



Granicus Civic Engagement

Seamless Digital Government Services

February 21, 2024



Agenda

- Welcome and Introductions
- Present State of Granicus in Ohio
- Digital Services Overview
- Public Records Requests
- Questions and Next Steps

Today's Speaker Lineup



Sammy Mathews
Account Executive



Cole Collard
Solutions Consultant



Olivia Fiocchi
Sr Segment Mktg Specialist

Granicus Is Transforming how Government and People Connect Digitally

Serving
the public's
needs and
interests
since 1999



Connecting
with
government-
provided
information
and services

6K+ Government Customers

15 of 15 Federal Agencies

1K Employees Worldwide

50 States, plus locales in Canada, UK, Ireland, Australia & New Zealand

50 of 50 Largest US Cities

Connected Technology Snapshot

Granicus partnership opportunities



Website

Engage and serve online



Engagement & Sentiment

Know your community



Email & SMS

Strategically reach and engage



Agenda & Video

Meeting management, live video



Forms & Workflow

Optimize and shift services online



Records Requests

Answer questions from the public in an efficient way



Digital Services

Streamline licensing, permitting, and inspections



GXG

Granicus' in-house digital agency helping gov't build better citizen experiences

Today's Focus – Seamless Digital Government Services

Simplified Service Delivery



Forms & Workflow

Optimize and shift services online



Records Requests

Answer questions from the public in an efficient way



Digital Services

Streamline licensing, permitting, and inspections

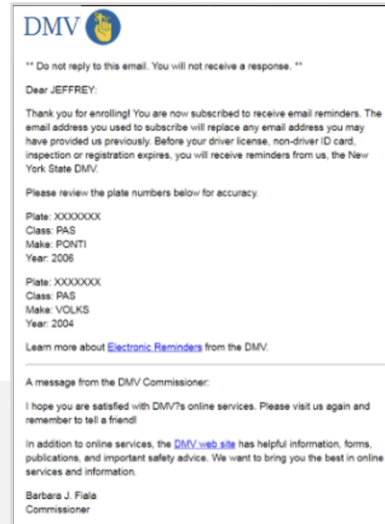
Our Current Partnership at the State-Level

