



Efficiency & Innovation

Give residents what they want, end-to-end online service fulfillment

Granicus is Transforming Civic Experiences and how Government and People Connect

“Serving”
the public's
needs &
interests since
1999.



“Engaging”
with comms
that cover govt
info 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 community.granicus.com/



On-Demand

We will email you the link to the on-demand recording in the coming days.

Today's Speakers



Brian Elms

Founder
Change Agents Training



Clay Campbell

Solutions Consultant
Granicus

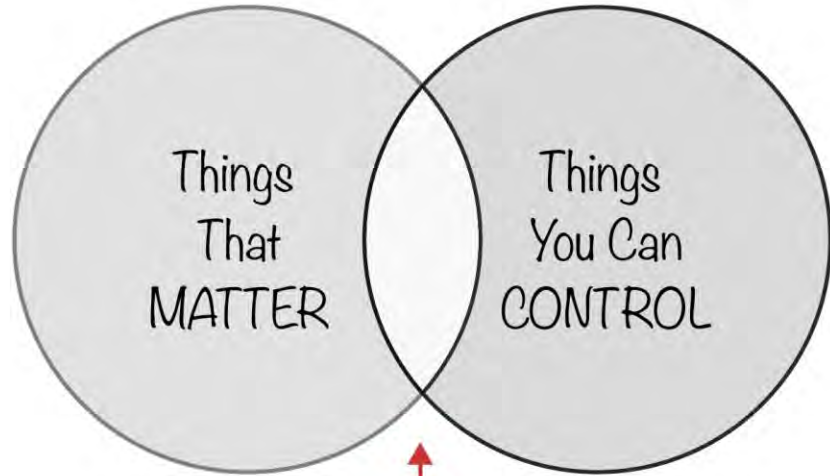


CHANGE AGENTS **TRAINING**

SWALES



Focus on
What
Matters!



What you should **FOCUS** on



CHANGE AGENTS
TRAINING

IN JUNE 2020, **220 REQUESTS** FOR SERVICE.

“Blocked swales” and swale maintenance related issues ranked as the top requests of residents through 1PSL in 2020

THE ISSUE

4 YEAR BACKLOG

Callers were advised there is a four-year backlog for laying new swales/swale rework.

Simple Practical, Usable



Investigate:

- Why are people calling?
- What do we do when they call?
- Can we get them information before they need it?
- What can we do to make sure we reach them before they need us?
- How can we stop the calls?

Online services can be your biggest support system



- **Every call** results in an in-person meeting.
- **Less than 30% of calls** result in action taken by responder.
- **Residents are unaware** how system works.
- **Resident cannot find information** online or anywhere.

Swale Education Campaign

The Council asked for swale education campaign during the last retreat. The team delivered:

- Updated website
- Improved videos
- New hold message with swale messaging
- Multiple social media posts
- New swale newsletter
- Updated FAQs
- NICE meetings including swale information
- Virtual message boards about swales



WWW.CITYOFPSL.COM/SWALE

As Tropical Storm Isaias approaches Florida, there is a potential for it to bring in heavy rains.

It is not unusual for the swale to fill up with water during a heavy rainfall. To help keep the water flowing, there are simple steps that you can take today, before the storm.



Preventing Swale Drainage Problems are as Easy as 1, 2, 3...


- 1**
Check your swale for erosion or any obstructions along inflow areas and pipes.
- 2**
Remove any trash, debris, sediment, weeds or plants that don't belong in the swale.
- 3**
Do not place any tree trimmings, grass clippings or other yard waste out for collection prior to a forecasted storm impacting the area.

What is a swale?
Swales are shallow ditches usually found between the road and your front yard.


These swales convey storm water to canals, rivers, ponds, lakes by gravity flow.





SWALE
HELP KEEP STORMWATER FLOWING




For how to properly manage the swale at your project, visit www.CityofPSL.com/swale

Thank you for helping Port St. Lucie grow.
As you construct your development project, please ensure that the swale remains unobstructed from debris and is maintained properly.

