GOVERNMENT PROGRAMS

Most Think: How Hard Can it Be?

YAY!!!

- ✓ Build a shiny new online portal or website

- ✓ Tap someone to post a few notices on social media

- ✓ Send a couple emails

Watch the savings pile up, additional revenue brought in and the citizens rejoice.

If you build it, they will come.

If you build it, will they come?

Just Digitizing the Service Doesn't Do It

Digital interactions with government aren't embraced just because they exist

% of adults who have done each in 2014

LEARNED ABOUT GOV'T OPERATED RECREATIONAL ACTIVITIES
27 | 12 | 61

RENEWED DRIVER'S LICENSE OR CAR REGISTRATION
18 | 35 | 46

LEARNED ABOUT OR APPLIED FOR GOV'T BENEFITS
13 | 11 | 75

PAID A FINE, SUCH AS A PARKING TICKET
11 | 9 | 79

APPLIED FOR OR RENEWED HUNTING AND FISHING LICENSE
4 | 10 | 85

USED SERVICE SUCH AS 311 TO REPORT A SPECIFIC PROBLEM WITH THE LOCAL GOV'T
2 | 5 | 92

Legend:
- Yes, did this online
- Yes, but not online
- No, have not done

Source: Online survey of 3,212 adults in Pew Research's American Trends Panel, Nov. 17 - Dec. 15, 2014.

GRANICUS

#GranicusSummit18

Spread the word!

MESSAGES ARE MORE EFFECTIVE WHEN REPEATED
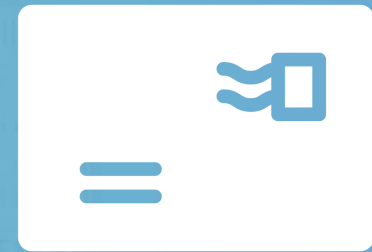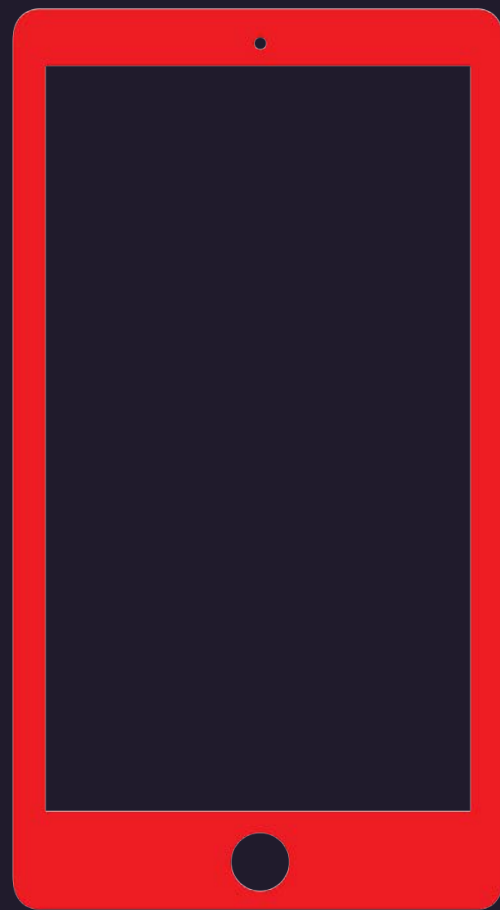
Flyers   Posters   Mailings

UTILIZE TECHNOLOGY

AVERAGE AMERICAN SPENDS 6 HOURS A DAY ON DIGITAL DEVICES

Americans CHECK THEIR PHONE

80 TIMES A DAY

EVERY 12 MINUTES

Technology is allowing government agencies to change the way they connect with the public, meeting people where they are – online.

What Can Go Wrong?

A Department of Natural Resources wanted to **make it easier and more cost effective** to get more residents outdoors to fish, hunt, camp

- Built a new online licensing portal
- New digital license option
- Posted fliers at resale locations to publicize
- Notified resellers of changing technology

Results
- Very limited adoption of digital licenses
- Recoup for cost of system took 3 years

What Went Wrong?