Digitally Connecting Ohio and Delivering Outcomes



govDelivery

- ✓ 35 State-level Agencies
- ✓ 134M emails sent
- ✓ 8.5M subscribers



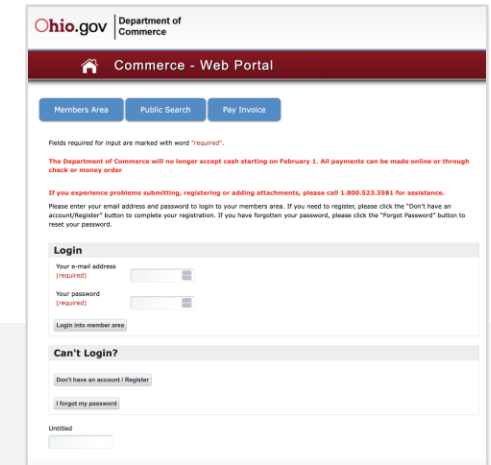
Targeted Messaging

- ✓ 2 State-level Agencies
- ✓ Targeted 1:1 e-mails, SMS, & voice messages



Public Records Request

- ✓ 1 State-level Agency

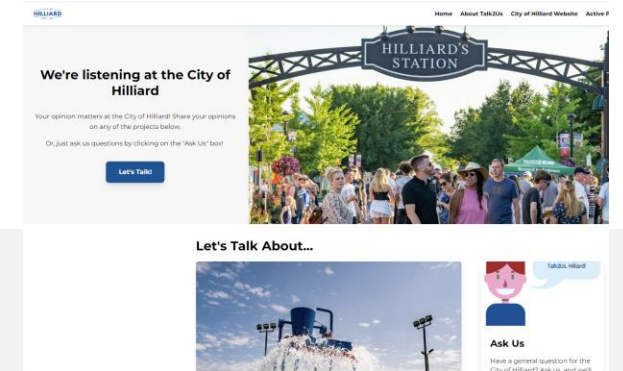
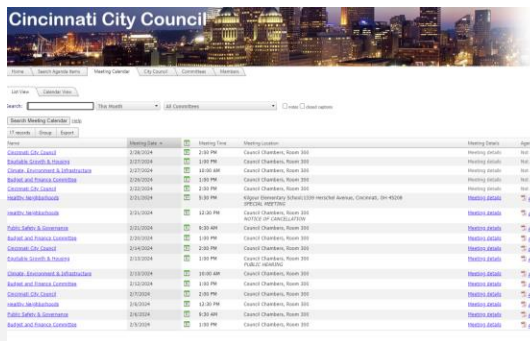


Licensing & Permitting

- ✓ 1 State-level Agency

Our Current Partnership at the Local-Level

Digitally Connecting Ohio and Delivering Outcomes



Public Meetings

✓ 40+ Local-level Agencies

Granicus Websites

✓ 13 Local-level Agencies

Public Records Request

✓ 7 Local-level Agencies

Engagement Sites

✓ 5 Local-level Agencies

Being a public sector leader is hard...and getting harder.

The Pandemic has accelerated digitization by four years



81%

Of residents are unsatisfied with community decision making



60%

Of residents experience a problem accessing online government services, leading to more costly in-person visits and phone calls



54%

Of public sector organizations say time is their biggest constraint for improving digital experiences



