



# CITY OF TOPEKA

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To : Department Directors  
From : Alyssa Warner, Performance Analyst  
Subject Incorporating Results from SeeClickFix Email Study  
:  
Date : May 16<sup>th</sup>, 2019

Dear Department Directors,

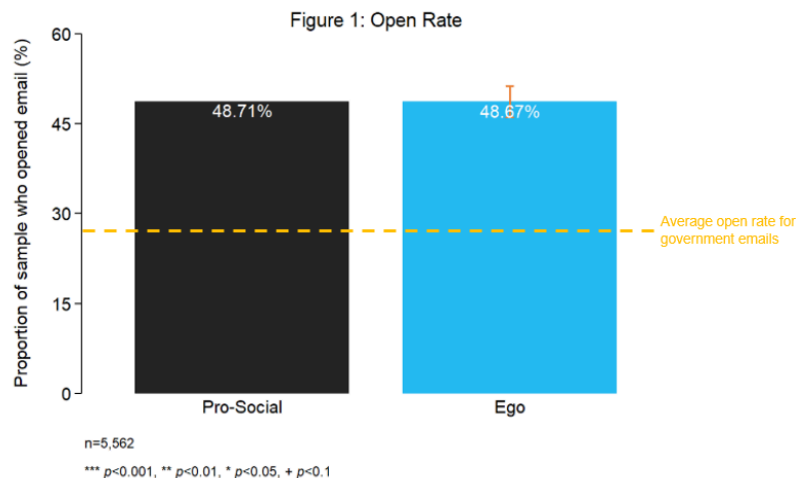
From June through July of 2018, the City conducted an evaluation comparing two different versions of an email that encouraged residents to download the SeeClickFix application:

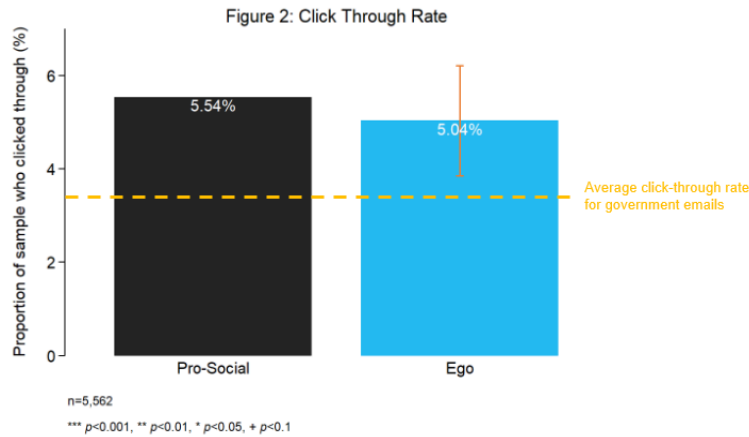
- (1) “Ego framing” version: This emphasized the chance to tell the city about the problems *you* see and get them fixed.
- (2) “Pro-social framing” version: This emphasized the chance to help your community and fellow Topekans by reporting problems and getting them fixed.

Both versions of the email contained clickable links to a SeeClickFix download page. We utilized MailChimp to send the “Ego framing” email to 2,500+ residents and the “Pro-social framing” email to another 2,500+ residents. We wanted to know which version got more resident responses.

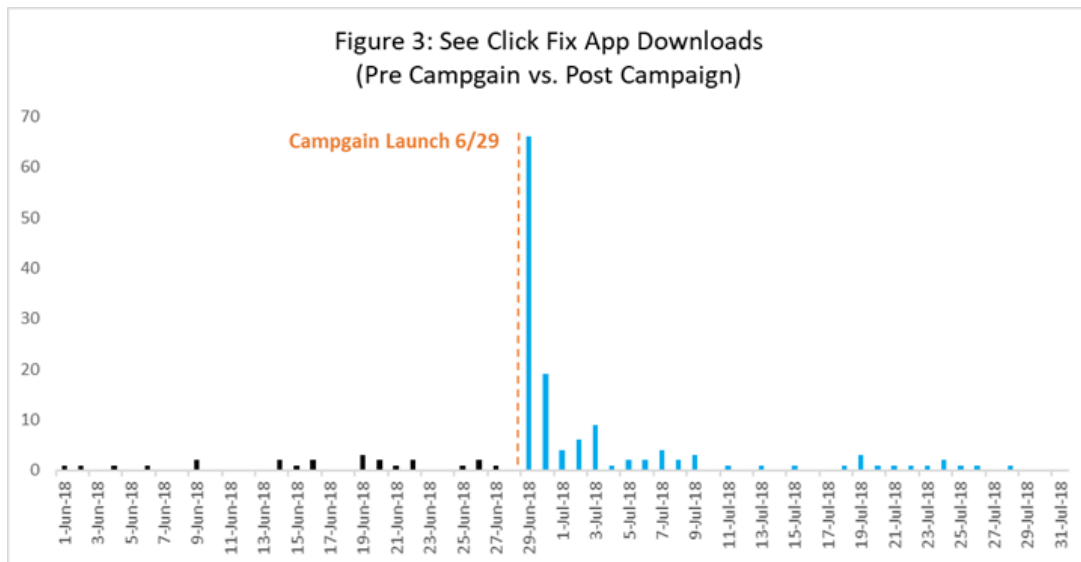
## What we found:

- **Both email versions performed well** in terms of opens and click-throughs, compared to government emails in general. However, **neither version was a clear winner** over the other.





- There was a temporary surge in SeeClickFix downloads immediately after we sent the emails. While not conclusive evidence, the surge suggests that **email blasts can be an effective way to encourage citizens to take an immediate digital action.**



Recommendations:

- (1) **Primary recommendation: Use email campaigns when promoting digital calls to action.** We recommend departments use email campaigns to promote their initiatives and programs, especially when residents can take the relevant action by clicking through directly from the email. Our evaluation findings (details below) of high open and click-through rates indicate email communication is an effective method of driving digital engagement with Topekans.
- (2) **Secondary recommendation: We did not find a single message that worked best, so feel free to experiment when crafting email campaigns.** Our evaluation found no significant difference in response rates between emails that emphasized personal benefits vs. community benefits to taking action. There is no need to avoid either of these framings; you may also want to try new ones. Be sure to **get in touch if you want to test a new framing.** Other motivators (besides personal and community benefit) could be even more effective at prompting action – and we can find out by testing. Contact Alyssa to get help planning an email campaign and evaluation of your own.

The purpose of this study was to determine the best use of email campaigns for promoting SeeClickFix. Overall, this is beneficial for the City because it promotes better citizen engagement and encourages communication between constituents and the departments.

For further questions or concerns, please reach out to:

Alyssa Warner

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