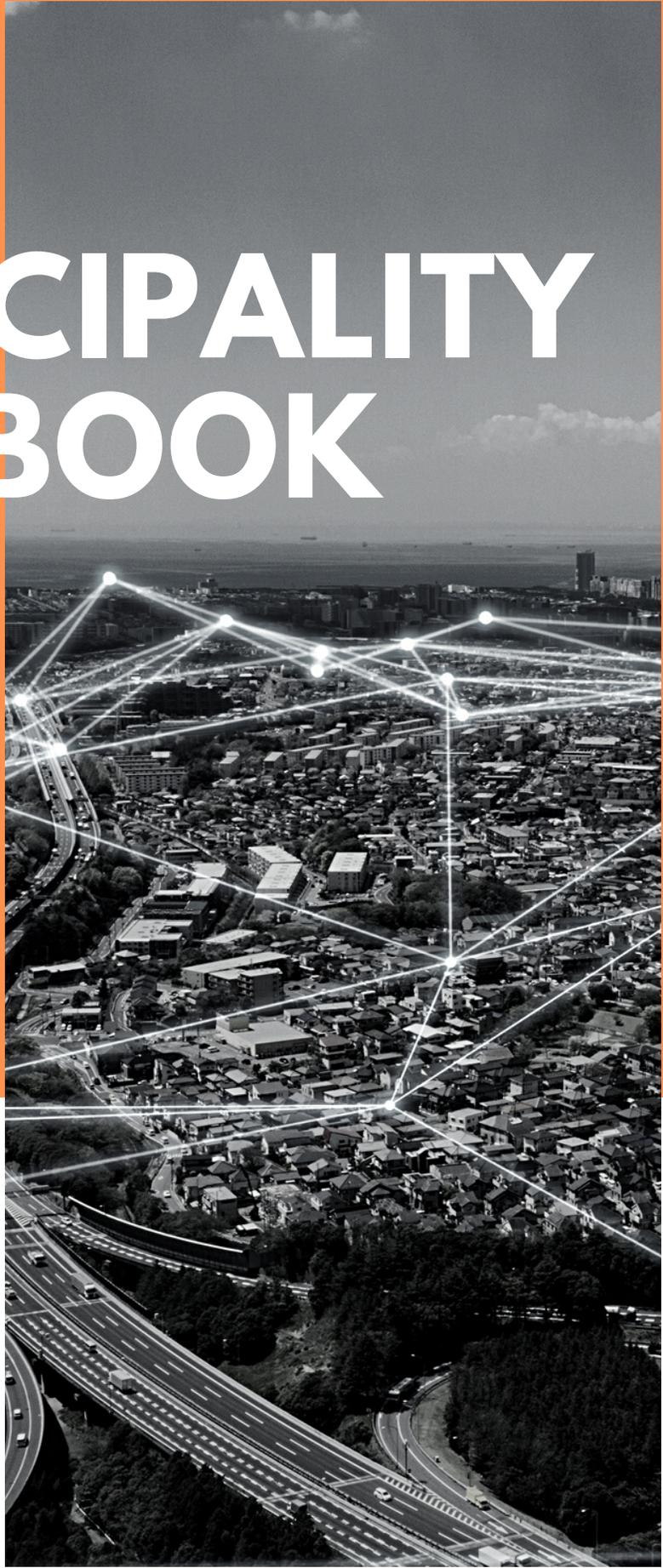


# MUNICIPALITY PLAYBOOK 2020

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**BoardActive  
Software**

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# CHAPTER 1: 311 APPS



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# INTRO

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Throughout the 80's and 90's, 911 services became overwhelmed with people calling about downed trees, nasty potholes, and issues for city officials that were not emergencies. Baltimore became the first city to develop a 311 service line, and they have since become available in most major cities throughout the last decade.

