



# Spotlight on a Savvy Citizen® Community...



Richland Township is a beautiful semi-rural community located in the North Hills area of Pittsburgh with a population of over 11,000 residents. In Richland, you'll find a 100-acre park, welcoming neighborhoods and wooded hills, top-notch schools, and direct access to State Routes 8 and 910, and PA Interstate 76.

As technology continues to drive how people get their information, many municipalities find themselves at a loss for an effective way to communicate with residents. Richland Township was no exception. Dean Bastianini, Township Manager, sums up the situation: "Recognizing that demographics and technology are changing, how we communicate with residents needed to change as well. Municipalities need a way to reach residents because there is very little municipal news coverage any more. We needed an easy and effective way to reach residents via a medium that most use: mobile devices. We felt that if we didn't keep up with technology, we'd be left behind."

Richland Township selected Savvy Citizen® to fill their communication void. Jennifer Saunders, responsible for Richland's reception and accounting duties, now considers Savvy Citizen her go-to method to notify residents with important municipal information. "Savvy Citizen is a quick and concise way to relay information. Residents receive the information on their phone, glance at it and they're done." Jennifer, a frequent Savvy Citizen user, likes how user friendly the system is to administer. "Entering a notification is very straight forward. It's easier than editing our website."

Sara Knapp, responsible for sustainable/storm water management duties, helps manage the Richland website. Like

most municipalities, Richland's site, while comprehensive and resident friendly, wasn't seeing much traffic. "Many residents don't visit our website frequently. Savvy Citizen gives us the ability to push information directly to residents that they might not otherwise see." In addition to pushing information to residents, Savvy Citizen allows municipalities to include links in notifications, driving residents to the municipal website for more information. "I've been impressed with the number of referrals our site gets from Savvy Citizen", states Sara.

Richland Township has been using Savvy Citizen for a year and has many examples of how the system has improved communication with residents. For example, every winter, the township is able to provide discounted ski tickets to residents. In past years, this program was advertised via signage in the township building and their (mailed) newsletter. This year, Richland put a notification out via Savvy Citizen. "The discount ski ticket notification received strong response. Hours after the notification went out on Savvy Citizen, residents were at the municipal building to buy tickets. We actually sold out of tickets and had to purchase more, something that hasn't happened before", states Jennifer. This illustrates the success of Savvy Citizen in reaching residents. Aside from ski tickets, Richland uses Savvy Citizen to communicate everything from summer

movie nights in the park to road closures to emergency alerts.

In conclusion, Richland Township sees real value in Savvy Citizen. Resident engagement has exceeded their expectations and Dean believes that Savvy Citizen has actually saved Richland money. "Savvy Citizen saves money and personnel time. For the cost of the service (which isn't a budget buster), our staff can communicate with residents once as opposed to fielding many calls from residents on the same subject. This frees up our staff to work on other things while allowing us to be proactive with our residents instead of reactive." Richland Township is a community that values having Savvy Citizen as a comprehensive notification system to reach its residents.

*The Savvy Citizen Team invites your municipality to become a Savvy Citizen Community.*

Learn more at:  
[www.savvycitizenapp.com/government](http://www.savvycitizenapp.com/government)  
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**Savvy Citizen®**

6565 Penn Avenue  
Pittsburgh, PA 15206  
412-924-3154  
Sales@SavvyCitizenApp.com