

Spotlight on a Savvy Citizen® Community...



Crafton Borough Allegheny County



Crafton, Pennsylvania, a “Tree City USA” community, is one of the best-kept secrets of the Pittsburgh region. With its beautiful, historic Victorian homes, tree-lined streets, and safe neighborhoods, it’s a gem of a borough just 7 miles from downtown Pittsburgh. Top this off with a beautiful scenic valley by Chartiers Creek, and you’ll know why generations of families call Crafton home.

In today’s “mobile phone dependent” society, people rely on their phones every day for the latest information on news, weather and much more. As a result, municipalities using traditional methods of communication struggle to reach their residents. Signs on the door and infrequent updates to municipal websites are not effective. Crafton Borough was no exception to the communication challenge. They were looking for a better way to engage their residents. Municipal leaders determined they wanted to keep residents better informed using modern communication methods.

The Savvy Citizen support team notes that Crafton is one of the most successful clients due to the volume of helpful information and events that they provide to their residents via Savvy Citizen. Crafton posts notifications and events multiple times per week, and enjoys uninterrupted subscriber growth month after month since they signed up.

Initially, Crafton Borough purchased an emergency notification system. They realized immediately that Crafton needed a more comprehensive system that was more community centric. Emergencies happen infrequently and Crafton sought a tool that would promote resident engagement on a regular basis while handling emergency information when required. They found Savvy Citizen to be the best fit.

ordinance changes, senior events, leaf collection, road construction and even clothing drives.

One thing that was important to Crafton Borough when considering a notification solution was accessibility to all residents. “In addition to push notifications via the app, Savvy Citizen offers emails and text messages. This enables us to communicate with residents of all age groups” states Carissima.

Carissima Kerns, Crafton’s Borough Secretary, is the main municipal Savvy Citizen user. “As a Savvy Citizen municipal user, I have found the system is very easy to use. I love the accessibility in that I can create events or notifications from my desk or from my phone and reach our residents within minutes. It is so intuitive to use, no training was required”. Crafton Borough uses Savvy Citizen to communicate a wide variety of information like

After Crafton Borough purchased Savvy Citizen they gave access to the Crafton Library, which provides many community activities and services to the borough. Since then, Savvy Citizen has become the library’s go-to means of communication for all library activities. “The borough gave us access and we haven’t looked back. We put all library events on the Savvy Citizen calendar” states Alyssa Zolkiewicz, Director of the Crafton Library.



Since starting to use Savvy Citizen, the library has seen a dramatic increase in resident engagement. "Our summer time musical series for children has seen an increase in participation of roughly 200 percent since we started using Savvy Citizen. The event was so well attended that we had to purchase additional supplies for participants because we ran out. Our library hosts more than 20 events per month and this is one of many examples", states Alyssa. Prior to Savvy Citizen, the library had limited means of communication (an occasion newsletter and website). Savvy Citizen provided the library with a voice, making it a focal point of the community.

In addition to the library, the police department also contributes to Savvy

Citizen. Every month, residents are provided with a crime watch report. This details all the police activity for the previous few weeks as well as helpful hints for residents to prevent crimes and police information. These Savvy Citizen notifications have replaced the traditional police blotter newsletter.

While neither Crafton Borough nor the Crafton Library have a Facebook page, residents leverage Savvy Citizen's social media functionality to share notifications and events amongst themselves. "I see residents sharing Savvy Citizen information on their Facebook pages on a regular basis" states Carissima. The sharing of this information also promotes organic Savvy Citizen resident signups and engagement.

Savvy Citizen has provided an efficient and effective means of communication for Crafton Borough to communicate with residents. From helpful reminders to library events to public safety information, Savvy Citizen is Crafton Borough's preferred means of resident communication.

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

Learn more at:

www.savvycitizenapp.com/government or use our contact information below.



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