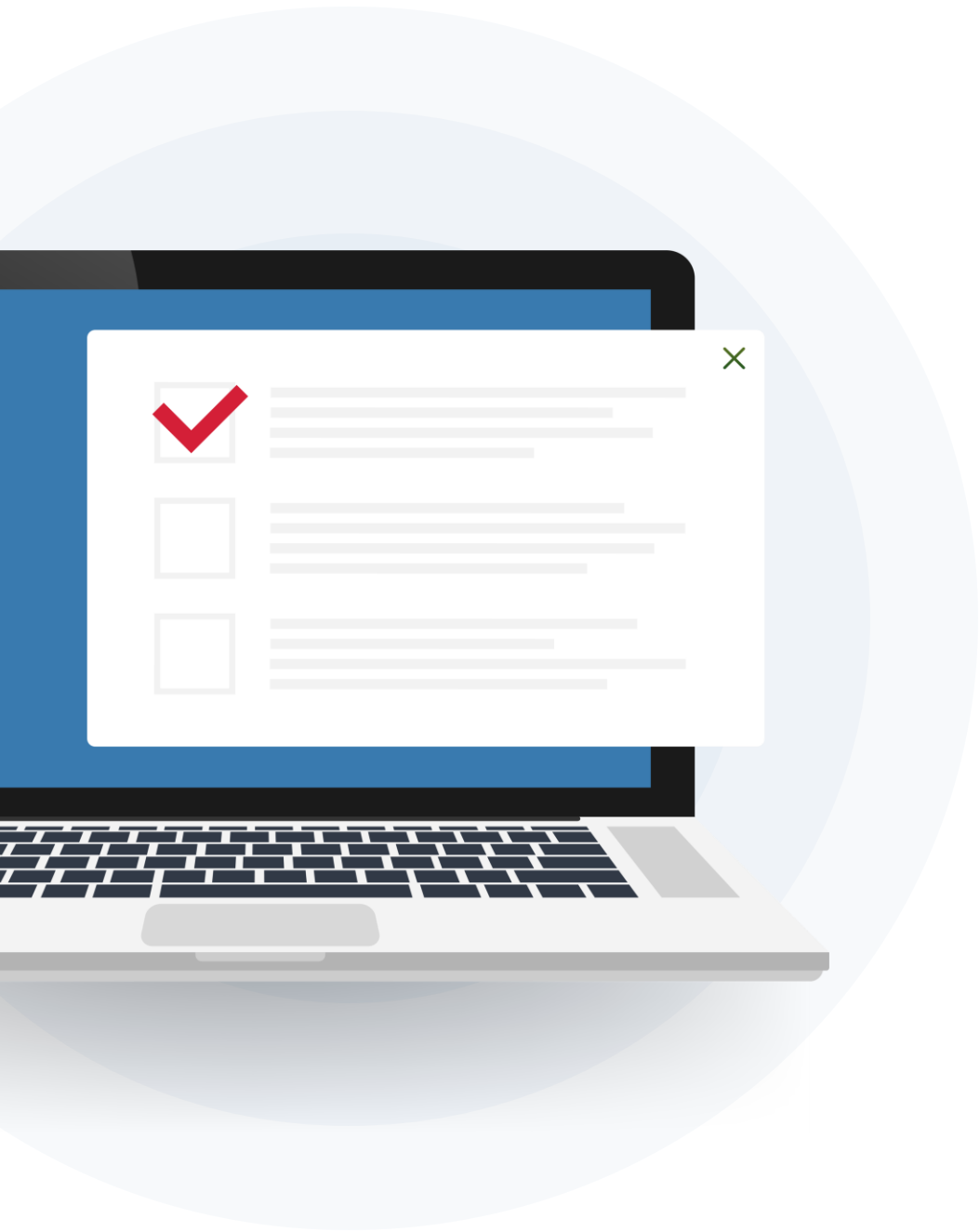
82%

Of public sector workers believe their operations should be more technologically advanced



