GRANICUS

2021 Civic Engagement
BENCHMARK REPORT

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INTRODUCTION

In a year of recovery, growth, and facing an increased need to drive connection and action in communities, civic engagement continues to be vitally important to healthy, functioning government. Increasing reliance on communications for critical aspects of daily life, let alone emergencies and other events, means that governments at all levels must meet their residents where and when they are most likely to interact with information to best fulfill their needs.

The impact of digital resources to better communicate with and engage their residents extends beyond emails, however. Especially during times of crisis, websites have become critical hubs for information and interaction with government services. For many agencies, a transition to digital services has provided a way turn these hubs into convenient and functional ways for residents to save time and reduce frustration. From addressing common needs such as service and records requests with automated functions to developing interactive video streaming that encourages easier participation in public discourse, digital integration continues to revolutionize how governments and residents interact.

The metrics surrounding those digital functions for the past year remain equally crucial, providing insights to the often-vague differences between successful and unsuccessful communications projects.

Over the last 12 months, implementing the tools that create a digital government has both helped increase civic engagement and developed reliable services that will provide the groundwork for building trust between communities and their governments. However, there are still lessons to incorporate and efficiencies that can be created to better address inequities and better build relationships by reaching out to underserved communities.

Reviewing performance metrics provides pivotal insight for acknowledging growth while identifying and acting on new opportunities. The data collected from communications projects, digital outreach, and other engagement tactics remain a backbone for developing impactful communications and gauging the impact of messaging on an audience.

As with every year, when it comes to digital metrics, government communicators find themselves asking common questions such as:

1

What does
this metric mean?

2

How do I rate in
comparison to my peers?

3

What are the key
takeaways?

Granicus' Civic Engagement Benchmarks help answer these questions by diving into the reporting data from the various Granicus digital tools used by governments to digitally communicate with their residents.

About Our Data

The metrics in this report are based on annual data gathered between June 2020 and June 2021 from the 5,500 U.S. federal, state, local, and transit (SLT); and U.K. organizations that use Granicus' govDelivery, govAccess, and govMeetings solutions. For email metrics, figures represent the median. For website metrics, figures represent the average. A single, overall figure is provided for each U.K. metric. Benchmark metrics measured by vertical (or subsector) can be viewed in the appendix.

The information gathered reflects **1.6 million emails** sent to, as well as activity among, **280 million citizen subscribers**.

Building Civic Engagement
THROUGH MESSAGING

A major component in the last year's recovery has been an increase in the communication between the public sector and their residents. The trends from the last year show that this engagement is increasing at all levels of government and will continue to provide an important way to build trust and relationships with communities. Residents are reaching out to connect with their governments for information. And once they make that connection, they discover new ways to engage.

By looking at the trends in the following categories, governments can identify the trends from the last year and identify opportunities to drive greater success in the coming year.

NUMBER OF MESSAGES SENT BY GOVERNMENTS

	Email Messages Sent	SMS Messages Sent
Federal	10,732,022,312	10,852,587,379
SLT	5,009,405,527	5,364,190,106
U.K.	1,419,477,555	1,419,722,815
Total	**17,160,905,394**	**17,636,500,300**

Messaging continues to be the most direct way for governments to connect with residents. Total messages continue to increase year over year. And, as the data from the last year shows, governments are learning to diversify the channels through which they engage with residents, predominantly in SMS messaging.

The majority of subscribers for govDelivery messages still come websites. However, the growing number of mobile-based subscriptions, and [considerable, consistent] increase in SMS messaging speaks to the growing mobility of users.

Governments can capitalize on this desire for residents to be engaged on-the-go by creating strategies where they are more likely to reach residents willing to take immediate engagement on an action as opposed to responding to an email on their computer.

Subscription Source

42%

of subscriptions coming in from mobile devices.
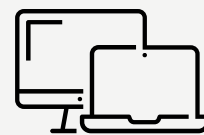
58%

of subscriptions coming in from websites.

MESSAGING

Open Rate

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

Open rate seems like a straightforward measurement, but it's not always comprehensive. However, open rates can sometimes be affected by recipients not downloading images in emails, even if they have opened and read the messages. In fact, may statistics are tracked via image downloads, using the pixels embedded in emails. But when it works, it's best used to understand the effectiveness of similar messaging over time to determine which approach works best.

YEAR OVER YEAR

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

BY MARKET

Median   Top 20%

Overall	Federal	State & Local	United Kingdom
37% / 24%	23% / 14%	35% / 25%	46% / 36%
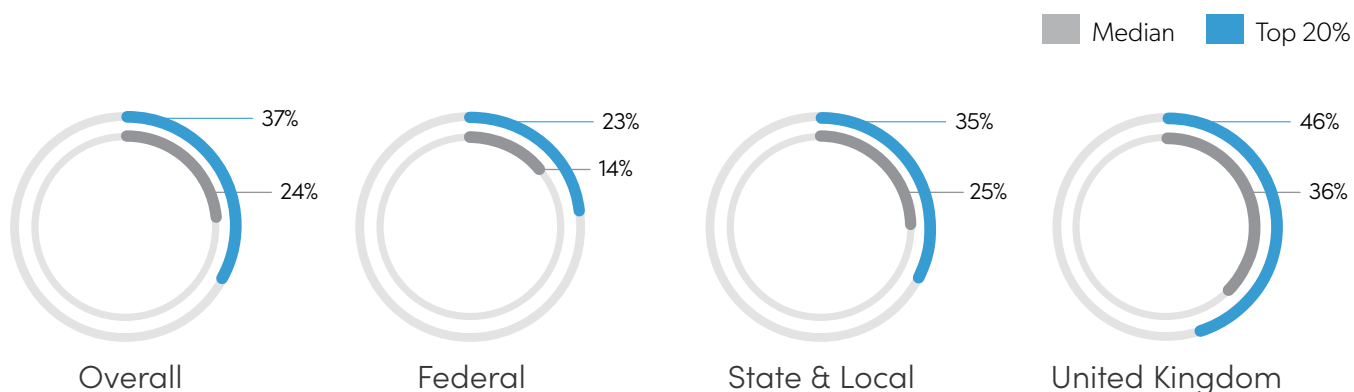
BY VERTICAL

