

# Queen Creek, Arizona

- Current population: 60,100
- Growth rate of 7-9% annually
- Median age: 33.3
- Median income: \$98,214
- Number of employees with the Town: 307
- Positions in Communications & Marketing Division:
  - Communications Manager
  - Marketing Specialist
  - Digital Media Specialist
  - Marketing Coordinator (focus on recycling & water conservation)



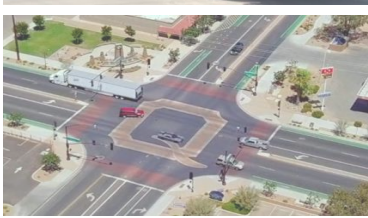
# Queen Creek Tech Efforts

## Adding Efficiencies By Working Together

- Strong relationships with IT personnel
- Share speaking points with front line customer service reps
- Use collaborative programs like Google Docs/Sheets
- Use GIS programs to help residents find things for themselves
- Work regionally to find solutions to common issues (i.e. Recycle Wizard)
- Work with vendors to collaborate on technology to make it work for your community



# Use GIS to make things simple



### My Queen Creek Services

Search for an address or locate on map

SWORTH RD, QUEEN CREEK, AZ X

Show results within 10 Miles

0 10

Town Offices	(1)	>
Police	(1)	>
Fire Stations	(4)	>
Trash and Recycling Collection	(1)	>
Recycling Facilities	(1)	>
Household Hazardous Waste	(1)	>
Cooking Oil	(1)	>
Water Service	(1)	>
Sewer Service	(1)	>
Library	(1)	>
Post Office	(1)	>

Esri, NASA, NGA, USGS | Town of Queen Creek, Esri, HERE, Garmi...

# Use GIS for fun and convenience



**Hay QC!** Trunk or Treat 2020 [f](#) [t](#) [l](#)

Take a selfie or photo, post using the hashtag #HayQC and visit the Queen Creek Recreation Annex with your photos for some candy!

**Spider Bale** Old Ellsworth Brewing Company at 22005 South Ellsworth Rd

 Spider Bale	 Boo! Bale	 Minion Pumpkin	 Spider Bale	 Army Bale	 The Witch Inn
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# Converting engagement to digital during 2020

- Virtual Ice Cream Social
- View-a-Vehicle Videos
- Virtual Ceremonials (Countdowns, Ground Breakings)
- Why Wednesday
- Police Chief Outreach
- Recycling Pre-Registration
- Small Business Grant Testimonials



# Social Media / Digital Content



- **ZenCity** to monitor posts/media.
- **Canva** for graphics and stock photos. Their folder features have been helpful in keeping our team organized and allowed us to share items easily and quickly with each other that we are collaborating on.
- **Lumen** for quick videos and stock videos.
- **Powtoon** for cartoon-like videos. Great for very complex projects like budget.
- **Venngage** for infographics. Explain metrics into an easy-to-read, enjoyable format.
- **Snagit** for video recording. Just grab video or part of video.
- **Premiere** for video editing. Very robust video editor that provides for easy branding of videos. Produce everything from talking head videos, side-by-side footage, and overlays. For those who do not have a video background tools such as Adobe Rush, iMovie, and Lumen are a great place to start.

# Work with neighbors

- Recycle Right Wizard



Not sure if it's recyclable?

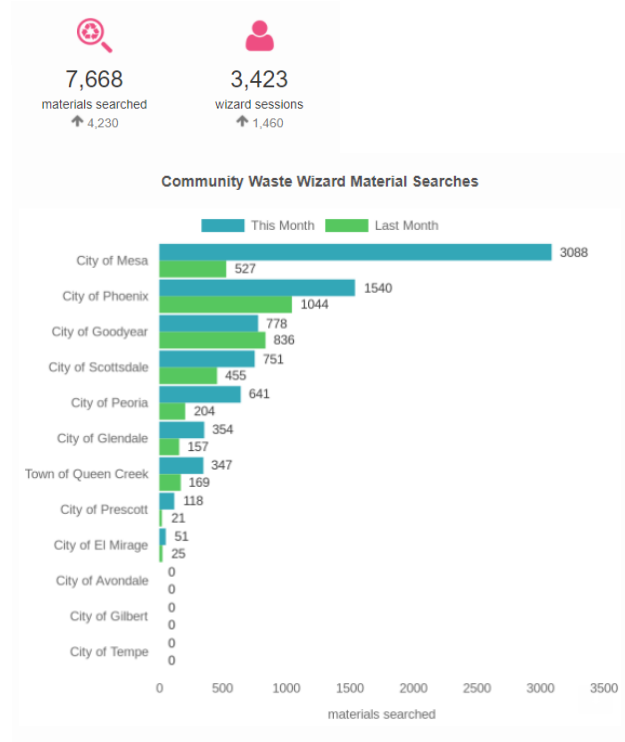
**Try the Recycle Right Wizard!** Select the *Town of Queen Creek* option, then just type an item into the search box and look for easy ways to dispose of it properly.

Couldn't find what you were looking for? Help us improve the search function by selecting the *Need Help* button and send us a message for additional support.

Recycle Right Wizard

English Need help? Share

Type the name of a waste material, and we'll tell you where it goes for recycling, composting or disposal.





**(844) 977-2291**

## What is TextQC?

- First integration of Citibot & See Click Fix
- Allows residents to ask questions via text
- Takes service requests via text
- Filters request to the correct department
- Allows residents to track service requests via email or live chat





**(844) 977-2291**

## **Metrics for the First Quarter**

- 1,116 total communications during the first quarter
- 562 number of unique residents who engaged with TEXTQC
- Sample resident inquiries:
  - Are all parks open in QC?
  - How do I apply for a business license in QC?
  - Is the Mansel Carter Park splash pad open?
- General topics of interest:
  - Street lights
  - Recycling
  - Abandoned vehicles
  - Construction
  - Mosquitos

# Working with leadership & community

- Manage expectations prior to launching new programs
- Ask lots of questions and negotiate with vendors for what you need
- Don't be afraid to fail!



# Measure success & savings to increase influence

- Evaluate traffic in lobby and number of phone calls to customer service areas
- Evaluate length of time customer service reps spend on phone calls
- Share analytics from the website and social media



# Key takeaways

- Strong internal relationships
- Online collaboration programs work
- GIS can be used to help residents find things for themselves
- Regionally partnerships are key
- It's OK to push vendors to create a more useful product





**Thank you!**

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