In the past week, the City has fielded over **41 complaints** about blocked swales associated with construction sites resulting in **15 code enforcement** actions.

Please help us proactively address maintaining the flow of our stormwater system by ensuring proper maintenance and installation of the swale at your construction sites.

 <p>SWALES www.CityofPSL.com/swale</p>	RAIN Port St. Lucie has an average of 55 inches of rain each year. It's important to make sure your swales are properly maintained to help prevent flooding.	STORMWATER Please allow water to flow freely into the swale. Do not place any debris or materials in the swale.
HELP KEEP STORMWATER FLOWING For how to properly maintain your swale, visit www.CityofPSL.com/swale .	PURPOSE Swales are designed to collect storm water and direct it to canals and waterways prior to discharge to the bay.	LAWN CARE Mow your lawn frequently. The mow clippings will decompose and provide nutrients for your lawn.
REMOVE OBSTRUCTIONS Make sure to keep swales clear of trash, debris, sediment, weeds or plants that don't belong in the swale.	CLEANINGS The City provides supplemental cleaning of the swale free of charge once a year. But it is the property owner's responsibility to maintain the swale.	

Thank you for helping keep Port St. Lucie Safe, Clean and Beautiful.

The Solution to Stormwater Pollution
Get tips on how to reduce the potential personal pollutants from your home by viewing this brochure.
www.PortStLucie.com/Environment

CLICK HERE

City of Port St. Lucie | www.CityofPSL.com/pisale

See it: You have the data



Use what you have:

- Create information campaigns, with emails
- Make your website easy to navigate by using non-technical terms
- Monitor how the information comes in...use the 10 ten request in the order they are requested...not in alphabetical
- Make simple how-to videos

Contractor Diagram



SWALES

www.CityofPSL.com/swale

RAIN

Port St. Lucie can see up to 53 inches of rain on average each year.

A well-maintained swale liner helps keep stormwater flowing.

STORMWATER

Please allow seven days without rainfall for the water to recede before submitting a request for service.*

7

PURPOSE

It's perfectly normal for water to be in the swale during and after a rain event.

The swales are designed to collect storm water and deliver the runoff to canals and water ways prior to discharge to the river.

LAWN CARE

Maintain your lawn by mowing the swale area and minimize the use of fertilizers/pesticides.

Keep the liner clean of debris like leaves, overgrown grass, litter, etc.

REMOVE OBSTRUCTIONS

Make sure no basketballs, kids toys, vehicles, or lawn furniture block the flow of water.

CLEANINGS

The City provides supplemental cleaning of the swale six times a year, but it is the property owner's responsibility to maintain the swale and culvert pipe.

6

HELP KEEP STORMWATER FLOWING

*If a roadway is underwater 24 hours after a rain event, please contact us immediately.

For how to properly maintain your swale, visit www.CityofPSL.com/swale

THE IMPACT

In June 220 request for service; by November it was **106**.
There was a **50% REDUCTION** In calls in a November rain event compared to earlier rain event.

Also experienced a 50% reduction between June and November for request for service.



CHANGE AGENTS
TRAINING

PEAK PERFORMANCE

How Denver's Peak Academy is saving millions of dollars, boosting morale and just maybe changing the world.

(And how you can too!)