Citizen expectations are changing faster than ever.

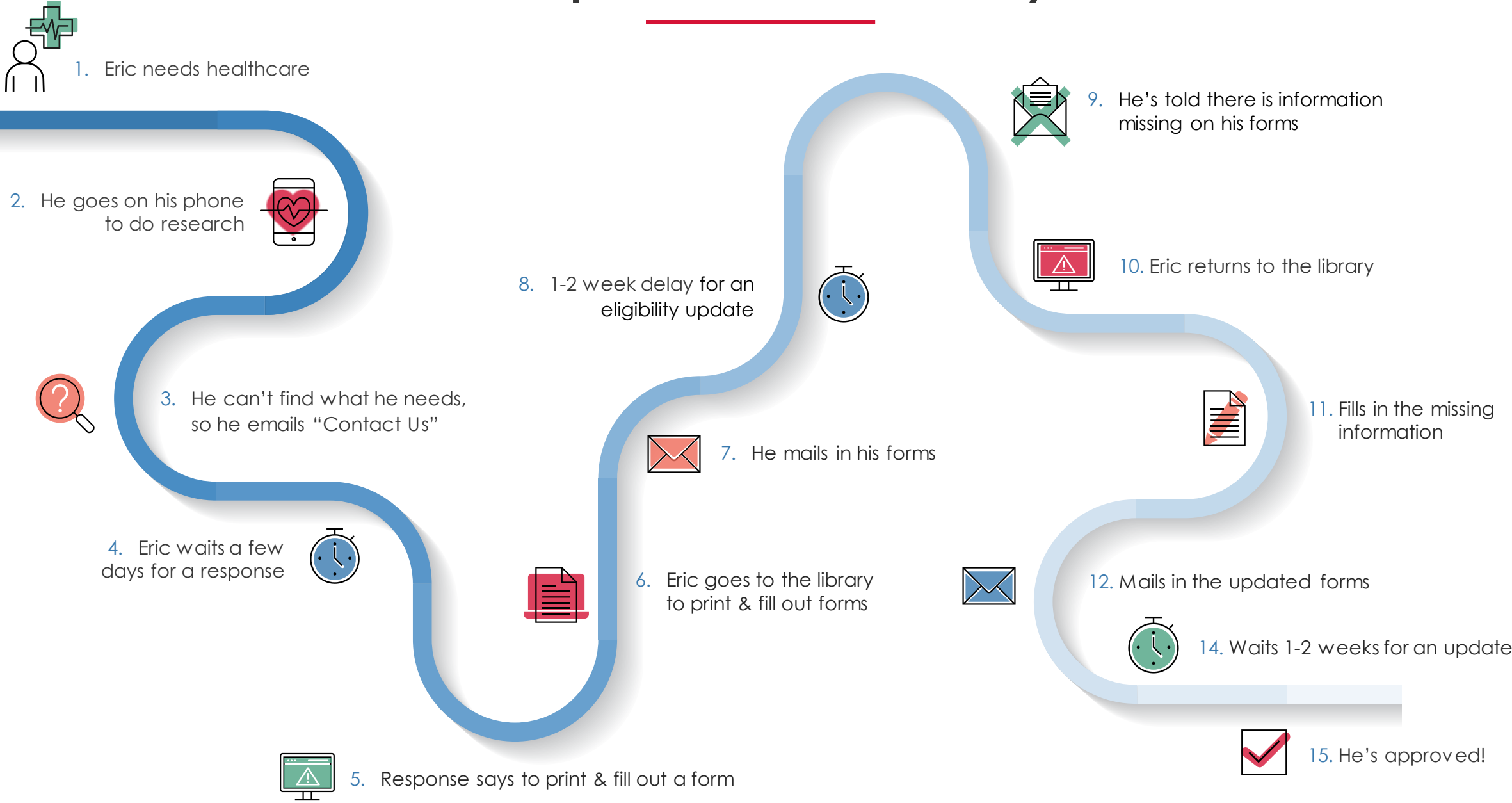
Public sector organizations need to do more, for less.



