Civic Engagement Benchmarks

How to Improve Resident Experience

Granicus is Transforming how Government and People Connect Digitally

Serving the public's needs & interests since 1999.

500K+ GOVIES
Across 5,500 agencies

GRANICUS
Civic Engagement Platform

Web Comms Services Mtgs Records

300M+ PEOPLE

Connecting with government-provided information and services

Housekeeping

Questions

Submit your questions via the Zoom Q&A console.

Chat

Your peers are in the chat. We encourage you to connect there!

Issues

Connect with us in the Q&A console and we'll get back to you ASAP.

gov Community

Sign up to connect, share, and learn from each other at https://community.granicus.com/

On-Demand

We will email you the link to the on-demand version of today's webinar.

Today's Speakers

Luke Norris

Vice President – Platform & Digital Transformation

Granicus

Charlotte Lee

Strategic Lead, CX and Innovation

Granicus

Danielle Mullen

Marketing Manager

Granicus

Agenda Today

1	Data Trends
2	Email Benchmarks
3	Website Benchmarks
4	Q&A

The Data

Measured from June 2020 – June 2021

From 5,500 government organizations

Activity among 280 million citizen subscribers

Messaging

Finding the Right Channels for Messaging

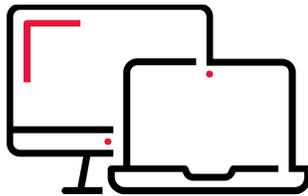|	Total Bulletins	Total Emails	Total SMS	Total Messages
Federal	428,239	10,732,022,312	120,136,828	10,852,587,379
SLT	840,453	5,009,405,527	353,944,126	5,364,190,106
UK	185,309	1,419,477,555	59,951	1,419,722,815
Total	**1,454,001**	**17,160,905,394**	**474,140,905**	**17,636,500,300**

Web Subscriptions Still Dominate

Though Mobile Subscriptions Continue Rise

42%

Mobile

58%

Web

Despite the increase in the number of SMS messages sent, web subscriptions outpace mobile subscriptions 58-42%

Data Trends

Governments using govDelivery continue to benefit from an omnichannel approach, using multiple means of delivering their messages.

The increase in SMS messaging reflects the continued strength of connecting to audiences on the mobile platform.

But websites continue to drive the majority of new subscriptions, reflecting the need for a well-organized online hub for audiences.

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Building Civic Engagement Through Messaging

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Benchmark Categories and Definitions

Subscriptions per Subscriber

The number of topics subscribers signed up for divided by the total subscriptions by total subscribers.

Engagement

The number of active unique email recipients measured over 90 days.

Open Rate

The number of recipients who opened an email compared to the number who received it

Click Rate

The number of recipients who clicked on an email compared to the total number who received it.
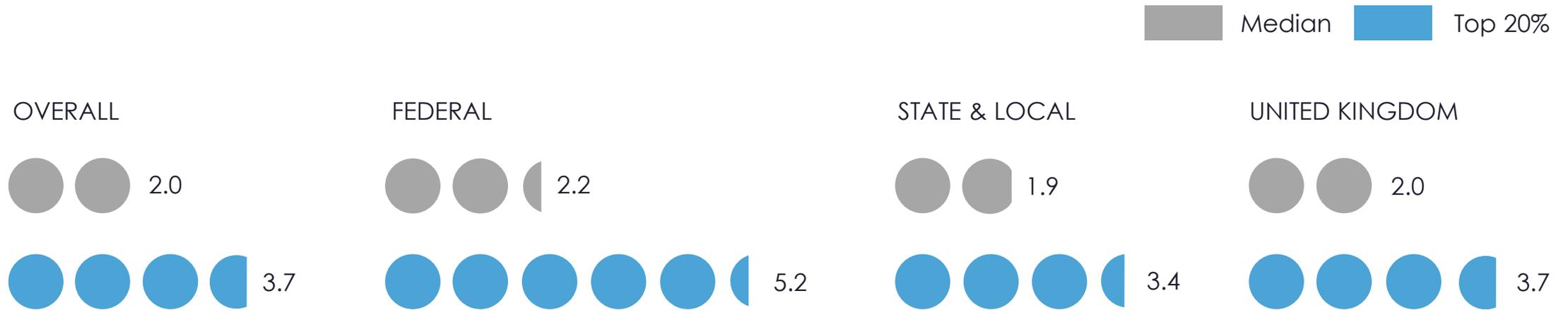
Subscriptions Per Subscriber