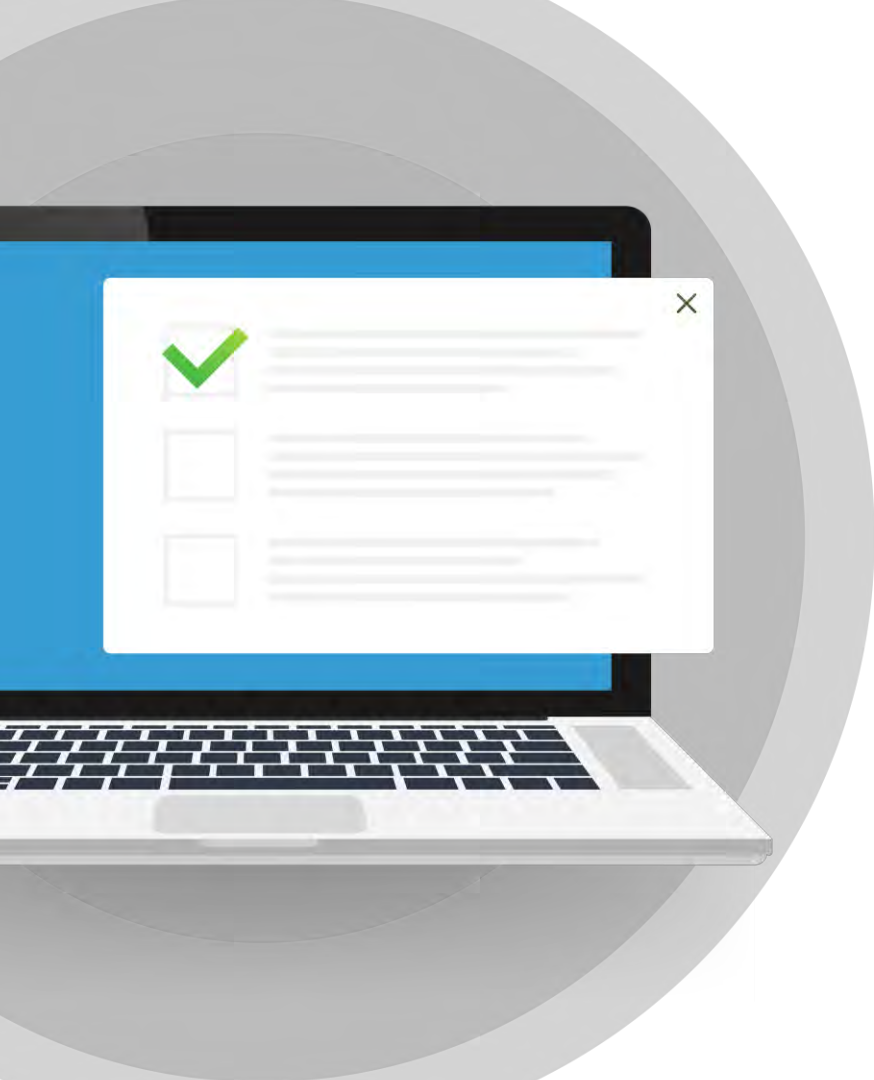
By Brian Elms
with J.B. Wogan



CHANGE AGENTS TRAINING

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Thank you!



Poll

Do you feel slowing down technology implementation would mean risking the ability to meet resident expectations?