Even though they have an excellent service, they:

- Only posted fliers at resale locations, where people were already purchasing licenses

- Notified resellers, but not current and former licensees

- Did not help current licensees understand the convenience and efficiency of the new portal and digital licenses

FAILED TO REACH THEIR AUDIENCE

RESULT

Didn't change behavior

Failed to improve user experience or save money

DID NOT ACHIEVE PROGRAM GOAL

HOW DO TO IT RIGHT

Promote and communicate digitally in a planned, diversified way

› *Brand the service*

› *Have a plan*

› *Build an audience*

› *Target messages*

› *Explain the benefits*

› *Ensure efficient deliverability*

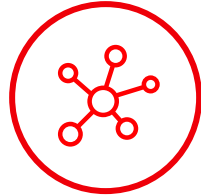› *Adjust as necessary*

Brand the Service

Ensure consistent branding

Consistent branding across all program resources, marketing and communications *drives recognition and awareness*

Develop a Comms Plan

Build a REACH, AWARENESS and ENGAGEMENT communications plan along side building the new system

Reach: Build your audience early, and continue growth
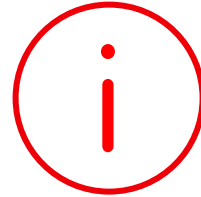
Awareness: Create a launch campaign plan for various targets and channels

Engagement: Support adoptions with strong "call to action" messages to drive traffic

Build an Audience

Identify your target audience and utilize multiple channels to build a digital communications base to grow your reach.
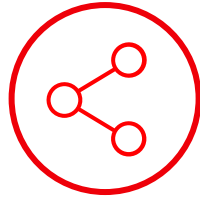
Promote new service in commonly trafficked areas

Invite signups during manual transactions

Add **subscription overlay** on website

Cross-promote with other similar services to reach new community members

Target your Message

Segment your audience and deliver targeted messages to specific audiences

Identify buyers by demographics on hand in legacy systems or through sign-up questions

- Basic demographics (age, gender)

- License purchase history
  - Hunting, fishing, ATV use, combination
  - Species of interest
  - Location of license purchase
  - Lapsed or lifetime outdoorsman

- In-state resident vs out of state

Target your Message

Diversify Digital Channels
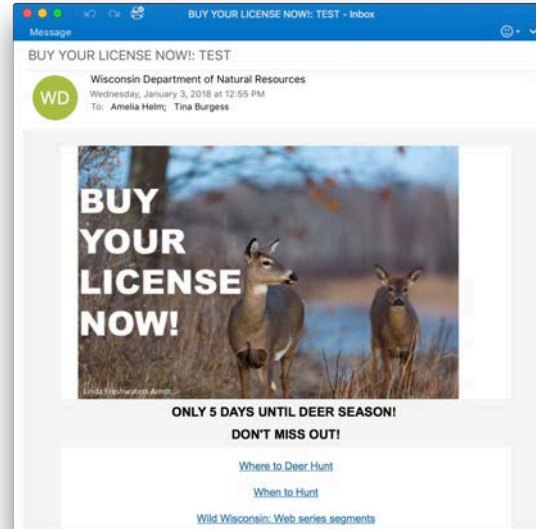
EMAIL

TWITTER

TEXT

FACEBOOK
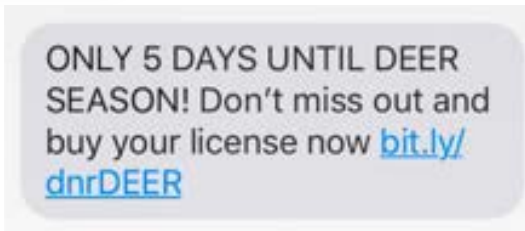
CONNECT WITH YOUR AUDIENCE EVERYWHERE THEY'RE LISTENING
Before system launch, during first year of adoption, and ongoing

Explain the Benefits

Message must appeal to your audience's needs
(not yours)

Communicate the benefits for the specific user

RESIDENT

- Buy anytime, anywhere
- Paperless license – keep it on your phone
- License lookup by in-state drivers license
- Easier hunting tagging

RESELLERS (Outdoor stores, Bait shops)

- Updated, reliable technology
- Less paper, printing requirements
- Simpler process so staff can focus on selling gear

Ensure Efficient Deliverability

Don't waste time manually sending emails

Utilize a **marketing automation** tool to streamline communication efforts with automated email blasts, which are less likely to be caught in spam filters.