Over time the purpose of 311 evolved into an asset for communication and convenience between city officials and its citizens. With the onset of this unprecedented pandemic, more people are turning to the mobile offerings of 311 services in place of heading to the city hall or municipal buildings in person. With the latest geotargeting technologies moving to mobile, the marketers for these apps have an opportunity to extend the reach of value and revenue within these apps like never before. From commuter information to mayor communications, 311 apps are ready for the personalized push experience. Mobile marketing strategy has evolved, and the tactics within this playbook are actionable with a geofence push notification platform like BoardActive.



A black and white photograph of a man in a suit and glasses, standing with his arms crossed and looking upwards. He is wearing a dark cape that flows behind him. The background is a city skyline with several skyscrapers. The text 'MAYOR'S OFFICE' is overlaid in large white letters on the left side of the image.

# MAYOR'S OFFICE

With the way this year has been going so far, we have seen more need for open communication between a mayor and their citizens than ever before. Geotargeting allows this communication to be city-wide, to specific zones, or neighborhoods for a “direct-to-mobile” message completely relevant to the people that receive it. What’s that look like?

- When new guidelines or executive orders are put in place, direct messaging can be the fastest and most effective way to reach the people it affects. *Geofence the city or zones affected and set a message to send to the residents in those areas with information about the orders, as well as links that send citizens to landing pages with more in-depth details about what those orders mean.*
- Covid has brought a new channel of information that people constantly want the latest details on. From the current cases, deaths, and recovered numbers to the current alerts and precautions recommended by the CDC, mobile messages are a great way to get that information out. *Geofence cities or zones, and send out messages with the information related to that area.*
- Different areas have different needs. Ensuring the citizens that you have the resources and welfare information they need can be tricky as each area struggles with their own types of issues. One area may need housing information, while another may need access to pick-up areas for food. Sending messages segmented to the needs of an area strictly to the residents it pertains to ensures that the people feel heard and understood. *Geofence specific zones in the city, and send messages that relate to the needs of that area.*



- Improving voter turnout is integral. Geofencing polling areas and sending information with the times, addresses, directions, and information they need to bring is essential to increasing turnout and keeping the process as efficient as possible. *Set geofences around each poll zone, and trigger messages to send with this information when the residents enter those zones.*

# CITY COUNCIL MEMBERS

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Communication is important with public officials, and this certainly is true for city council members. There is always information that needs to be relayed to the citizens, and addresses that need to be made. A geofence messaging platform allows city council members to have their own secure log-in to reach the people in a timely and effective manner.

- When an upcoming vote is getting closer, mobile messages are a great way to remind residents about the voting details and process they can expect. Supplying information about a date and time for public comment increases the public engagement who might otherwise have been uninformed. *Use the city-wide or zone geofences to trigger messages with upcoming votes and details on public comment opportunities.*
- It seems there is another controversial or hard topic to discuss every week recently. The public is expecting a response from city council officials for many topics, and getting that response out in a timely fashion can be difficult. Send messages to residents with official responses to important topics through mobile communication. *Use the city-wide geofence, and send messages to all residents after hot-topic events with official response and links to pages with follow-up or updating information.*





# COMMUTER INFORMATION

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There is nothing more frustrating than sitting in traffic, except maybe ending up late for work due to unexpected roadwork detours. Commuters need to know the fastest way to get to their destination when things like construction, water main breaks, and out traffic lights get in the way. Offer mobile communication to the commuters in specific areas when their community roads may have issues. It prevents frustration, provides traffic efficiency, and supplies a solution to potential drive-time issues. It is a win-win for commuters and cities alike.

- Nothing incites more pressure for immediate information than commuters whose routes will be affected by roadwork or public works projects. Getting this information out quickly and efficiently is important. Provide dates, times, and exact locations of roadwork. Include alternate routes for commuters, and updates as workers get close to completion. *Set a wide geofence around the area where the work is taking place, and set a message to send with all of the details at least a day before work begins.*
- Stuff happens that is unfortunate, but often unavoidable. As emergent situations occur, it is important to relay information to the commuters who will be most affected. Road closures from down trees, gas leaks or water main breaks, detours due to events, road races, and parades, and civil disturbances all have a huge impact on local commuters. *Set site-specific geofences to send informing messages to commuters, including messages to let them know when they have the “all clear”.*



Mobile app usage is at an all-time high, and 311 apps are part of the growing movement to keep citizens informed and engaged. With a geofence messaging tool placed within these apps, city officials extend their reach of communication, increase engagement in public matters, and ensure that no citizen is left behind.