VERTICAL	MEDIAN	TOP 20%
Agriculture	23%	35%
Courts & Public Defense	22%	32%
Defense & Reserve	12%	21%
Economic Dept. & Labor	24%	39%
Education	10%	31%
Elected Official	16%	29%
Enviornmental Protection	21%	27%
Finance & Commerce	21%	34%
Fish, Game & Parks	24%	32%
History, Arts & Culture	24%	37%
Housing	26%	63%
Internal Administration	28%	44%

VERTICAL	MEDIAN	TOP 20%
IT & Enterprise Services	36%	47%
Port & Harbor	19%	25%
Public Safety	20%	31%
Public Works & Utilities	22%	25%
Regulatory & Standards	23%	42%
Science & Research	15%	21%
Tourism	21%	23%
Transportation & Transit	20%	27%
Veterans	19%	23%
Water & Sanitation	31%	46%
Other	25%	45%

KEY TAKEAWAYS

Low open rates may not necessarily mean a missed communication. A large percentage of information sent from public sector organizations can be consumed without being opened. Weather alerts, transit route changes, or other emergency notifications can often be conveyed in a subject line and encourage your audience to act without opening the email.

One of the most important factors is the email subject line. Taking the time to create a subject line that "hooks" the reader or captures their attention in some way, while still reflecting the proper tone and persona of your organization, can have a dramatic impact on open rates.

Other factors impacting open rates include sender information, time of delivery and quality of the subscription list.

MESSAGING
Click Rate

The number of recipients who clicked on a link within an email compared to the total number who received the email.

Because you know someone who has clicked something already opened the email, this can make it a more revealing metric than open rate for certain types of emails. If you want citizens to take action, paying attention to click rate can tell you which messages are the most likely to spur people to act. But many public sector emails are solely informational, such as benefit enrollment notifications and calendar reminders. If these are the types of messages you are sending, it will make click rate a less-reliable indicator that you're reaching the right audience.

YEAR OVER YEAR

	2021	2020	2019
Median	4.0% ⌄	5% ⌃	2%
Top 20%	8.0% ⌄	10% ⌃	6%

BY MARKET
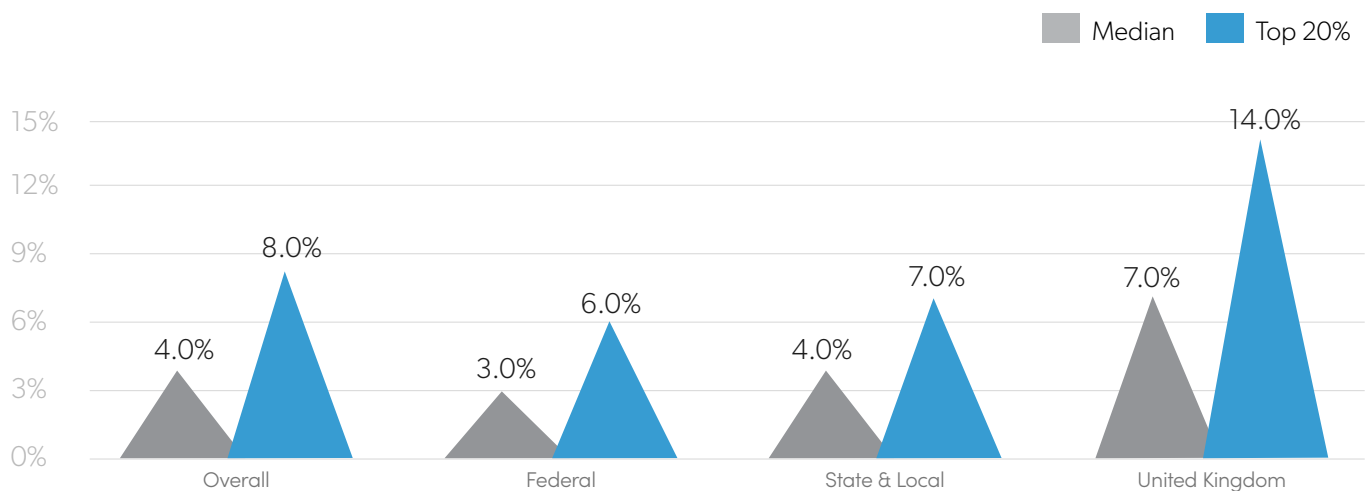
BY VERTICAL

VERTICAL	OVERALL	TOP 20%	VERTICAL	OVERALL	TOP 20%
Agriculture	3.0%	5.4%	IT & Enterprise Services	5.0%	7.8%
Courts & Public Defense	5.5%	13%	Port & Harbor	4.0%	5.8%
Defense & Reserve	1.5%	4.0%	Public Safety	4.0%	10.0%
Economic Dept. & Labor	4.0%	7.0%	Public Works & Utilities	4.0%	8.6%
Education	1.0%	6.0%	Regulatory & Standards	5.0%	9.0%
Elected Official	2.0%	4.2%	Science & Research	3.0%	6.0%
Enviornmental Protection	4.0%	7.0%	Tourism	4.0%	6.2%
Finance & Commerce	5.0%	9.0%	Transportation & Transit	2.0%	5.0%
Fish, Game & Parks	3.0%	4.6%	Veterans	2.0%	4.0%
History, Arts & Culture	3.5%	8.0%	Water & Sanitation	3.0%	8.6%
Housing	5.0%	9.2%	Other	3.0%	5.0%
Internal Administration	5.0%	9.0%			

KEY TAKEAWAYS

Much like open rates, click rates saw a slight decrease in the last 12 months, but remained ahead of the lower numbers in 2019 and 2018. Despite the decline in both the median and top-performing click rates, top performers still outpace the median by almost double the click rate in all areas. This gap suggests a considerable impact of taking a focused strategy to the messaging within emails and testing which messages spark a response. The top performing verticals in click rate - breaking double digits - were areas such as Courts & Public Defense and Public Safety, which require timely responses.

