

GovClarity® and CommunityView® helped the City of Smyrna, Georgia to champion meaningful engagement with their residents.



Success Story
City of Smyrna, GA



GOVERNMENT



PROBLEM

Smyrna, GA is experiencing rapid growth and needed a better way to communicate critical data to current and new residents.



SOLUTION

Implementing GovClarity and CommunityView helped the City of Smyrna publish maps and other important communications to ease the burden on City employees and support its residents.



FEATURES

- Supports growth: Customization with unlimited expansion potential
- Always updated: API integration (real-time) with the city's own data and platforms
- Improved relationships: Between the community and City departments
- Always available: Cloud-based and accessible from multiple devices

GovClarity and CommunityView Help Local Governments with Challenges Related to Rapid Growth

Keeping up with the pace of change, including new zoning and property tax information

The City of Smyrna is one of the largest cities in the Greater Atlanta area with over 50,000 residents. The City had growing pains associated with rapid growth. While growth is vital for the long-term success of a municipality, it presents some challenges such as land annexations. Boundaries are constantly changing, making it difficult for residents and City employees to access reliable information quickly.

Since residents need access to current and accurate information, the City of Smyrna's website needed to be that resource. If a resident can't find the needed information, they might rely too heavily on City employees.

Improving community engagement through meaningful interactions with residents

GovClarity and CommunityView provide an interactive and intuitive platform for City employees to share information, for residents to access information, and for residents to submit feedback about the data published. The City now has a 100% customized website built for the needs of the community. It is also scalable to keep up with additional growth.

Since implementing GovClarity and CommunityView, the City of Smyrna's GIS specialist, Kathe Roper, explained, "we've just begun to tap the potential for presenting all kinds of information in a more useful spatial fashion than we do today."

Digital Map Products is the leading provider of location technology and data, helping local governments make smart decisions while supporting the needs of its residents.

To see our location data solutions for government and get a free demo, visit digmap.com/government.



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