

## CASE STUDY CITY &amp; MUNICIPALITY

# City of Port Orange delivers critical community alerts by text

City of Port Orange Parks &amp; Recreation · Port Orange, Florida

**3,466**

Community members joined

**24**

Average text broadcasts per year

**50K**

Text messages sent per year

**THE RESULTS**

The Parks & Recreation department relies on time-sensitive text alerts to notify opted-in residents about last-minute scheduling changes, upcoming registration deadlines, website updates or issues, and other important news.

**Time-sensitive alerts**

Residents hear about last-minute schedule changes the moment they happen.

**Busy schedules, kept on track**

Parks & Recreation prepares fields for 1,750+ competitive games and works 25 or more special events every year.

**PARKS & RECREATION FACILITIES**

- ✓ 28 parks and facilities
- ✓ 26 athletic fields
- ✓ 18 tennis courts
- ✓ 21 sets of restrooms
- ✓ 10 playgrounds
- ✓ 6 boat ramps
- ✓ 12 boardwalks

**TOOLS USED**

- ✓ Keyword opt-in
- ✓ Text alert broadcasts

**ABOUT IVISION MOBILE**

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