Although many public sector emails are solely informational, and include topics such as benefit enrollment notifications and calendar reminders, these types of messages can be analyzed for engaging messaging, even if click rate is a less-reliable indicator of audience reach.
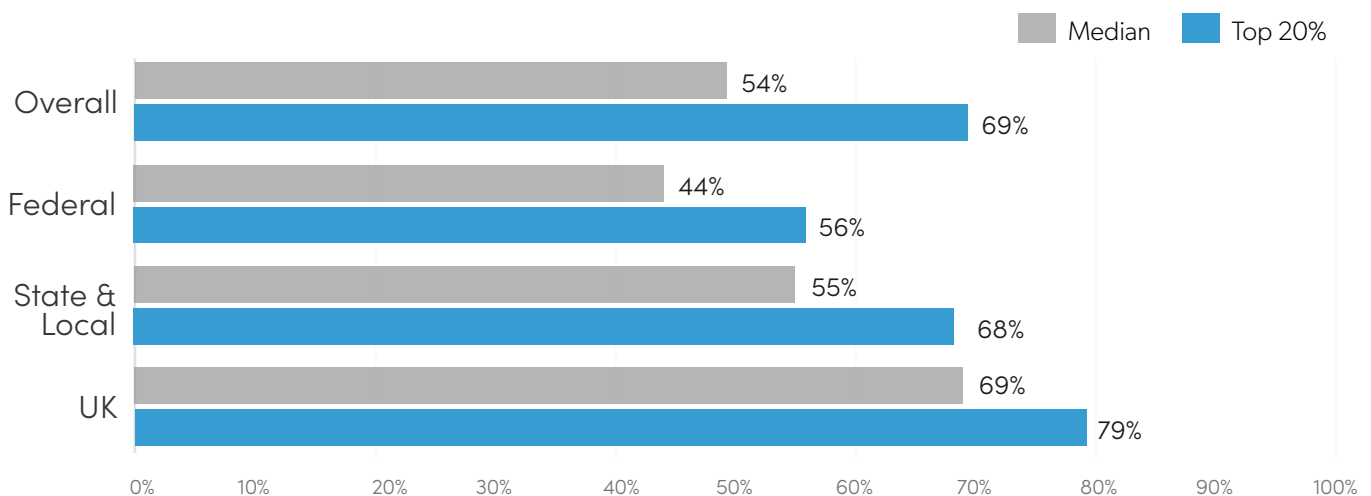
MESSAGING

Engagement Rate

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

Engagement rate is perhaps the most important stat to measure and monitor communications consistently. This rate is calculated by taking the number of unique email recipients who open an email or click on a link in an email over a 90-day period, and labeling those individuals as "engaged." That number is then divided by the total number of email recipients during that time period. If the rate holds steady or increases while the total reach grows, an organization can reasonably conclude that they are sending increasingly impactful digital communications over time.

YEAR OVER YEAR

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

BY MARKET

Legend: ▇ Median ▇ Top 20%

Market	Median	Top 20%
Overall	54%	69%
Federal	44%	56%
State & Local	55%	68%
UK	69%	79%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

BY VERTICAL ———

VERTICAL	OVERALL	TOP 20%
Agriculture	50%	62%
Courts & Public Defense	57%	67%
Defense & Reserve	53%	61%
Economic Dept. & Labor	50%	64%
Education	59%	69%
Elected Official	38%	65%
Enviornmental Protection	46%	67%
Finance & Commerce	49%	58%
Fish, Game & Parks	49%	63%
History, Arts & Culture	52%	57%
Housing	58%	65%
Internal Administration	54%	67%

VERTICAL	OVERALL	TOP 20%
IT & Enterprise Services	59%	70%
Port & Harbor	38%	55%
Public Safety	56%	67%
Public Works & Utilities	46%	52%
Regulatory & Standards	53%	69%
Science & Research	41%	53%
Tourism	47%	48%
Transportation & Transit	52%	62%
Veterans	44%	57%
Water & Sanitation	54%	61%
Other	56%	66%

KEY TAKEAWAYS ———

The last 12 months has seen a slight decline in engagement rates across the board, returning to numbers slightly higher than 2019. Much of this can be seen as residents either dealing with pandemic-related overload or not engaging with emails as activities return to some semblance of "normal."

However, governments still have important information that residents would benefit from should they engage with messaging. This makes content in messages even more important, connecting resident needs to the services and programs being presented by agencies. While many topic channels peaked around the mid-60% range for top performing engagement, those that spiked above were areas that spoke to specific, immediate, and impactful topics, such as IT, education, and regulatory/standards channels.

MESSAGING

Subscription per Subscriber

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

From June, 2020 to June, 2021, the Granicus Subscriber Network saw 111,408,958 network subscribers connecting with 323,812,051 network subscriptions. That means that residents who subscribe to the Granicus Subscriber Network are doing so with multiple topics when they find useful and pertinent information.