Designing a Modern Subscriber Experience

Providing a variety of options

Median vs. Top 20% in Subscriptions per Subscriber

■ Median   ■ Top 20%

OVERALL	FEDERAL	STATE & LOCAL	UNITED KINGDOM
2.0	2.2	1.9	2.0
3.7	5.2	3.4	3.7

Year-Over-Year Subscriptions Per Subscriber

	2021	2020	2019
Median	2.0% ⌄	2.1% ⌃	2.1%
Top 20%	3.7% ⌄	3.9% —	3.9%

ⓘ Residents who subscribe to the Granicus Subscriber Network are doing so with multiple topics when they find useful and pertinent information.

💡 Understanding the needs of residents and providing information that speaks directly to those needs will lead to more subscriptions and increase network impact.
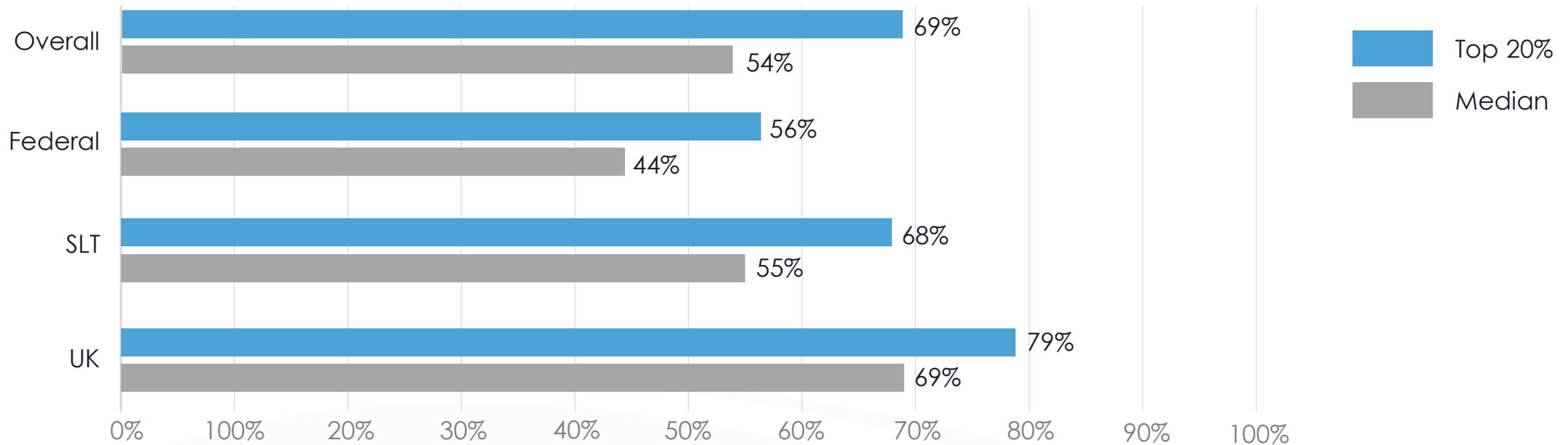
Engagement

Deeper Connection and Service Delivery with Empathy

Growing Relationships in the New Normal

Median vs. Top 20% in Engagement Rates

Engagement Rate by Market

Legend: Top 20% (blue), Median (gray)

Market	Top 20%	Median
Overall	69%	54%
Federal	56%	44%
SLT	68%	55%
UK	79%	69%

Year-Over-Year Engagement Rates

	2021	2020	2019
Median	54% ⌄	56% ⌃	52%
Top 20%	69% ⌄	71% ⌃	66%

ⓘ Slight declines in engagement rates can be linked to pandemic overload or a return to "normal".