Poll: How do residents access services at your agency today?

1. In-person only
2. Fillable PDFs
3. Microsoft/Google Forms
4. Legacy Systems
5. Phone Calls

Sample Resident Journey



Measuring Customer Experience with Communications

Navigating government is hard



Find what they are looking for

(without understanding the business of government)



Understand what they need to do

(in plain language and clear step by step instructions)



Get it done, then and there

(at any time, on any device, with minimum steps)



Be delighted, become engaged

(without asking, based on explicit and implicit needs)



Develop a participation habit

(and see their feedback reflected online)

Meet Eric

Digital Services - Citizen Objectives



- ✓ Easy to locate information on agency websites
- ✓ Access to all services on mobile devices
- ✓ Customized experience based on past interactions
- ✓ Limited frustrations during the process

Meet Dani

Digital Services – Staff Objectives



- ✓ Drive innovation and improve service delivery
- ✓ Improve digital transformation efforts
- ✓ Gather, organize, and evaluate data insights to drive better decision making
- ✓ Build trust and improve the customer experience
- ✓ Ensure data privacy and integrity against digital threats

Why Granicus for your desired outcomes?

Tech Across Key CRM Functions

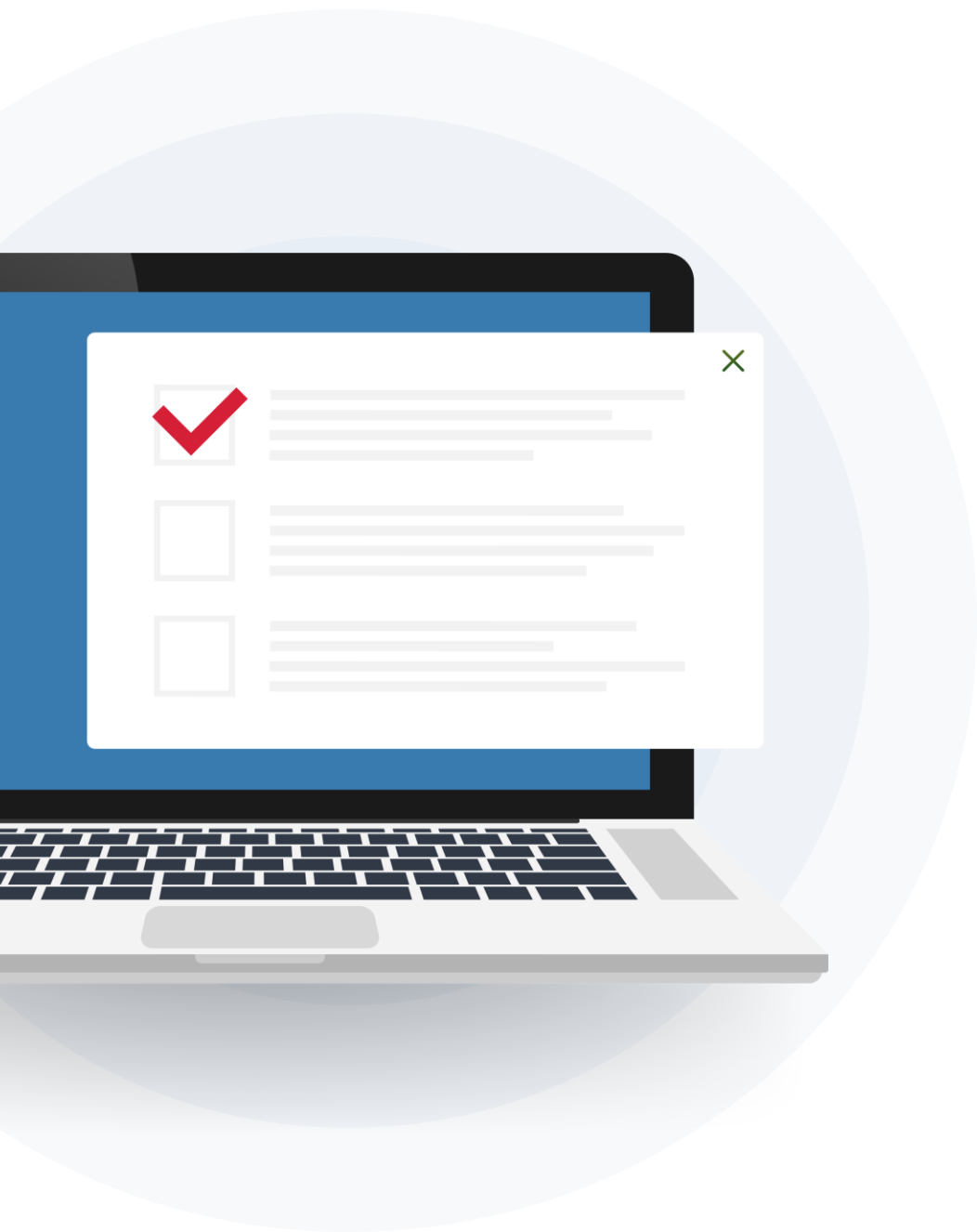
- Enterprise capabilities for maximum scale
- Purpose built for government processes
- Experiences across any channel

28.5 Billion Annual Touchpoints



Full Portfolio of Services

- No 3rd party required
- CX and Communications Strategy
- Organizational Change Management



Poll: Which of the following is a pain point for your public records process?

1. Volume of records requests
2. Cross-departmental coordination
3. Lack of centralized platform for responses
4. Other (share in chat)



