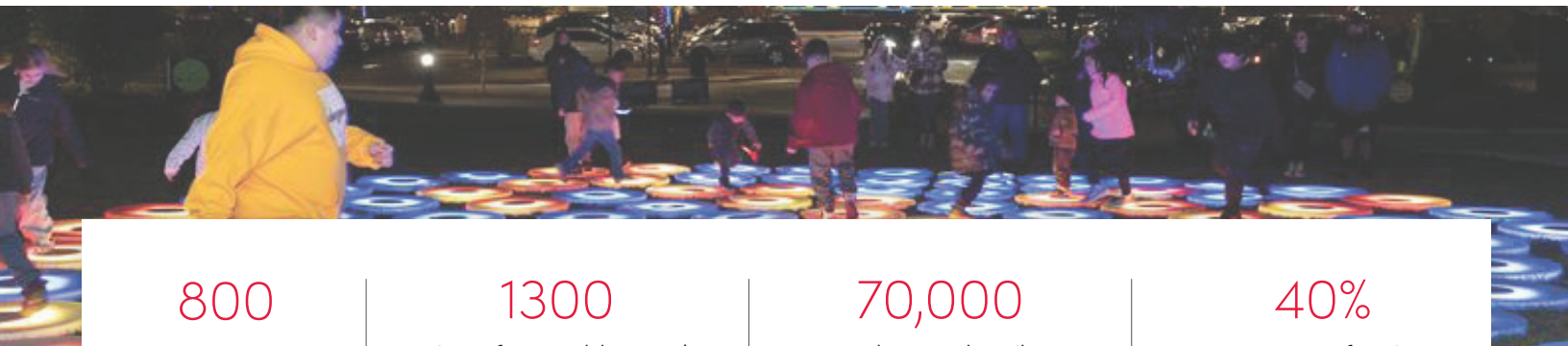




# Aurora, Illinois

Party Time, Excellent! How Aurora is maximizing the impact of its digital services



800

responses to a single survey

1300

views for an alderman's web page in one month

70,000

newsletter subscribers

40%

open rate for city newsletter

## OVERVIEW

The City of Aurora, Illinois, relied on social media and static web pages to interact with citizens, providing city leaders with a small sample of public sentiment. By switching to Service Cloud by Granicus, Aurora dramatically improved how it informed, interacted, and understood its nearly 200,000 residents in just a few short months.

## SITUATION | Ready to take the next step

Situated just 40 miles west of Chicago, Aurora is the second most-populated city in Illinois. But like many mid-sized municipalities, it faced difficulties in understanding public sentiment. This was not from a lack of effort but the reliance on outdated tools or products created for a different purpose.

## SOLUTION | Engagement solution turns on the lights

One of the most impactful projects using the Service Cloud engagement capability was a survey of the city's downtown. The city built a map to show unoccupied business locations and asked citizens what they wanted in those spaces. Not only did residents get what they wanted, but businesses could move in knowing there was public demand for their services.

## RESULTS | A shining example: The success of LUMENAURA

The city also wants to integrate engagement efforts into more programs like it did with its first annual LUMENAURA Light Festival. Using Granicus, the city created a web page about the event that provided information while soliciting volunteers. The festival was a huge success, and Zaghloul credits the city's use of Engagement Service Cloud in getting the word out and ensuring strong attendance throughout the celebration.

## MUST-HAVE GRANICUS SOLUTIONS

Service Cloud, featuring communications and engagement capabilities and Granicus Experience Group (GXG)

“It's about getting the public more engaged. It gives citizens more of a voice. Now, we put projects out there, show where we are, and highlight features to keep things more transparent and give them an expanded voice.”

Jon Zaghloul, Communications Manager, Aurora, Illinois