💡 Governments can continue building engagement by creating content that speaks to impact and resident needs.

NY State Dept of Labor

Goal: Scale processing of surging unemployment claims; improve process transparency for > 1M New Yorkers.

Solution: Automated notifications and increased reach of communications.

600K Applicants reached successfully in first send

81% Average engagement rate from April to August

74% Growth rate in applicants reached since April 2020

NEW YORK STATE OF OPPORTUNITY. | **Department of Labor**

- 2M New Yorkers filed for unemployment in 6 wks: over 1M residents experienced payment delays with no communication.

- State implements govDelivery with TMS and SMS to support targeted communications throughout the process.

- Implementation includes: **auto-notifications throughout application**, **outbound messaging** to educate the public, and sends to encourage **application completion**

- First send reached 600,000 applicants; engagement rates have remained >80% for 5 months.
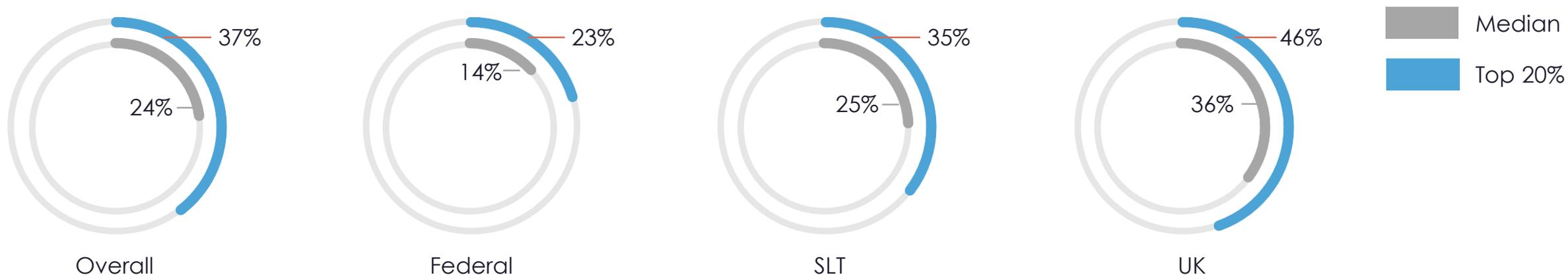
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Open Rate

Building Trust Through Authentic Connections

Consistent Strategy Brings Strong Results

## Median vs. Top 20% in Open Rates

Open Rate by Market

Overall — 37%, 24%
Federal — 23%, 14%
SLT — 35%, 25%
UK — 46%, 36%

Median
Top 20%

Year-Over-Year Open Rates

	2021	2020	2019
Median	24% —	24% ^	22%
Top 20%	37% —	37% ^	34%

ⓘ Open rates have stayed on pace with the previous year, with the Top 20% outperforming the median by roughly 10%.

💡 Consider attention to email subject lines, audience segmentation, and delivery time when addressing open rate strategies.
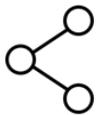
Indiana FSSA

Goal: Distribute regular info to frontline childcare providers during the pandemic and increase community awareness of critical FSSA services in the Office of Early Childhood and Out-of-School Learning
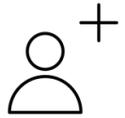
10K+   Average subscriber growth / month

28   Automated drip campaigns developed and launched

**48%**   Open rates, using text and SMS to reach families moving frequently

COVID changed everything for everyone, especially social services.

And we were determined not to shut down childcare services. There were too many essential workers that would be impacted by not having that available."

