

TextMyGov:  
A new way to Engage with  
City of Seguin Residents



It's real.

# What is TextMyGov?

- TextMyGov is an interactive citizen engagement tool that provides a quick, simple way to communicate with the City (24/7) via a text messaging platform.
- There is no app to download
- TextMyGov helps residents find information, get answers to questions, report issues and send messages directly to staff.
- Citizens quickly find the information they are looking for, eliminating the need to call the city.

# How Does it Work?

- Text “Hi”, keywords or questions to:

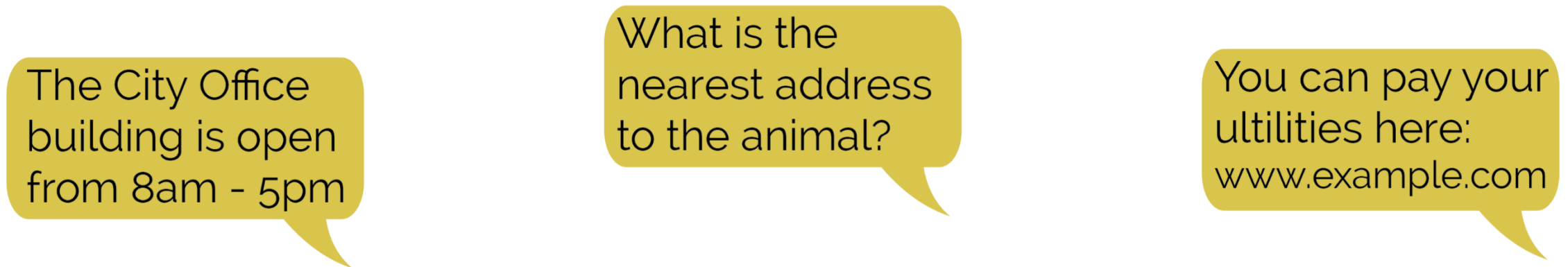
**830-800-8002**

- TextMyGov scans the City’s website for the keywords and instantly replies back with an answer (including links for detailed information)
- Citizens can text the word “REPORT” to report issues such as potholes, a missed garbage collection, a stray animal, weedy lot, etc.
- City staff will be notified and issues reported will be entered into a workflow system