Meet Randy

Requests - Citizen Objectives

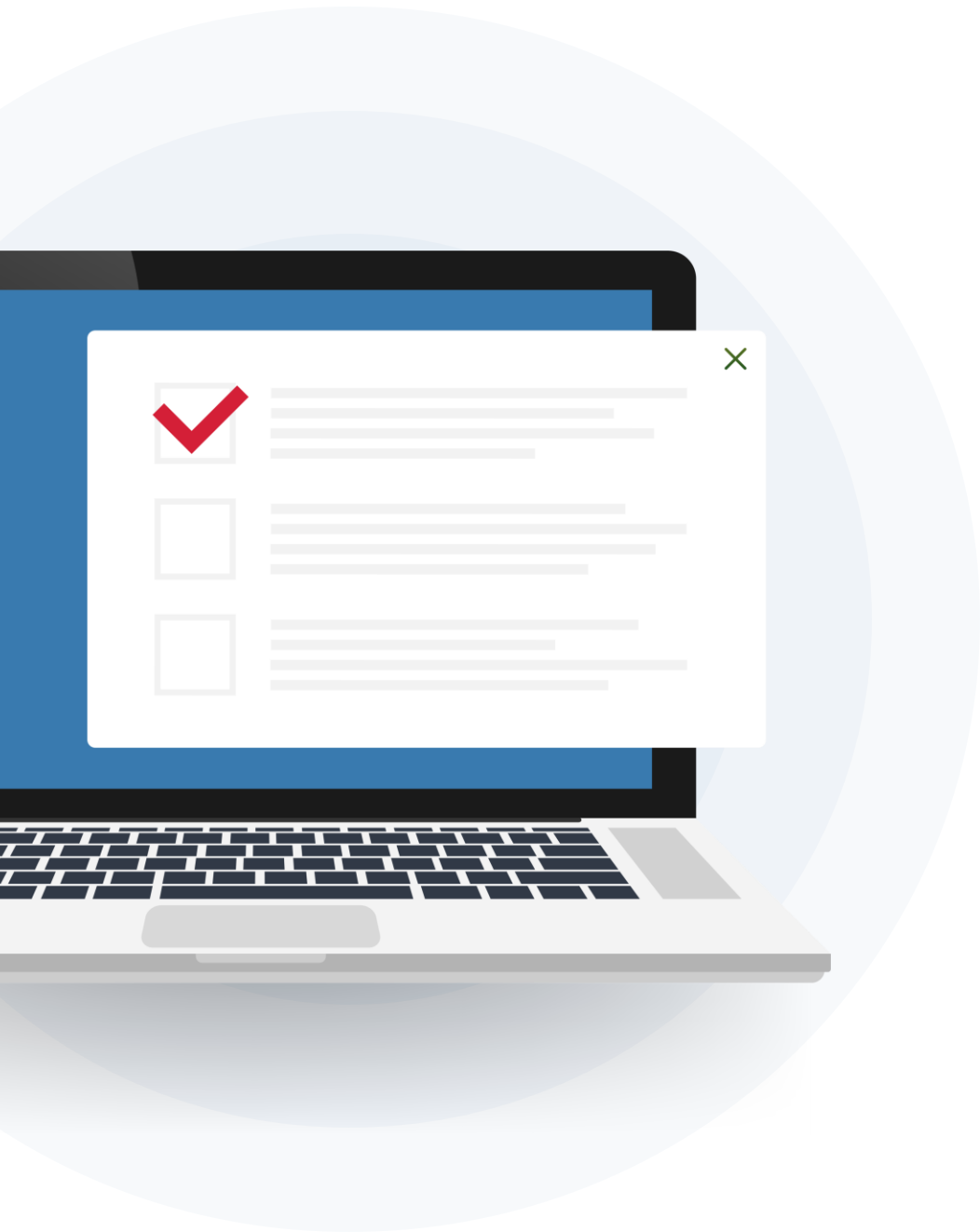
- ✓ Quickly determine how to make a request
- ✓ Smart processes that allow for easy fill-in or drop-down options
- ✓ Continuous status updates and fast turn-around times
- ✓ Easy process to repeat if/when necessary

Meet Lauren

Requests – Staff Objectives



- ✓ Reduce request processing workload for staff
- ✓ Deliver consistent responses
- ✓ Meet compliance requirements for reporting and response times
- ✓ Prove compliance with defensible audit trail that captures views/opens/downloads



Poll: Do you have digital services/transformation initiatives in 2024?

1. Yes
2. No

* Share your top priority for this year in the chat!



Next Steps

How Granicus can help...

1. Schedule your digital services audit with Sammy & Granicus team
2. Request references from agencies with similar priorities
3. Talk to your peers in Ohio

Contact Sammy.Mathews@granicus.com for more information



Questions?

Thank You

Questions? Contact info@granicus.com