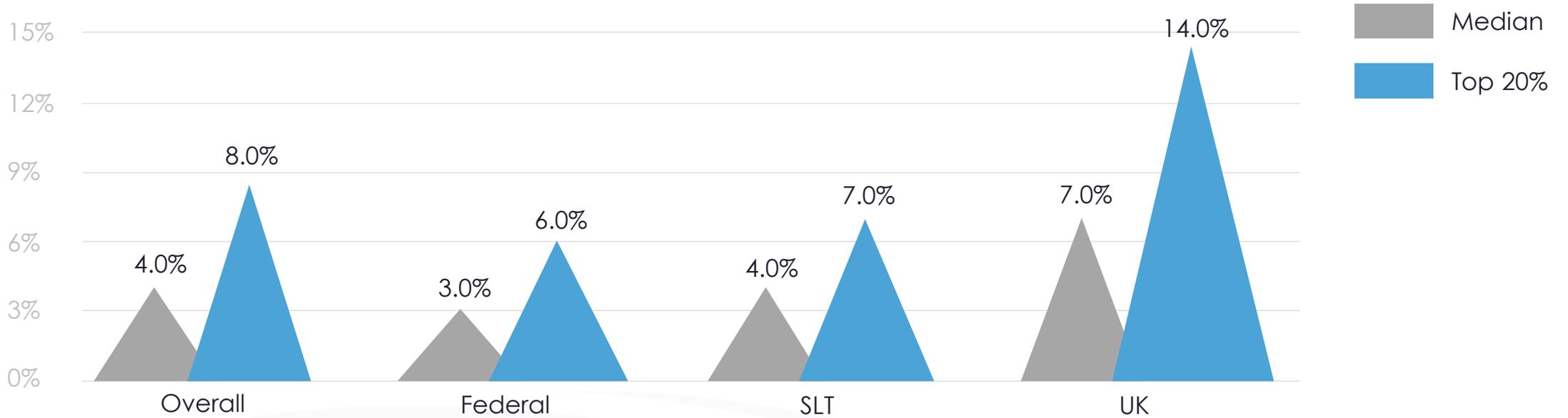*– Marni Lemons, Deputy Director of Communications, Indiana FSSA*

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Granicus Experience Group (GXG)
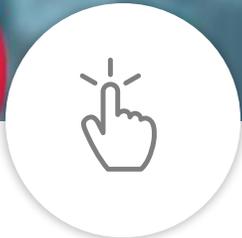
Click Rate

Leveraging Customer Data to Deliver Impact

Click Rates Remain Strong

Median vs. Top 20% in Click Rates

Click Rate by Market

Legend:
- Median (gray)
- Top 20% (blue)

Chart values:
- Overall: Median 4.0%, Top 20% 8.0%
- Federal: Median 3.0%, Top 20% 6.0%
- SLT: Median 4.0%, Top 20% 7.0%
- UK: Median 7.0%, Top 20% 14.0%