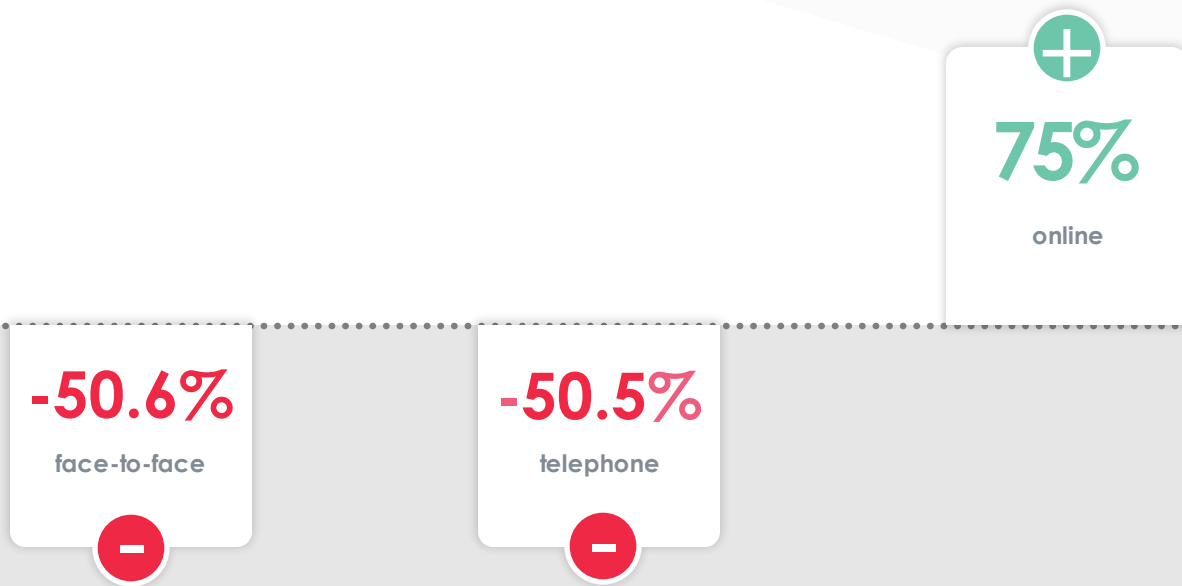


Digital Transformation

Serve Better

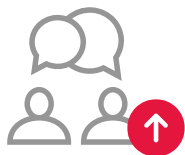
Changing customer expectations

Predicted volume per channel over the next 10 years



Estimated cost to serve, by channel

Price per transaction by channel in USD



Face-to-face

\$12.90

per request



Correspondence

\$9.79

per request



Telephone

\$6.16

per request



Online

\$1.00

per request

Legacy Systems and Point Solutions Slow Efforts to Improve the Resident Experience

 60%

OF RESIDENTS

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

 82%

OF GOV WORKERS

believe their operations should be more technologically advanced.

 54%

OF RESIDENTS

expect to access services online easily.

"Whether you're looking to apply for a permit or find the nearest free meal distribution site, confusing and sometimes clunky public apps are the norm.

But a bad user experience isn't just inconvenient — it could be the difference between someone getting fed or going hungry. This information asymmetry also erodes trust in city hall."

- Clay Garner, Deputy Chief of Staff to the Mayor, San Jose



How do we make it easy for people to...



Find what they are looking for

(without understanding the business of city)



Understand what they need to do

(in plain English 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 implicit needs)

Data Driven Approach



Government Experience Cloud



CUSTOMER EXPERIENCE

All possible touchpoints



USER EXPERIENCE

Digital touchpoints

- ✓ —
- ✓ —
- ✓ —

Granicus Government Experience Cloud:

One solution to help you as a modern, digital-first government



Improving customer experience can drive better critical outcomes for government agencies around the world