Adjust as Necessary

Review progress and make changes

Monitor open rates, click-throughs, and purchases **and adjust** communications accordingly

Success Stories

Leon County, Florida

Goal: Keep citizens safe and informed during an emergency

Hit by a hurricane in 2017 for the first time in over 30 years

Developed a crisis communications plan using Communications Cloud to provide up-to-the-minute details during Irma.

RESULTS:

- 7,276 new subscribers
- 7x increase in app downloads
- 55% engagement rate

Making Home Affordable

MAKING HOME AFFORDABLE.GOV

Goal: Enroll as many homeowners in the MHA program before the deadline

"The investment [in Granicus] returned itself by three or four fold just due to the fact that we can message to the people we need to connect with in a way that we couldn't before. It's a game changer."

- Sean Bennett, Director of Marketing & Outreach, MHA

80k new subscribers

18% increase in web traffic

67% longer web visits

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Michigan Department of Health and Human Services

Goal: Recruit more foster parents

Increased subscribers from 2,000 to nearly 23,000

Pilot SMS campaign resulted in 90 informational calls with potential foster parents

Increased awareness about how to become a foster parent

Bedford Borough Council

Goal: More residents taking action to improve their health

The council's Sustainable Community Strategy ensures everyone gets the help they need to lead healthy lives. Email bulletins are now integral to the council's outreach strategy, promoting health initiatives, mental health support, and exercise opportunities.

RESULTS:

- ✓ 5K+ subscribers to Sport and Physical Activity
- ✓ Up to 55% unique open rate and 19% click rate
- ✓ 37% conversion rate for "ReActiv8" sports bookings

City of Hurst, Texas

Goal: Increase the Number of Adopted Pets

The City of Hurst leveraged Communications Cloud to run an **Adoptable Animals** email campaign to increase pet adoptions.
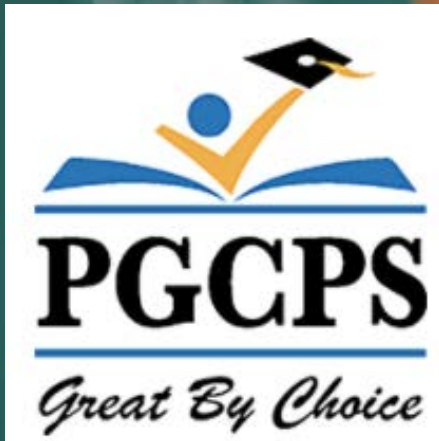
Emailed new adoptable pet images with hyperlinked pet and adoption info.

RESULTS:

✓ Increased subscriber growth by 354 percent
✓ Led to 259 more pet adoptions

Prince George County Public Schools (PGCS)

Goal: Increase Engagement Across a Diverse Audience

With 209 schools in urban, suburban, and rural areas and 156 different languages spoken throughout the school district, PGCS used Communications Cloud and SMS messages to connect with families and students where they are.

RESULTS:

✓ 20 percent increase in engagement with content
✓ Grew subscriber base to 187,000 subscribers
✓ Sends 2.5 million SMS messages each year

Center for Disease Control and Prevention (CDC)