YEAR OVER YEAR

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

BY MARKET

■ Median ■ Top 20%

Overall	Federal	SLT	UK
2.0	2.5	1.9	2.0
3.7	5.2	3.4	3.5

BY VERTICAL

VERTICAL	OVERALL	TOP 20%
Agriculture	2.5	6.0
Courts & Public Defense	1.9	3.2
Defense & Reserve	1.7	3.5
Economic Dept. & Labor	1.9	4.0
Education	2.0	2.9
Elected Official	1.0	1.6
Enviornmental Protection	2.8	4.9
Finance & Commerce	1.6	3.1
Fish, Game & Parks	3.4	4.8
History, Arts & Culture	1.9	2.5
Housing	1.4	1.6
Internal Administration	2.3	4.1

VERTICAL	OVERALL	TOP 20%
IT & Enterprise Services	1.8	2.8
Port & Harbor	1.7	2.4
Public Safety	2.2	3.9
Public Works & Utilities	1.8	3.3
Regulatory & Standards	2.4	4.6
Science & Research	2.9	5.5
Tourism	1.3	2.2
Transportation & Transit	2.5	6.0
Veterans	2.1	3.0
Water & Sanitation	2.7	3.7
Other	2.6	4.6

KEY TAKEAWAYS

Audience segmentation is an important early part of any communications strategy, especially in government communications. Understanding the needs of residents and providing information in channels that speak directly to those needs will lead to more subscriptions and increase network impact.

By making it easier to identify which audiences have specific needs, it will be easier to target communications to that audience that is beneficial and useful. This is also a time where communicators can identify audiences that are otherwise underserved and develop content that will speak to their needs in order to increase their engagement with content channels in your network.

MESSAGING
Overlay Impact

The number of overlay subscribers divided by the total number of direct subscribers.

An overlay is a small window that may pop up over your website for first-time or repeat visitors that prompts them to act, whether that be downloading a report, registering for an event, or signing up for an email newsletter. Overlays are a fast and effective method of growing your digital audience. Worried that you might annoy a visitor to your website with repeated overlays? Don't be. When setting up an overlay, you can adjust the settings so that once a visitor closes the box, they never see it again.

YEAR OVER YEAR

	2021	2020	2019
Median	211% ∧	168% ∨	175%
Top 20%	723% ∧	677% ∧	618%

BY MARKET

■ Median ■ Top 20%

	Overall	Federal	State & Local	United Kingdom
Top 20%	723%	610%	752%	623%
Median	211%	144%	210%	267%
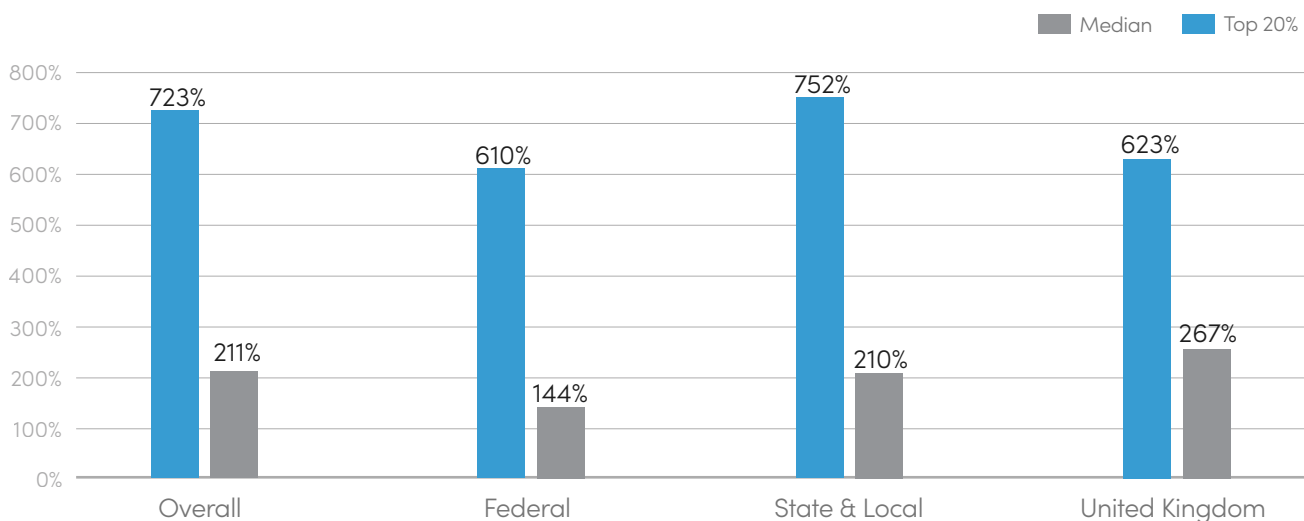
BY VERTICAL

VERTICAL	OVERALL	TOP 20%	VERTICAL	OVERALL	TOP 20%
Agriculture	200%	636%	Fish, Game & Parks	341%	1190%
Courts & Public Defense	32%	209%	Internal Administration	210%	1318%
Economic Dept. & Labor	398%	882%	Public Safety	425%	752%
Education	280%	674%	Regulatory & Standards	315%	649%
Elected Official	213%	841%	Transportation & Transit	107%	636%
Enviornmental Protection	59%	440%	Veterans	352%	1501%
Finance & Commerce	289%	956%	Other	111%	268%

KEY TAKEAWAYS

Overlays should be simple, unobtrusive and appear right away when a visitor lands on a website page. Be sure to display just one step of the sign-up or action-taking process at a time, explain it clearly and make transitions seamless. It's also important to provide an easy "opt out" for website visitors, so be sure to include a clear way to exit the overlay.

If your organization isn't using an overlay now, you might want to consider implementing one on your website's most-visited pages. Implementing an overlay is an easy step toward greater impact and conversion of website visitors into action takers. Identify your most highly-visited website pages, and if you're hesitant to start with your homepage, try testing an internal page to see how it impacts bounce rates and subscriber signups.