Municipalities are expanding their offerings and people are ready for the change. This goes far beyond just the 311 apps. Stay tuned for Chapter 2: School District Apps!

# CHAPTER 2: SCHOOL APPS



**BoardActive  
Software**

# INTRO

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Individual school apps, school district apps, or school country apps all have one thing in common, creating a line of ease between the schools and parents. From educational and community resources to upcoming events and changes - these apps are a fundamental part of the communication process with parents and their children's education.

Adding location messaging takes these apps to the next level, and brings a backing of personalization to the communication experience. Counties can talk directly to their students and parents of specific schools without the confusion of deciphering information that doesn't apply to them among a mass message. Relevancy is the key to increasing app engagement, parent involvement and attendance with school activities or resources, and to grow downloads in general. Let's break it down.



# SCHOOL DISTRICT/ COUNTY APPS

Every district or county has a school app with our mobile-driven society. The app serves as a resource for general district-wide information, as well as a portal for registering to receive school-specific information. The common thread for each of these apps is to keep parents informed. We will look at some uses that incorporate the targeting of geolocation notifications with the goals of the schools and parents in mind.

- With a geolocation notification platform like BoardActive, principals can have their own accounts to send messages to their parents and students with updates in policy, changes to schedules, upcoming events, and more. *Geofence the school's zone and set a message to send with the information when the parent enters or remains within the geofence.*
- Parents always seem to get the information for early release days, school closures, and parent's nights last minute. This school-specific information is better served to reach parents directly through mobile communication. *Geofence neighborhoods within the school's zoning and send messages to parents that enter the geofence with the relevant information in a timely manner.*
- No one likes to think about emergency situations when children are at risk, but these are inevitably the moments we need to be most prepared for as educators and parents alike. Sending messages when emergencies occur is a great way to relieve panic and confusion. *Use the school's zone geofence to send a message when lockdowns, emergency dismissal, or inclement weather warnings come through.*





# K-12 SCHOOL APPS

Some schools have their own apps that are specifically designed for the parents and students of this school.

- Virtual school is a huge part of parent’s current concerns. Access to all of the resources they need is integral to the success of students. This includes online school education materials, project resources, and online updates or changes. *Use the school zone geofence and segmentation ability to send messages to parents who enter the geofence who are registered for online schooling.*
- Community partners and sponsors for sports, clubs, and PTA can sponsor location-based messages that will engage parents, students, and staff while generating new revenue streams. *Geofence home and away games - football fields, baseball stands, soccer fields, etc. Deliver time and location-based messages with a great discount or rewards to drive sales or store visits to sponsors through an exclusive “in-stadium” coupon delivered right to the phone. It’s “better than a sign on the backstop” Sponsors can even track their results.*
- Break time? Provide educational options for students in the best places for them to utilize them. Send messages to students as they pass by libraries with summer/spring break reading programs or live readings. Deliver notifications with student pricing for visiting museums or galleries as they pass by these locations. *Geofence the local libraries, museums, and galleries, and set messages to send as they enter the area.*
- Schools offer many programs and fundraiser options dedicated to raising money for the school while offering a fun experience for students. After school programs, extracurriculars, school carnivals/fairs, and other events can increase their parent participation with both volunteer and attendance opportunities by simply informing the parents at the right time. *Schedule messages to send between a certain date and time range to all parents that enter the school zone geofence with sign up information, and participation times and locations.*

# CONCLUSION

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Whether it is an app for an entire district or for an individual school, the goals are the same. Increasing parent engagement, event attendance, and downloads. With relevant information at the right time and place, parents have a better opportunity to support their student's schools and get the resources they need for their children to be fully engaged in their education. With the option to reach parents direct to mobile, schools can add revenue from new partnerships and bring relevancy to their messaging. Geotargeted messaging opens doors for a new form of parent/school communication. See for yourself.