Year-Over-Year Click Rates

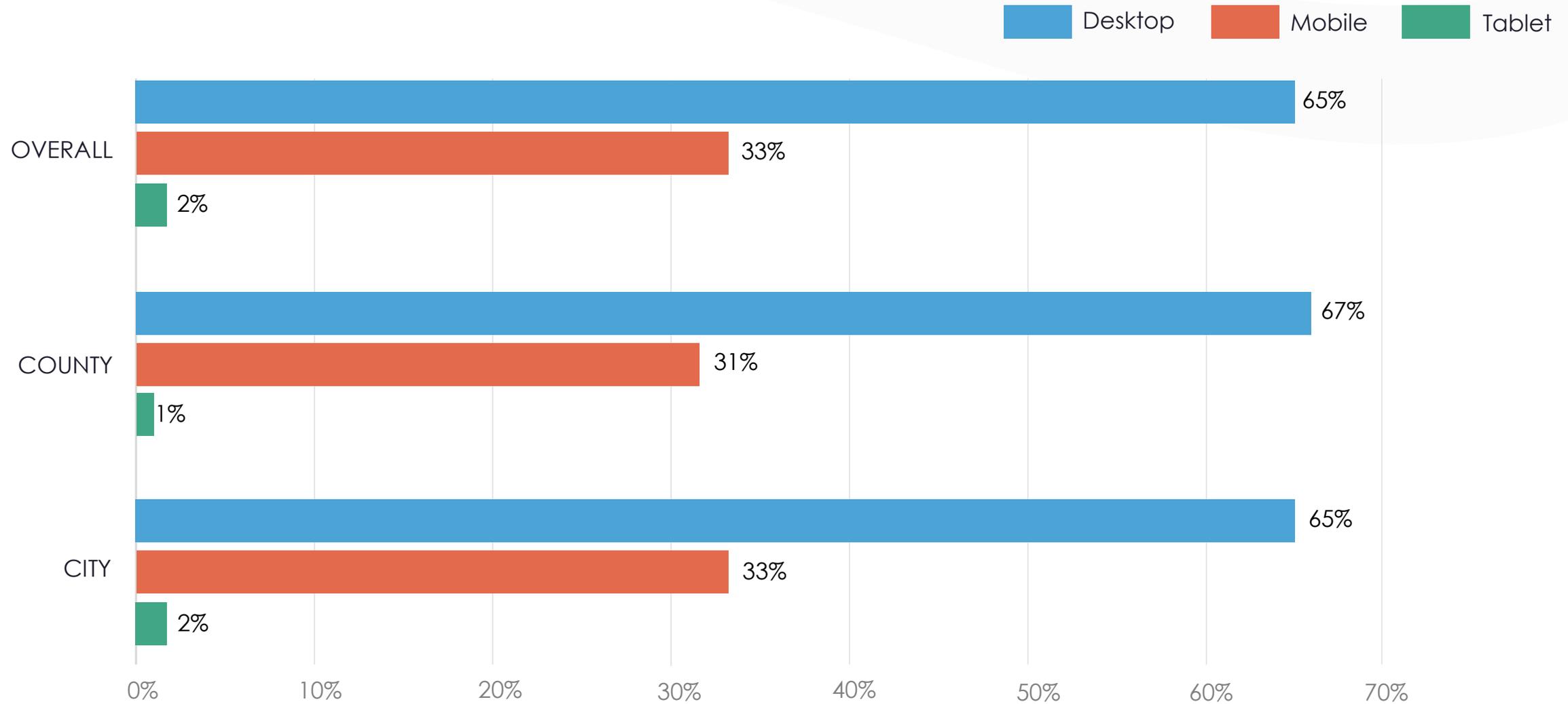|	2021	2020	2019
Median	4% ⌄	5% ⌃	2%
Top 20%	8% ⌄	10% ⌃	6%

ⓘ Though slightly lower than 2020, click rates in 2021 outpace the lower results in 2018 and 2019. Despite the decline, top performers still outpace the median by almost 2-to-1 in all areas.