1 - Text your question/request for the city to their specified number



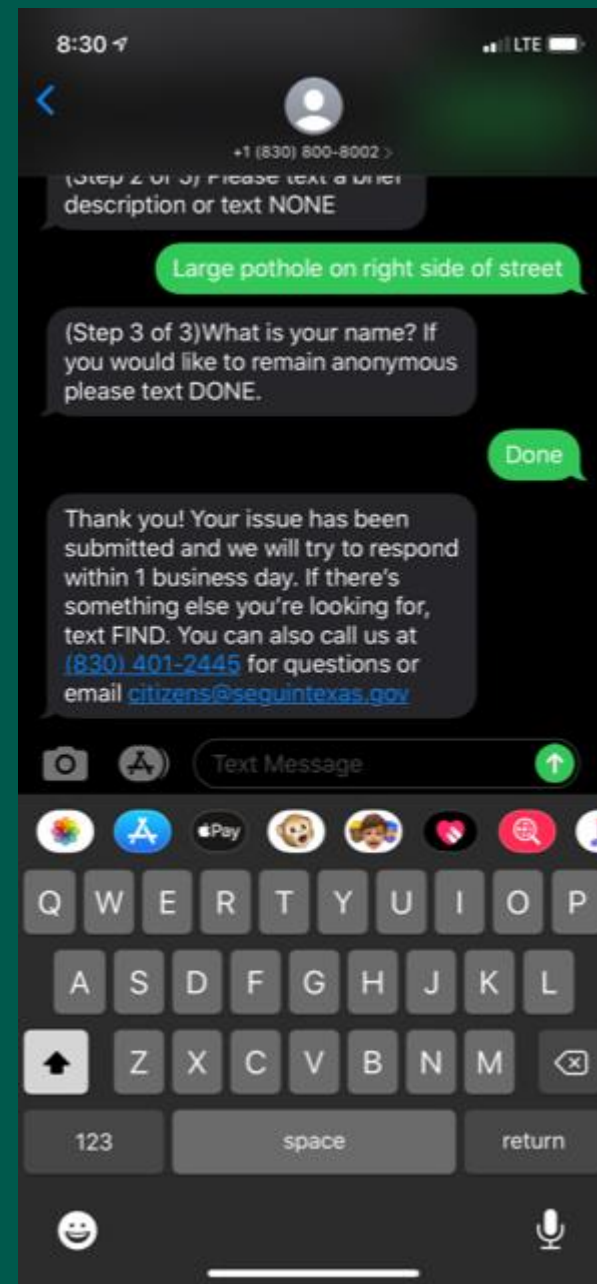
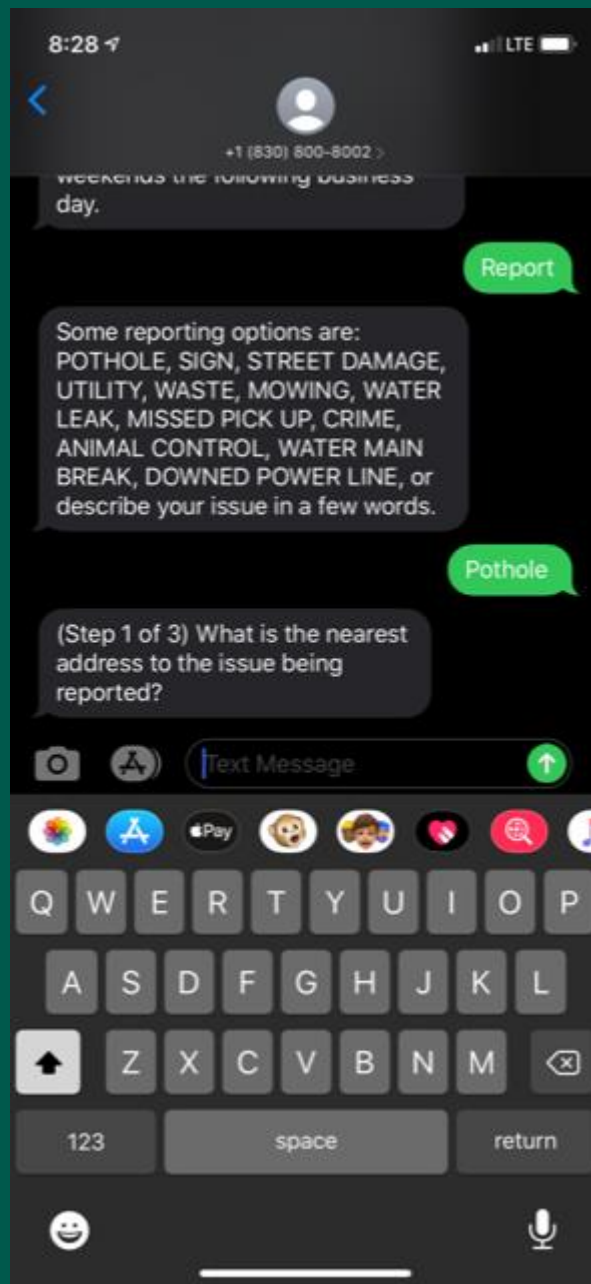
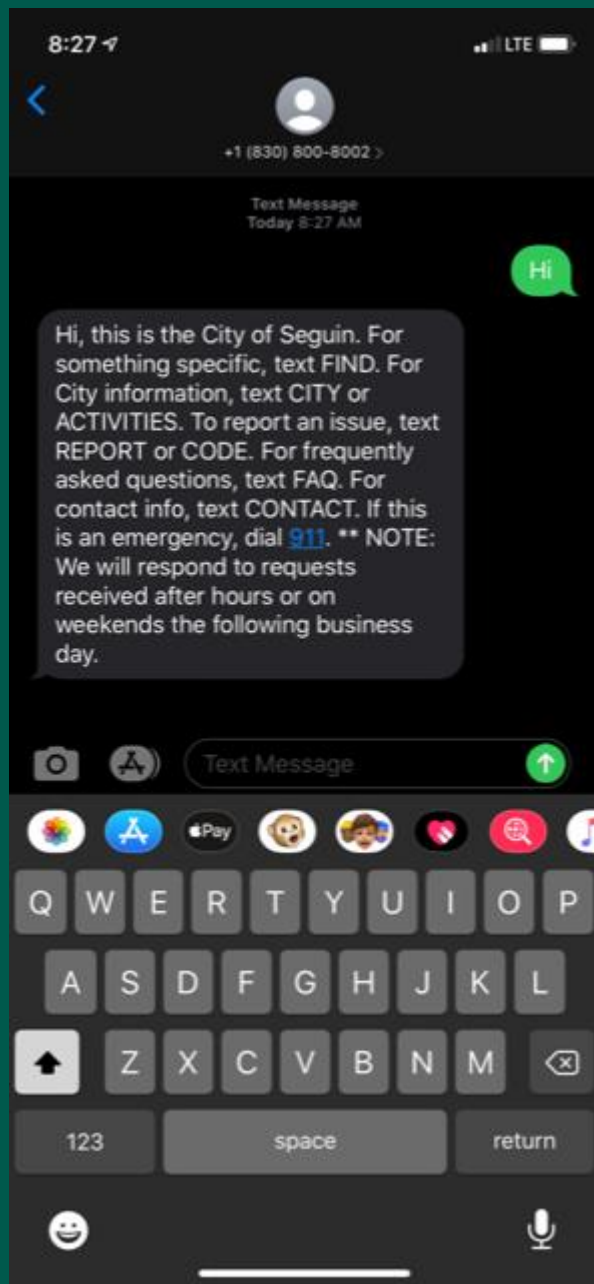
2 - TextMyGov's Artificial Intelligence searches your text for keywords and returns a response