Building Civic Engagement
THROUGH WEBSITES

Website metrics are useful for determining whether you're meeting the needs of visitors. Are visitors finding what they need? Are they clicking around onto many pages when they needn't be? From where are they coming? What devices are they using? Numbers are based on annual Google Analytics website data for Granicus U.S. website clients.

WEBSITES
Device Usage

Effective omnichannel communications strategies bring a unified message to users through a variety of channels, such as email, social media and website. But as technology increases the ways that people can access information, which device they use to engage with messaging becomes an important metric. "Device usage" refers to the type of devices used by visitors accessing a website. Whether from their desktop, smartphone or tablet, users look for a consistent, but convenient, experience online.

DEVICE USAGE YEAR OVER YEAR

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

BY MARKET

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%

(Chart x-axis: 0% to 80%)
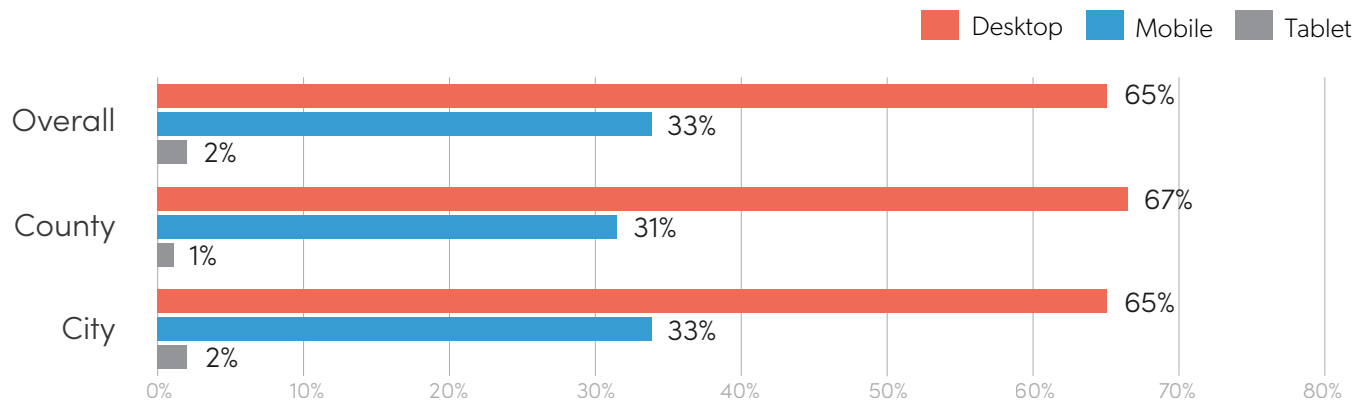
From October 2020 through October 2021, our research found that a strong majority of local government websites are accessed from desktop computers, with more than 65% of users connecting from that device. This significant increase versus 2019-20 may reflect an impact in changed behavior during the COVID pandemic. The decline in mobile website access from 45% in 2019-20 to 31% in 2020-21 is another indicator of that behavioral shift. Nonetheless, this number still indicates that mobile-friendly websites remain an important part of any government communications plan.

KEY TAKEAWAYS

Device usage is an important metric to monitor because, among other things, it shows how users access your content. Data can provide useful insight into evaluating user experience, as this may differ based on the device used. For example, those pages with higher mobile device traffic should always incorporate the latest in mobile website optimization.

The continued need to balance an invest in mobile-responsive website design with a convenient desktop experience may be a trend further impacting the rise of desktop use and the decline of mobile use. Integrating mobile-responsive design also means a consistent experience for desktop users. Strive to make it as easy as possible for visitors to find what they are looking for and easily complete tasks from any device.

Making navigation more intuitive can benefit both mobile and desktop visitors. Create an app-like interface for your mobile website by featuring large tile icons, buttons and text, and quick links to top tasks.

WEBSITES

Entrance Page

An entrance page is the initial page a user lands on when they visit your website, whether it's the homepage or a page within your website.

Start by examining interior page performance. Identify the top trafficked interior pages to determine which ones serve as entrance pages (or "mini homepages"). Then look at Google Analytics to examine interior page metrics, like bounce rates and time spent on page, to optimize performance.

The research into whether users enter local government websites through the homepage or an interior page reinforces the trend that applying a mobile-friendly design across all devices is changing user behavior.

ENTRANCE PAGE YEAR OVER YEAR

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

While the difference between interior entrance pages and homepage entrances remain roughly the same for mobile users (17% in 2020-21 vs. 18% in 2019-20), there are noticeable shifts in the desktop and overall statistics. Desktop users were more than 5% less likely to enter through a homepage (29% in 2020-21 vs. 35% in 2019-20) and overall numbers saw just over a 4% decline in homepage entrances between the two years (23% vs. 27%).

This suggests that users are finding easier direct access to the services and processes they need when visiting their local government website.