💡 Having a focused strategy that pays close attention to messaging, including a/b testing of different content, can spark a response when addressing click rate.
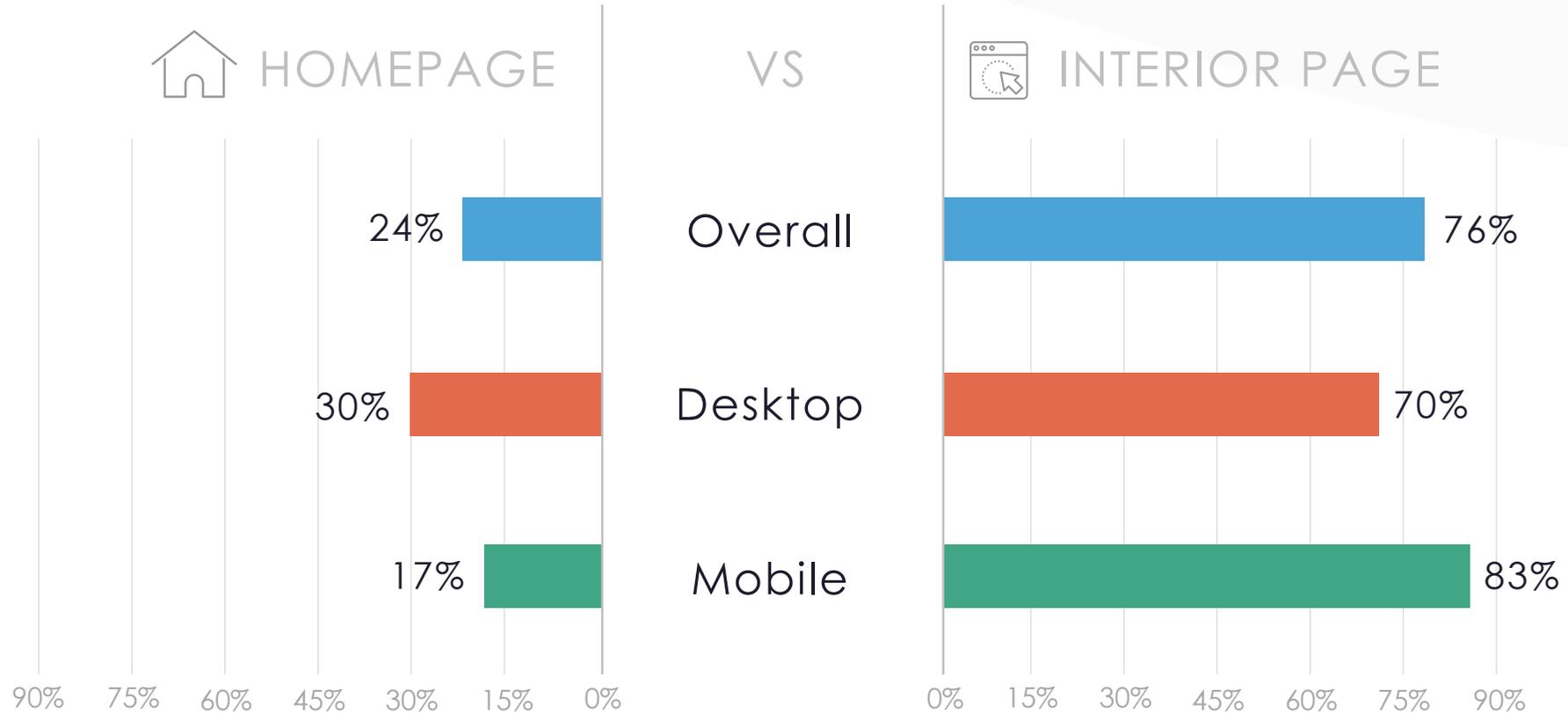
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Device Usage

Legend: Desktop, Mobile, Tablet

OVERALL
- Desktop: 65%
- Mobile: 33%
- Tablet: 2%

COUNTY
- Desktop: 67%
- Mobile: 31%
- Tablet: 1%

CITY
- Desktop: 65%
- Mobile: 33%
- Tablet: 2%

Device Usage

Year over year

	2021	2020	2019
Desktop	65% ^	52% ⌄	53%
Mobile	33% ⌄	44% ^	42%
Tablet	2% ⌄	4% ⌄	5%

Entrance Page

HOMEPAGE   VS   INTERIOR PAGE

	Homepage		Interior Page
Overall	24%		76%
Desktop	30%		70%
Mobile	17%		83%

Entrance Page

Year over year

	2021	2020	2019
Homepage	24% ⌄	27% ⌄	35%
Interior Page	76% ⌃	73% ⌃	65%

City of Olathe, Kansas

Goal: To make transparency a priority on its website.