Goal: Increase Public Knowledge Surrounding the Zika Virus
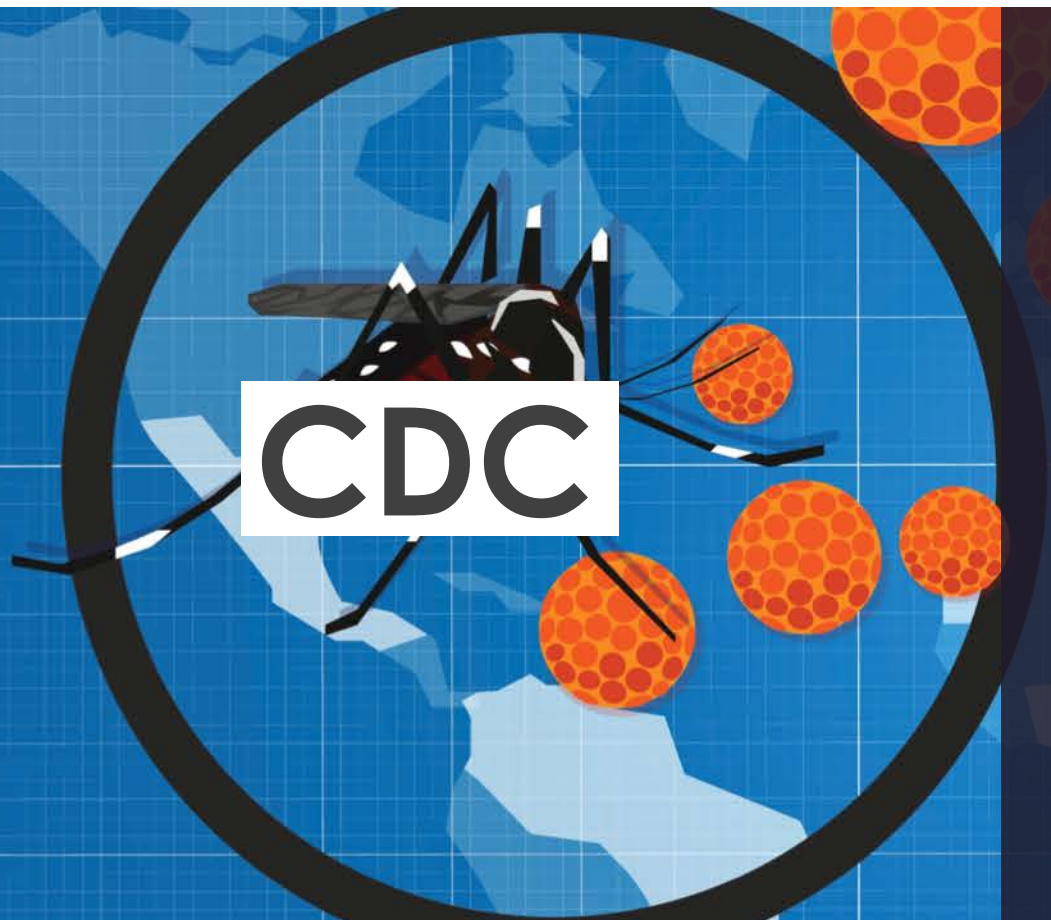
As the Zika virus spread, the CDC was working around the clock and knew they needed a way to connect with the public in real time with information they need to stay informed and safe.

RESULTS:

✓ Successfully armed over 6,500 U.S. travelers with awareness of Zika prevention

✓ Participants who indicated they are traveling to a Zika outbreak country were delivered timely, awareness-to-action messaging before, during and after travel

CDC

Wrexham County Borough Council

Goal: Reduce avoidable recycling contamination and increase recycling rates. Manually sending.

Solution: Emailed <u>automated</u> & personalized bin collection reminders, and tips on what can and can't be recycled

Result:
- ✓ **48% reduction** in calls about having the wrong bin out
- ✓ **27% reduction** in bins not being emptied due to contaminated waste

Wrexham County Borough Council

"I like the [bin collection] updates. I have mental health problems, this causes me to be forgetful. With updates I am reminded of the collections to ensure I can get the bin out in time and which bin I need to put out."

- Subscriber

Georgia Department of Natural Resources

Goal: Increase Revenue

Georgia DNR launched an Outdoor Map - a central spot for all of citizen outdoor needs - and promoted it with GovDelivery's digital communications solutions.

RESULTS:

As a result of its promotion in GovDelivery, Georgia DNR estimates that its Georgia Outdoor Maps:

- ✓ Had an additional 30 park reservations per day, resulting in $4,500 per week and $234,000 per year more in revenue
- ✓ Increased website visits by 15,000 visits per month

Michigan Department of Natural Resources

Goal: Increase purchases of licenses, registrations, and park passes

GovDelivery Communications Cloud & Network, online services promotion and customer satisfaction.

Results:

- ✓ **870k**+ digital audience (1 in 11 residents)
- ✓ $**375k** incremental revenue from licenses
- ✓ 95% customer satisfaction

City of Sacramento Volunteer

Goal: Increase volunteerism to improve communities

The City of Sacramento leveraged strategic digital communications including a website overlay and dedicated e-newsletter campaign to increase volunteerism for key projects such as park clean ups, fairs and festivals, museum guides, etc. to improve the city's communities.

RESULTS:

- ✓ Increase their subscribers by 10,000
- ✓ Increase volunteer hours by 30,000 (7%) with an estimated value of $693,135 in donated services, the equivalent to 201 full-time staff

CITY OF SACRAMENTO
Volunteer
Program