BY DEVICE

🏠 HOMEPAGE   VS   🖱 INTERIOR PAGE

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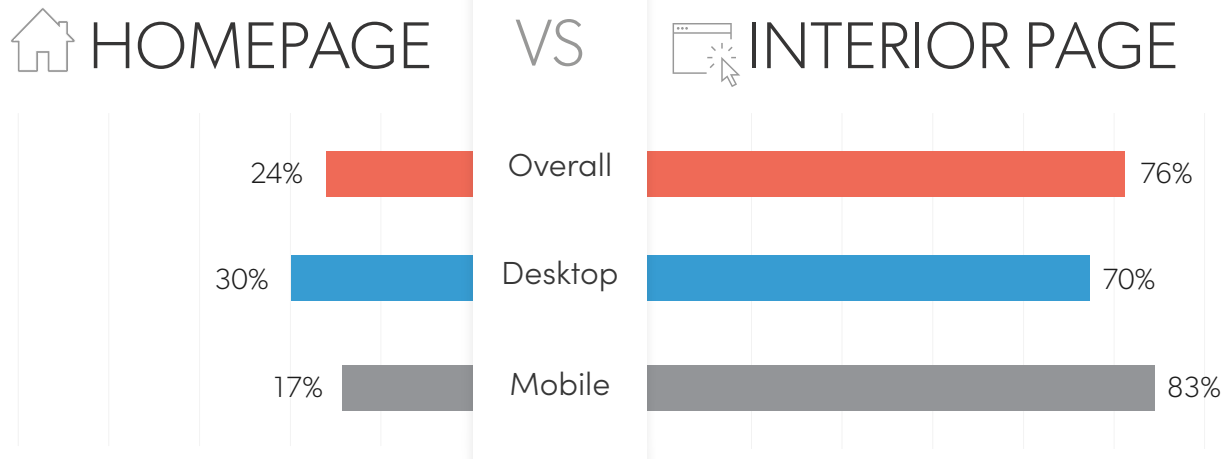
KEY TAKEAWAYS

Knowing where your visitors are making their initial contact with your website can help better optimize content beyond the homepage and design a more efficient and effective website. Residents who enter your website through an interior page may never see your actual homepage, so get the most out of those visits by treating your top interior pages as "mini-homepages."

Use unique branding (imagery, font, colors) and navigation to take advantage of the traffic these popular pages bring. For highly trafficked interior pages, consider building a subsite with a unique URL to further differentiate it from the main agency website.

WEBSITES

Traffic Sources

Website traffic sources are the origins through which people find your website. This can be organic search (made through a search engine), direct traffic (when a user specifically enters a website's URL into a browser), and referral traffic (when sites are visited through a link found on a different website).

TRAFFIC SOURCE YEAR OVER YEAR

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

Users are taking a more direct, focused approach to connecting with their websites. In just one year alone, the overall average of city and county direct traffic source to government websites has jumped from 33% (2019-20) to almost 57% (2020-21). In reflection of that trend, organic search traffic has dropped from 56% (2019-20) to just under 38% (2020-21). When broken down to city vs. county, however, those numbers shift. City website traffic sources maintain a similar gap between direct search and organic search (53% direct vs. 39% organic), while county sites show a more even distribution skewed in favor of organic search (45% direct vs. 49% organic). Both, however still reflect a significant drop in organic search versus the year before. Social search also plummeted in the previous year at all three levels dropping from 5% overall to just over 2%.

TRAFFIC SOURCE BY TYPE

Source	Percentage
Direct	57%
Organic Search	38%
Referral	03%
Social	02%

0%   10%   20%   30%   40%   50%   60%   70%
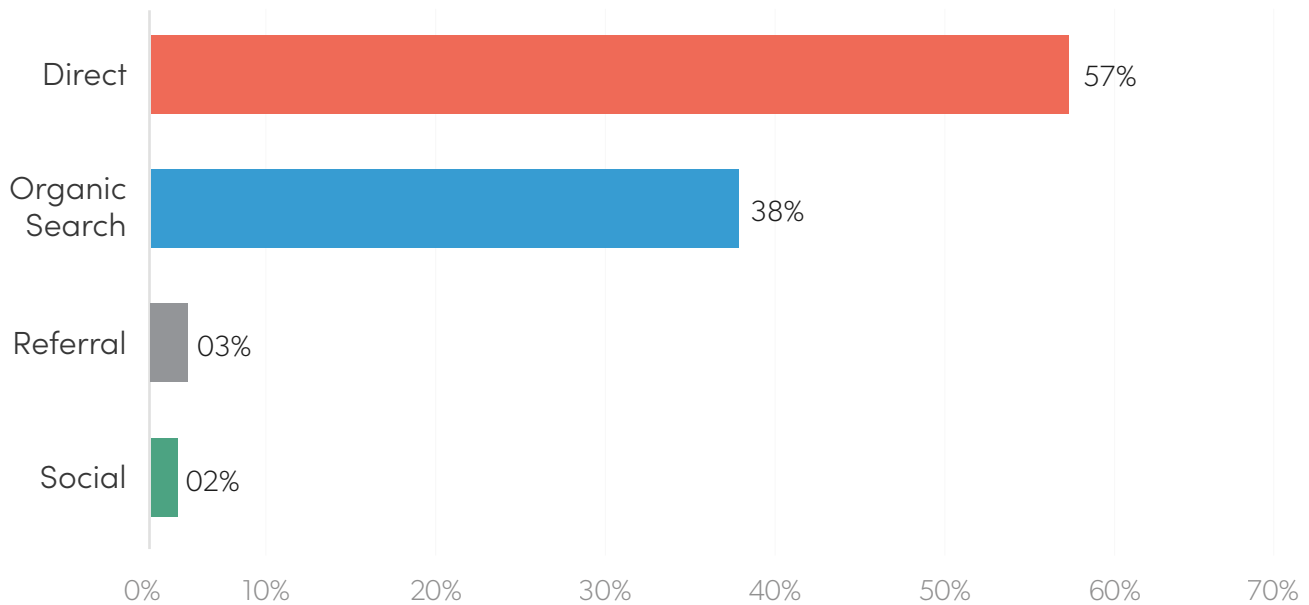
KEY TAKEAWAYS

This significant shift from organic to direct search provides yet another indicator that government websites are responding to the needs of their residents, providing increasingly consistent experiences that users can bookmark and come back to again and again. Direct search means that residents are also becoming increasingly educated about finding answers to questions at their local or county government website rather than doing a Google search to lead them there.

