



CO Special District Spotlight: Connect with Your Citizens with the Right Digital Solutions

February 6, 2018

This webinar will cover:

- **How to accomplish more with less** – With tight budgets, what are the top priorities?
- **The right tools for the right time** – Which tools are best for your mission?
- **How digital solutions can increase transparency** – What are the benefits of providing more information to your audience?
- **Improving customer service with online tools** – How can digital enhance the citizen experience?

Meet the Speakers



SHAWN PILLOW

Solutions Engineer,
Granicus



CHAVIN MUNIZ

Colorado Special Districts
Account Executive,
Granicus

We're 100% Dedicated to Government



SINGLE PLATFORM

No other company has our combination of products and services built for government



OPTIMIZED AUDIENCE

Leverage our reach to more than 170 million subscribers, often 30-40% of any geographic area.



UNIQUE INSIGHTS

Drive results through our user data and our digital maturity model assessment.

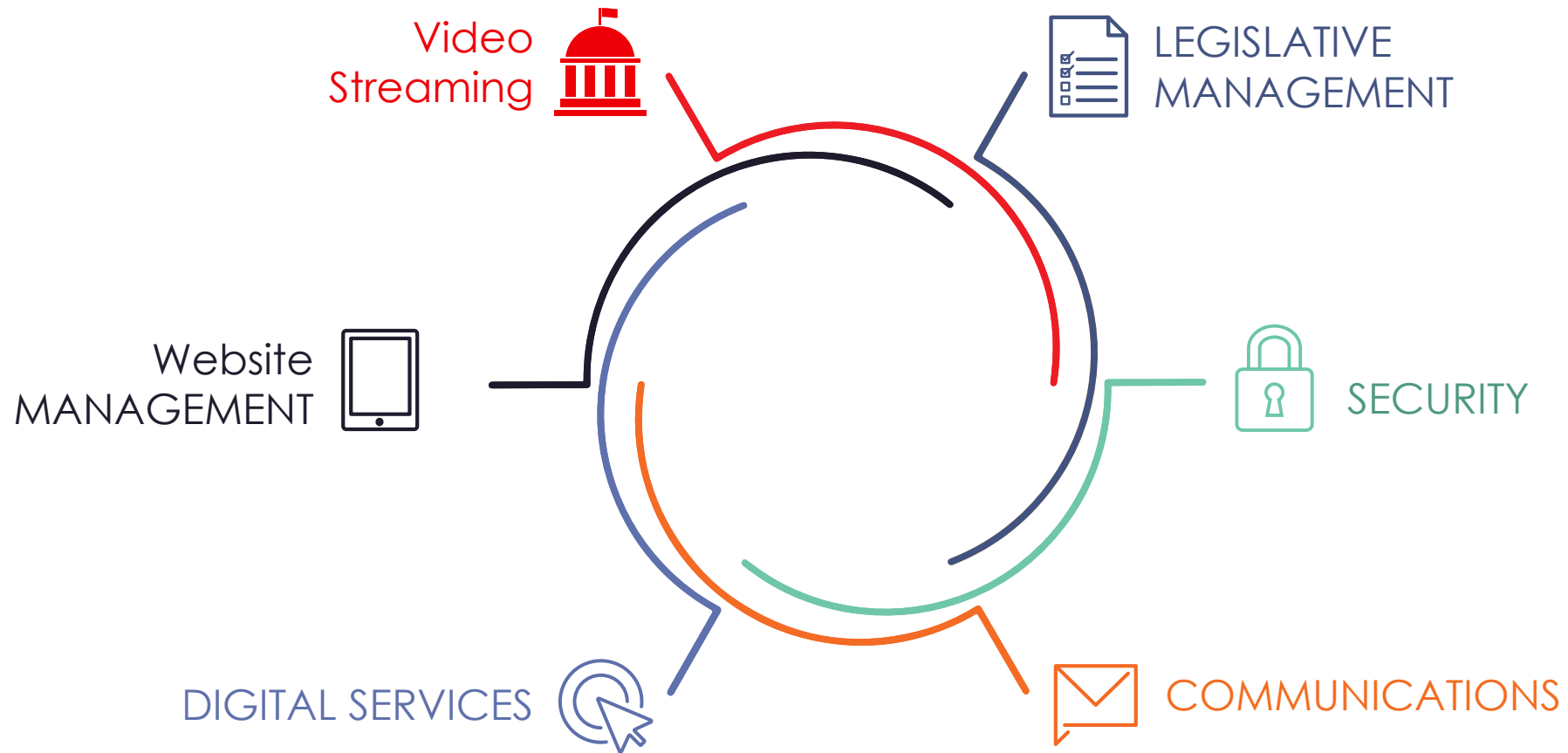




TRUSTED BY 3,000+ GOVERNMENT

ORGANIZATIONS AROUND THE WORLD

Granicus: Purpose-built for government



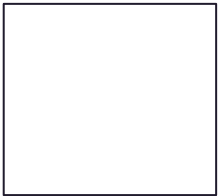
What We've Learned About Special Districts



SD'S VARY IN
SCOPE, SERVICES,
FINANCES



A NEED TO
CONTINUALLY
IMPROVE
EFFICIENCY



OPERATE
AUTONOMOUSLY
FROM LOCAL
GOVERNMENT



DO MORE WITH
LESS – FEWER
RESOURCES



A NEED TO
IMPROVE
TRANSPARENCY &
AWARENESS

How can we help?



BE
COMPLIANT



BE
TRANSPARENT

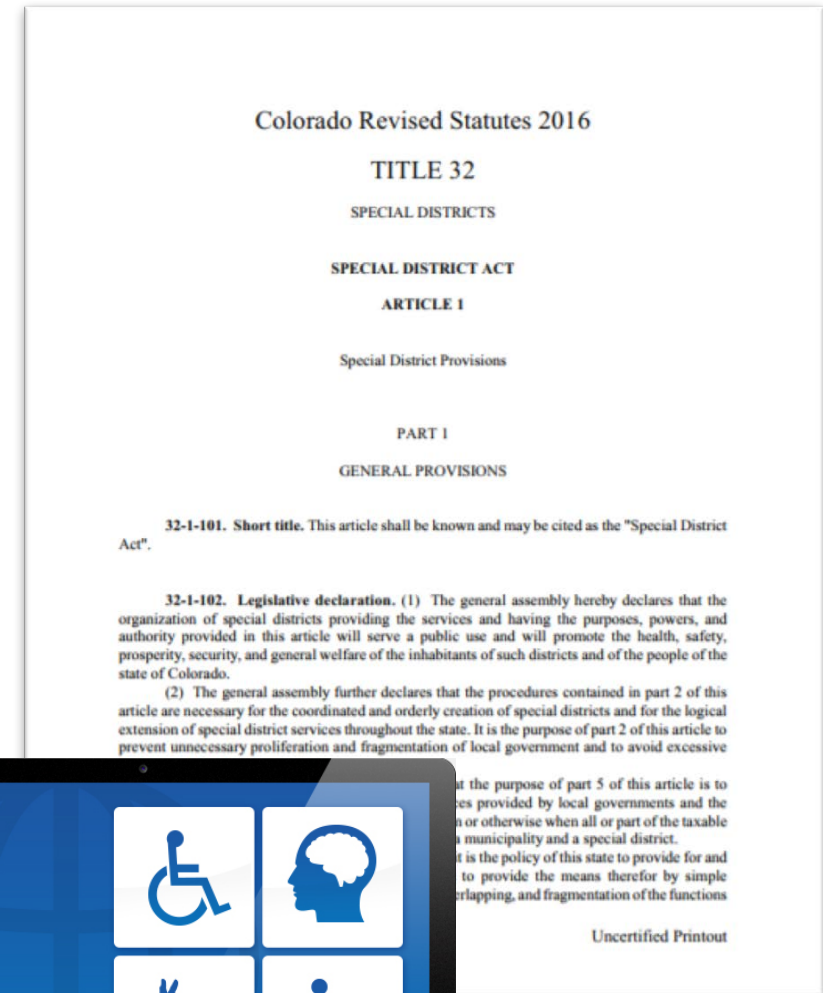


BE
PROACTIVE



Be Compliant

- Meetings and decisions must be open to the public
- Agendas and minutes must be posted – and quickly
- Approval rules for new entities or new levies must be followed precisely
- Contracts must be awarded with full transparency
- Meet all accessibility requirements