3 - Follow the link, text back information, or start a new question

Each keyword follows a different flow. Some flows will ask if you want to include a picture with your submissions or your contact information. If your contact information is given, you will receive updates on the submitted request or complaint.

For information that can be found on your city's website, links will be provided to guide you to the correct place. The goal of providing these links is to help you find answers quickly and eliminate the need to call into the city.



# Notifications & Alerts

- Via TextMyGov, the City can push out notifications to citizens – emergency information, weather-related information, power or water outages, food distribution event info, etc.
- Citizens can opt-in to receive notifications from the City



## Receive City Alerts Via Text

### The City of Seguin

is now offering a system to receive city notifications via text message. Opt-in to this program:

City Notifications - keyword: SEGUIN

Text 'SEGUIN' to:

**91896**

### What To Expect:

- After the initial keyword is sent, you'll receive a confirmation message asking you to reply YES to verify opt-in.
- 0-4 text messages a month with a notification from the City regarding the categories you are opted-in for.
- Message and data rates may apply. Check with your mobile phone carrier for more details.

### How To Opt-Out:

Text STOP at any time to remove yourself from the notification list.

View terms and privacy policy info at: [www.textmygov.com/opt-in-terms-conditions](http://www.textmygov.com/opt-in-terms-conditions).  
Msg & Data rates apply. Msg frequency varies. Text HELP for contact info.

TextMyGov

# Getting the Word Out

- Widget on homepage of City website to garner attention
- News Releases
- Media Interviews
- Social Media (FB, Twitter, NextDoor)
- City Cable Channel



TextMyGov Launches September 2<sup>nd</sup> !



TextMyGov

Citizen Benefits

Agency Benefits

How It Works

Contact Us

Customer Login

# EXAMPLE CITY

Example City was settled in the 1810's by Nathan V. Ongles of Virginia who operated a grist mill along the banks of the Example Creek. During this period the town was known as Ongles Mill until Mr. Ongles renamed the town Example City. He saw the area as a farming community well suited to farming and raising families. Example City was incorporated in the late 1930's with the majority of the city used for agricultural purposes. One of the oldest and largest nurseries in the United States was based in Example City. Skunk Brothers Nursery was started in the late 1890's and continued for more than 50 years.

What to do in Example City!



Residential Information



City Documents



NEWS

TextMyGov

Skip a phone call and use your mobile phone's text messaging to find answers to your questions. Text "HI" to the City of Seguin at  
**(830) 800-8002**

More Info



# Why Use TextMyGov?

- At least 97% of smartphone owners text regularly (Pew Research Center)
- According to a Nielson study, 56% of people surveyed would rather message a business than call customer service.
- Texting provides the instant gratification that consumers demand.
- When it comes to daily texts, American adults....
  - 18-24 send and receive about 128 text messages per day
  - 25-34 send and receive about 75 text messages per day
  - 35-44 send and receive about 52 text messages per day
  - 45-54 send and receive about 33 text messages per day
  - 55+ send and receive about 16 text messages per day

# Questions?



It's real.