Despite the decline, however, organic search is still a vital piece of traffic sources to government websites. To make sure that information is easily accessible through organic search, make sure communications staff and content contributors are trained on basic SEO practices, including top-ranking keywords in the title, alt image tags, meta descriptions and URL of relevant webpages whenever possible. Leveraging Google Keyword Planner will help identify popular search terms related to your content. It also helps to use a CMS that offers built-in SEO prompts to encourage good keyword tagging during the content creation process.

Building Civic Engagement
THROUGH MEETINGS

As the world continues to grapple with the ever-changing impact of COVID and its variants, the changes to daily life, routines, work environments, and more has come to be known as "the new normal."

For many, this idea of normalized change is seen as inconvenient, laborious, and often as a negative. But for governments that embraced digitizing their public meetings out of necessity in light of pandemic restrictions, the result has been decidedly positive.

As cities continue to create solutions for access to public meetings that combine video, digital interaction, and convenient indexing to provide future reference equity in, and access to, public conversation through meetings is increasing as more people participate and engage with public meetings.

MEETINGS
Video

Thanks to govMeetings' ability to publish comprehensive public records and videos that are easily navigated with hyperlinked agendas and minutes, citizens continued to maintain their involvement and connect with their government during the last 12 months.

Video streaming allows live transmission of public meetings to connect governments and audiences regardless of their location. During COVID-related restrictions, video streaming allowed meetings to continue even with board members in various locations. As restrictions lessen, video streaming allows residents to engage with meetings even if they are unable to attend in person.

ORGANIZATIONS UTILIZING VIDEO

1,129
organiations uploaded at least one video this year

163,936
hours of video uploaded

1.6 hours
median video length

VIDEOS UPLOADED

373	11,334	136,010
PER DAY	**PER MONTH**	**IN THE PAST YEAR**

KEY TAKEAWAYS

Maintaining pace with the last 12 months, more than 160,000 hours of video have been uploaded by governments, averaging 373 uploads per day. Governments have embraced live streaming as a valuable tool for their meetings not only during the pandemic but moving forward and serving a public that accesses video in a variety of ways.

MEETINGS

Indexing

Indexing provides a means for researchers of any type to easily find relevant information in a video based on topic, speaker, or other search terms. Empowering citizens with the flexibility to search videos by keyword, and allowing them to find the exact point when a topic is discussed, helps build trust while alleviating the time and staff resources used on fulfilling research requests.

47,184	91,354	825
videos indexed	hours of video have been indexed	clients have at least one video indexed

KEY TAKEAWAYS

While many governments embrace the power of video streaming, the opportunity exists for many of those using video to increase access to information in those meetings. In the last 12 months, just under 35% of videos streamed in govMeetings were indexed.With just under 100,000 hours of video indexed to cross-link with agendas and meeting minutes, citizens have even more ways to bypass government clerks and find the information they need. And with the digital flexibility of indexed videos, researchers have the freedom to access information through the tool of their choice, including with mobile devices.

Indexing videos also allows previously unavailable methods of monitoring public engagement. Thanks to in-depth video analytics and social media sharing, governments can look at long-term and immediate impact created by video of their meetings, ultimately reaching, and engaging with, a broader audience.

MEETINGS
Captioning

Live and on-demand meeting video captioning allows for agendas and information to be easily tracked through the course of a meeting. It also expands the accessibility of the vital public conversation to those who are deaf or hearing impaired. The digital commenting also allows an easier way to provide a voice to citizens in a way that is ADA compliant.

337
clients use captioning

## 21,876
videos include captioning

KEY TAKEAWAYS

Despite the rise in number of government meetings being streamed over the last year, the number of videos using captioning continues to remain low. Currently, only one out of three clients using govMeetings leverages the captioning option. And those who do use captioning on less than one out of every seven videos. The opportunity to be more fully connected with a broad group of citizens is there for the taking in the future.

MEETINGS

Engagement

Involvement in public meetings is vital to good governance and democracy. With the advent of live video streaming and tools, such as Granicus' SpeakUp feature in govMeetings, residents who are unable to attend meetings in person have the same opportunities to be involved in public debate as those who are at the meeting itself.