Be Transparent

Little Hoover Commission provides standards for Special District websites, they recommend:

Operations: Full annual meeting calendars and meeting agendas 72 hours in advance

Finances: Annual budget, compensation details, reserve fund investments, state financial reporting

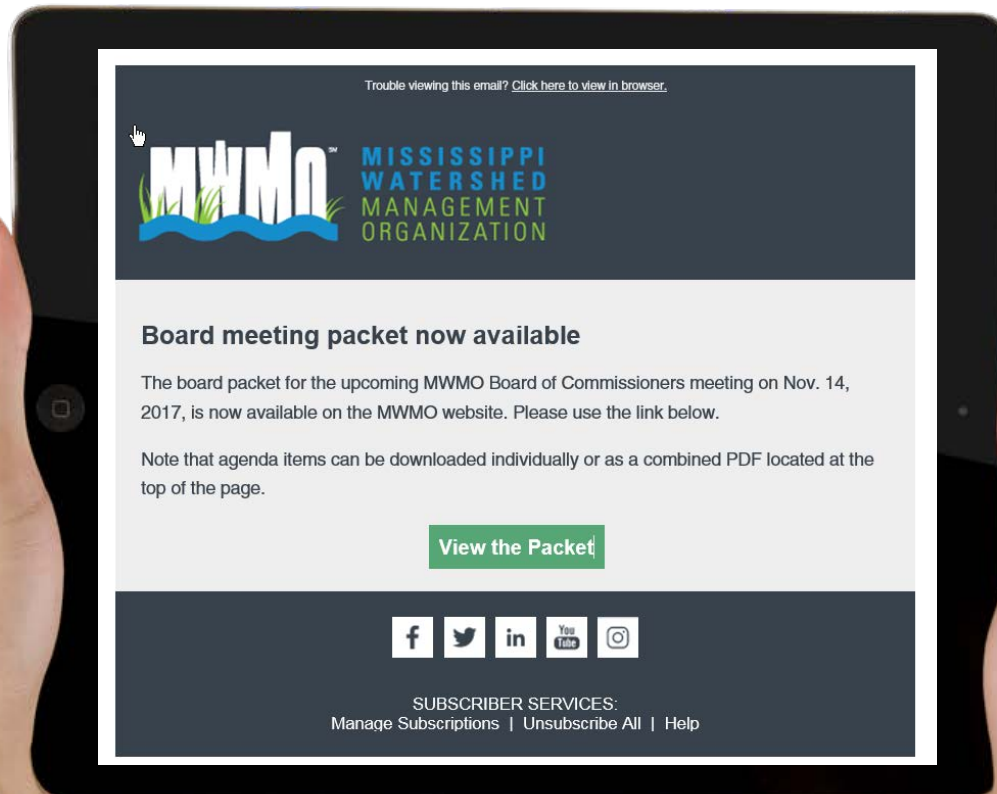
Communications: Ways to receive communications from and respond to district members

Information should be up to date, correct, and easy to find by area residents





Be Proactive



Reach Out: Promote what is going on, what's on the agendas, big decisions and big projects. Secrecy breeds distrust.

➤ **Listen:** Ask for feedback and concerns early and often. Early identification of concerns and opposition makes it more manageable.

Communicate Strategically: Control the narrative with regular, professional communications that share successes and address concerns. Bring news to citizens instead of waiting until they seek it out.