Increase trust

Satisfied customers are

9x

more likely to trust the agency providing the service



Meet or exceed budgetary goals

Dissatisfied customers are

2x

more likely to reach out for help 3+ times



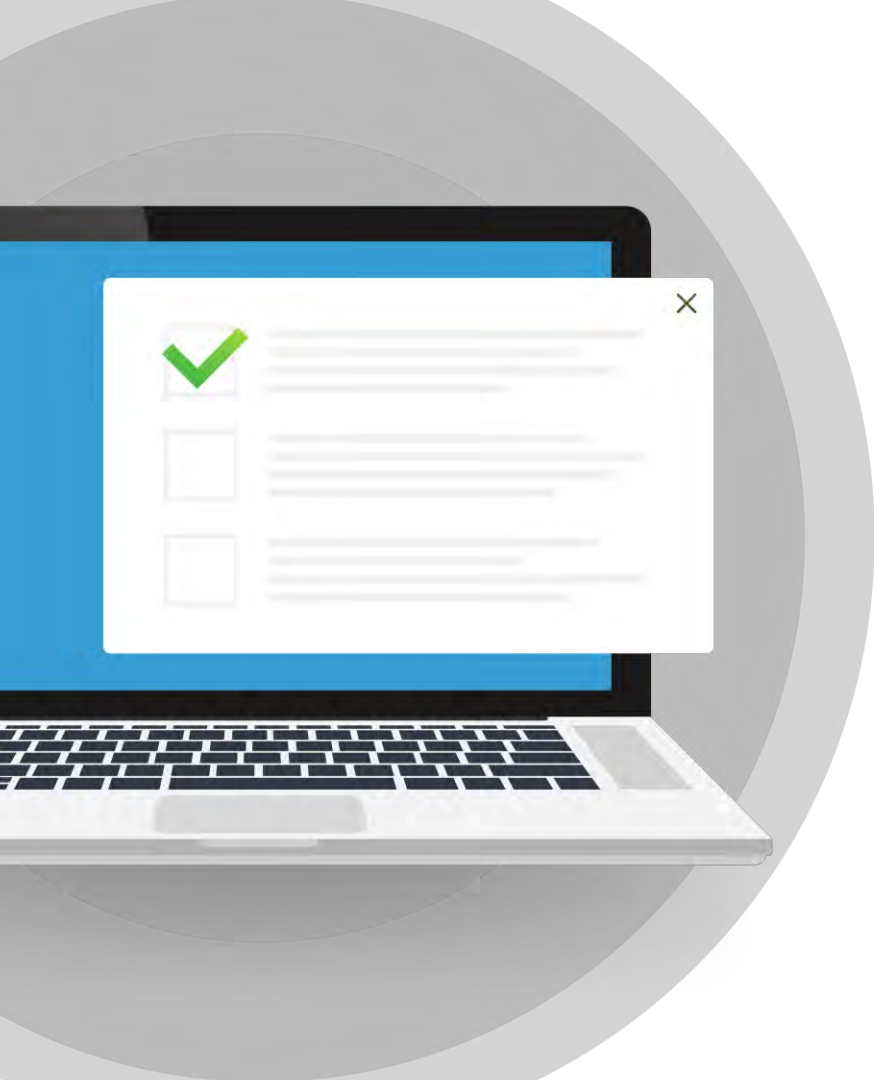
Boost employee morale

Long-term organizational success is

50%

Driven by organizational health and is mutually reinforced by customer experience

Source: Global results from Canada, France, Germany, Mexico, United Kingdom, and United States, McKinsey Public Sector Journey Benchmark Survey - <https://www.mckinsey.com/industries/public-sector/our-insights/the-global-case-for-customer-experience-in-government>



Poll

How long do you think it would take your organization to set up an online service?

City of Grand Rapids, MI

Goal: Reduce walk-in traffic by enabling more online services



4

weeks to launch initial prototype website



79%

reduction in walk-in traffic for most utilized online service



14

new online services created in 11 weeks



OpenCities has been nothing less than transformational for the City of Grand Rapids. With OpenCities we didn't just redesign the website, we redesigned the way our city does business."

- Becky Jo Glover, Chief Innovation Officer, City of Grand Rapids, MI



Maricopa County, AZ

Agility and Resilience in a Post-COVID World

8,300 Online Requests

The website facilitated over 8,300 requests through the virtual assistant in 4 months

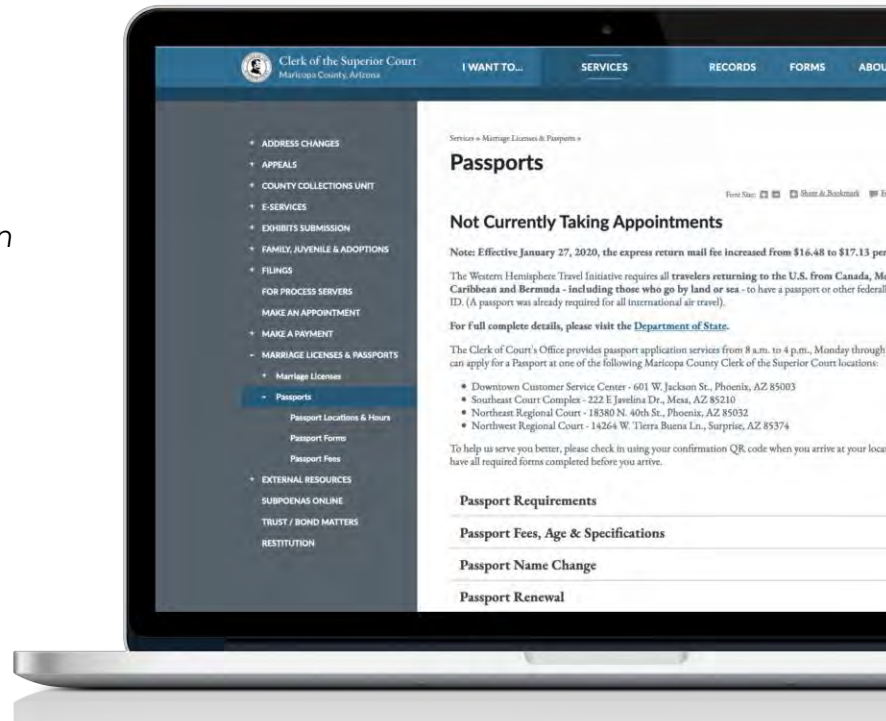
*The Maricopa County Clerk in Arizona uses **govAccess** as a CMS that facilitates integration and publishing with minimal IT support.*

