

Location

Southwest Florida

Agency Type

County

Population

160,000

Number of Users

Site license

Accelea Products Used

- Accelea Land Management
- Accelea Licensing and Case Management
- Accelea Analytics
- Accelea Code Officer
- Accelea GIS
- Accelea Inspector
- Citizen Access

Activity

1,500 permits and 500 code cases per month

The Accelea logo features a stylized 'A' icon followed by the word 'Accelea' in a bold, sans-serif font.

Charlotte County, Florida

The Challenge

- Transparency
- Energizing the public
- Doing more with less
- Perception of potential investors

The Solution: Social Media

- Integration with Accelea can automate posts and tweets
- Brings data to the public in a format they are used to and changes our message into short bursts
- Targets outreach to those who want to learn
- Minimal input for staff

The Result

- **Contractors/Developers:** Easy access to Citizen Access via Facebook integration; can market business by “liking” their records (license or permit) on Facebook or tweeting about a record; can encourage customers to offer feedback
- **Citizens:** Information and data about the department (number of permits issued, milestones for important projects); give feedback about contractors
- **Potential Investors:** Information on department’s Facebook page; clearly delineated levels of service; technologically advanced community
- **Elected Officials:** Added information complementing Accelea Analytics; metrics and statistics tweeted out; show County is in the 21st century (marketing tool)



Charlotte County, Florida, is a quiet area located on the west coast of Florida and is a combination of a small city, suburban areas, and a large rural area. It contains the second largest natural harbor in Florida and is home to some world famous tarpon fishing.

“Social media is a legitimate business tool for community development departments to engage with the public, increase transparency and do more with less.”

Claire Jubb, Customer Service Manager
Charlotte County, Florida