12% Direct traffic increase
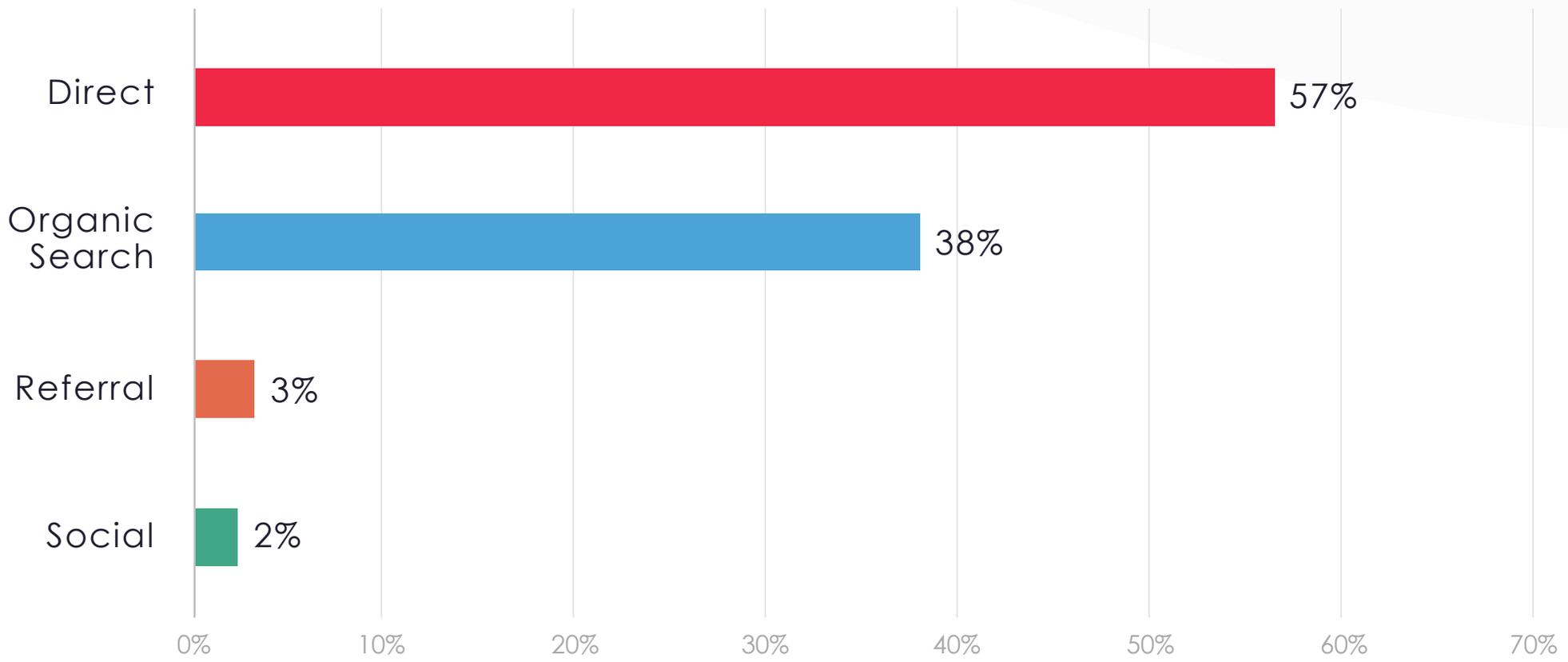
136% Visitor increase
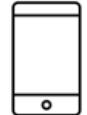
51% Mobile users

OLATHE
KANSAS

govAccess helped us simplify our website content to make it easily consumable for citizens.

- Ed Foley, Management and Budget Services for the City of Olathe, KS

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Traffic Sources

Source	Percentage
Direct	57%
Organic Search	38%
Referral	3%
Social	2%

Traffic Sources

Year over year

	2021	2020	2019
Direct	57% ⌃	33% ⌃	28%
Organic Search	38% ⌄	56% ⌄	63%
Referral	3% ⌄	6% —	6%
Social	2% ⌄	5% ⌃	3%

Government Website Traffic Sources

An Increase in direct traffic

Direct traffic has increased by almost 20% in the last year (33 to 56%) as users make stronger relationships with gov't websites and services.

Questions?

Available Now: 2021 Civic Engagement Benchmark Report

- Detailed benchmark data
- Year-over-year trends
- Communications, website, and meetings data
- Broken out by government levels
- Vertical and sub-sector data

Find it in your follow-up email to this webinar and at Granicus.com!

Thank you

Questions? Contact info@granicus.com