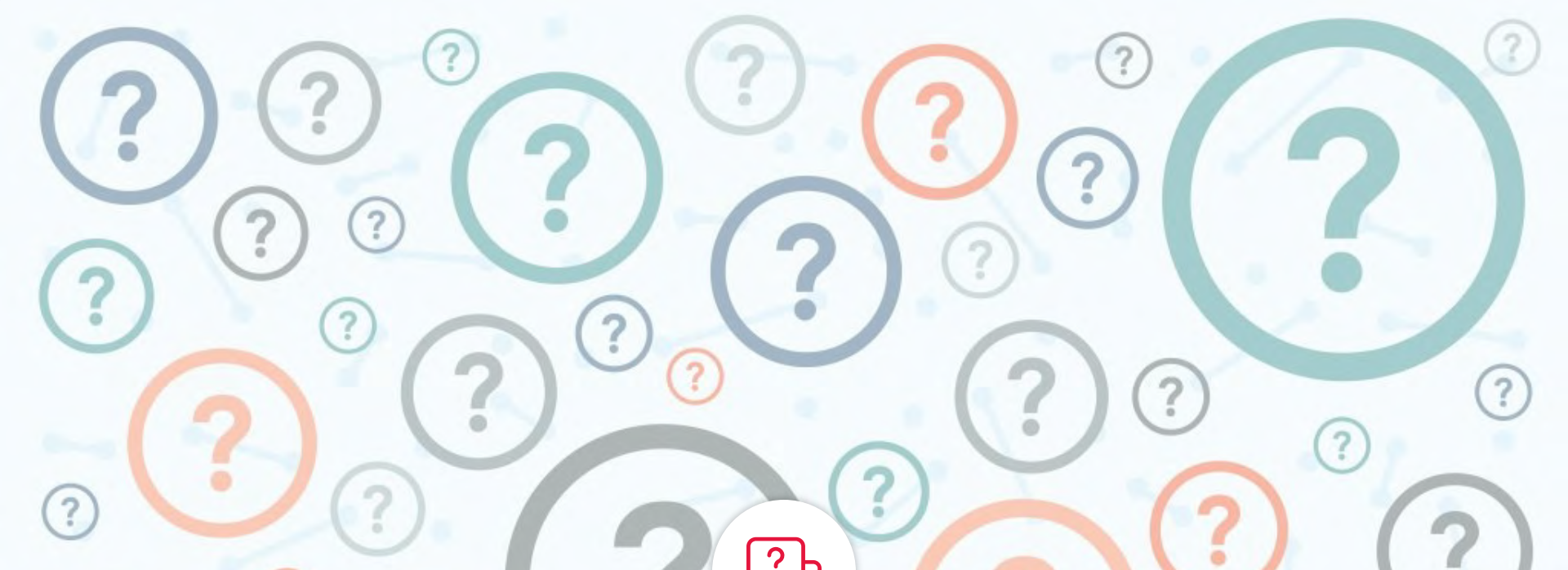
65% Less Staff Intervention

A better digital experience saved **hours of staff time** on service requests

1.4M Pageviews

In **6 months**. The most popular pages include marriage licenses and court records.





Questions

We're here to help



Trusted by 5,500 governments



Granicus Grant Support
Program



Meet and exceed
resident expectations



Improve agility in an ever-
changing environment



Contact us

info@granicus.com

granicus.com