SPEAKUP: END USER PAGE VIEWS (THOUSANDS)
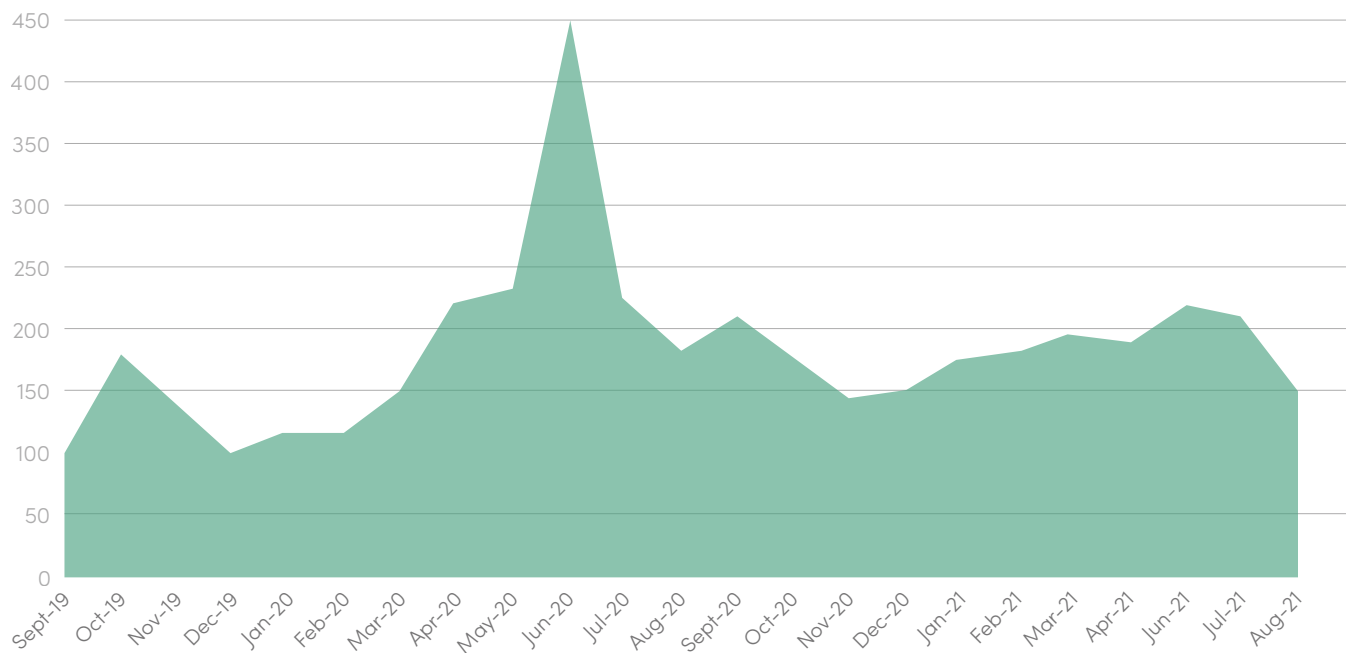
KEY TAKEAWAYS

While page views in SpeakUp peaked in the summer months in 2020, as governments dealt with COVID restrictions most directly, the traffic remained high in the subsequent 12 months when compared to pre-COVID interaction. This suggests that both governments and residents alike are seeing the benefits of interactive meetings tools such as Speakup, making a continued impact and setting a new standard for how residents participate in public meetings.

CONCLUSION

2022 will be a critical year for digital government if it intends to continue evolving. Many of the lessons learned during the crises of 2020 are becoming not only best practices for governments serving their residents, but expected conveniences for a more digitally-connected population.

Governments have the opportunity to create new efficiencies for both residents and their own staffs that will save both time and money while building trust with residents through transparency, ease-of-use, and increased access to information. As increasing equity and reaching underserved communities continue to be important goals for governments moving forward, digital services will be important tools for success not only in these areas but in all government initiatives.

Granicus is here to help

And if you get stuck—or you're unsure where to begin—Granicus is here to help. Our Digital Engagement experts would love to walk you through your metrics and help you develop an action plan for the coming year.

Get in Touch

APPENDIX

AGRICULTURE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.5	6.0	50%	62%	23%	35%	3.0%	5.4%	200%	636%

COURTS & PUBLIC DEFENSE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.9	3.2	57%	67%	22%	32%	5.5%	13%	32%	209%

DEFENSE & RESERVE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.7	3.5	53%	61%	12%	21%	1.5%	4.0%	–	–

ECONOMIC DEVELOPMENT & LABOR

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.9	4.0	50%	64%	24%	39%	4.0%	7.0%	398%	882%

EDUCATION

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.0	2.9	59%	69%	10%	31%	1.0%	6.0%	280%	674%

ELECTED OFFICIAL

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.0	1.6	38%	65%	16%	29%	2.0%	4.2%	213%	841%

🌲 ENVIRONMENTAL PROTECTION

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.8	4.9	46%	57%	21%	27%	4.0%	7.0%	59%	440%

🛒 FINANCE & COMMERCE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.6	3.1	49%	58%	21%	34%	5.0%	9.0%	289%	956%

🐟 FISH, GAME & PARKS

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
3.4	4.8	49%	63%	24%	32%	3.0%	4.6%	341%	1190%

🩺 HEALTH & HUMAN SERVICES

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.2	4.0	–	–	–	–	–	–	–	–

🏛 HISTORY, ARTS & CULTURE

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.9	2.5	52%	57%	24%	37%	3.5%	8.0%	–	–

🏠 HOUSING

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.4	1.6	58%	65%	26%	63%	5.0%	9.2%	–	–

INTERNAL ADMINISTRATION

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.3	4.1	54%	67%	28%	44%	5.0%	9.0%	210%	1318%

IT & ENTERPRISE SERVICES

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.8	2.8	59%	70%	36%	47%	5.0%	7.8%	–	–

PORT & HARBOR

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.7	2.4	38%	55%	19%	25%	4.0%	5.8%	–	–

PUBLIC SAFETY

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.2	3.9	56%	67%	20%	31%	4.0%	10%	425%	752%

PUBLIC WORKS & UTILITIES

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.8	3.3	46%	52%	22%	25%	4.0%	8.6%	–	–

REGULATORY & STANDARDS

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.4	4.6	53%	69%	23%	42%	5.0%	9.0%	315%	649%

SCIENCE & RESEARCH

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.9	5.5	41%	53%	15%	21%	3.0%	6.0%	–	–

TOURISM

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
1.3	2.2	47%	48%	21%	23%	2.0%	6.2%	–	–

TRANSPORTATION & TRANSIT

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.5	6.0	52%	62%	20%	27%	2.0%	5.0%	107%	636%

VETERANS

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.1	3.0	44%	57%	19%	23%	2.0%	4.0%	352%	1501%

WATER & SANITATION

Median Subscriptions Per Subscriber	Top 20% Subscriptions Per Subscriber	Median Engagement	Top 20% Engagement	Median Open Rate	Top 20% Open Rate	Median Click Rate	Top 20% Click Rate	Median Overlay Impact	Top 20% Overlay Impact
2.7	3.7	54%	61%	31%	46%	3.0%	8.6%	–	–