Leverage Granicus Technology



AGENDA MANAGEMENT



Compliant



Transparent



CIVICA CMS



Compliant



Transparent



GRANICUS VIDEO



Compliant



Transparent



COMMUNICATIONS CLOUD



Proactive



TARGETED MESSAGING SERVICE



Proactive



INTERACTIVE TEXT



Proactive

Case Study

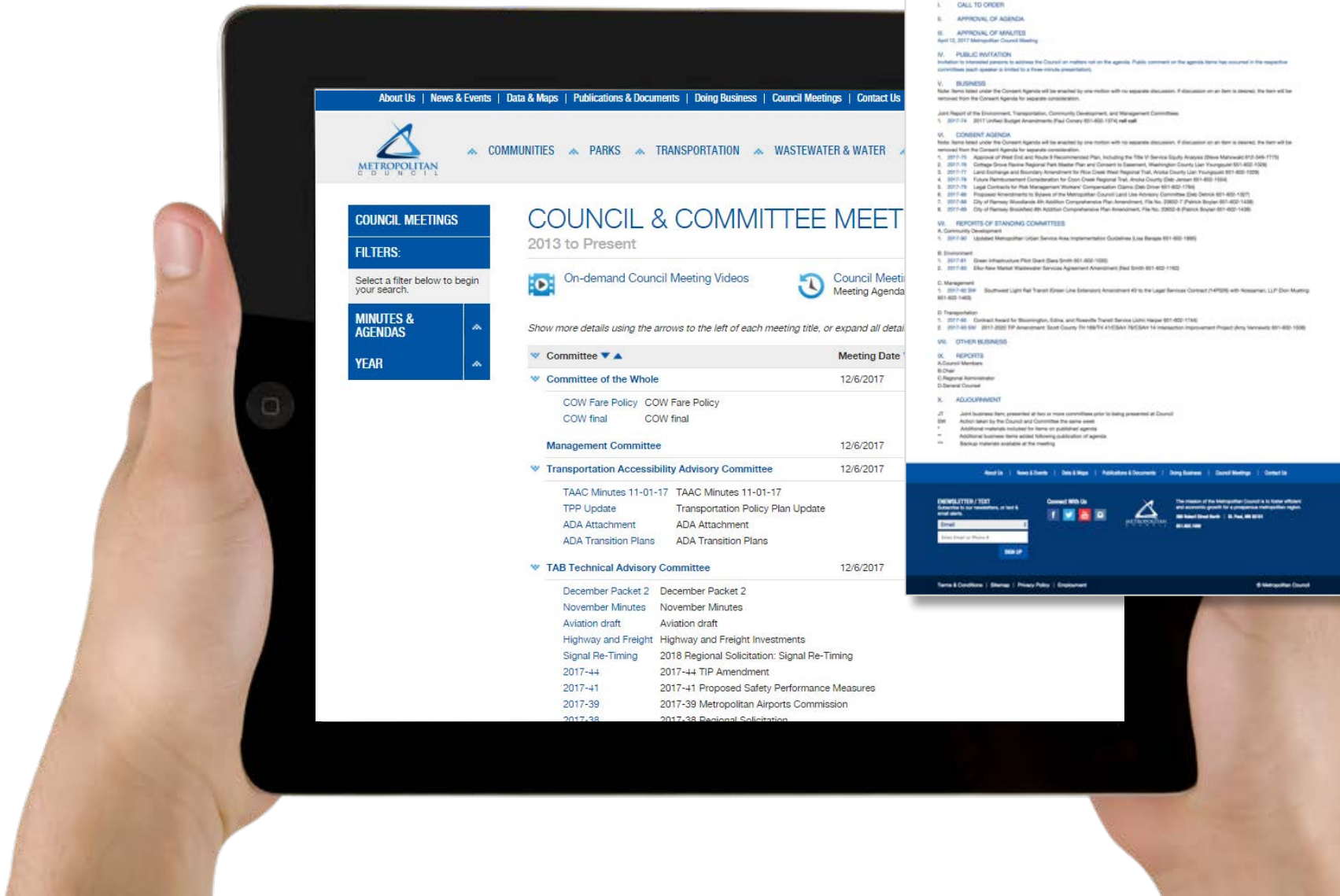


Metropolitan Council Minnesota



Compliant

Regular,
accessible
agendas and
indexed videos
of meetings





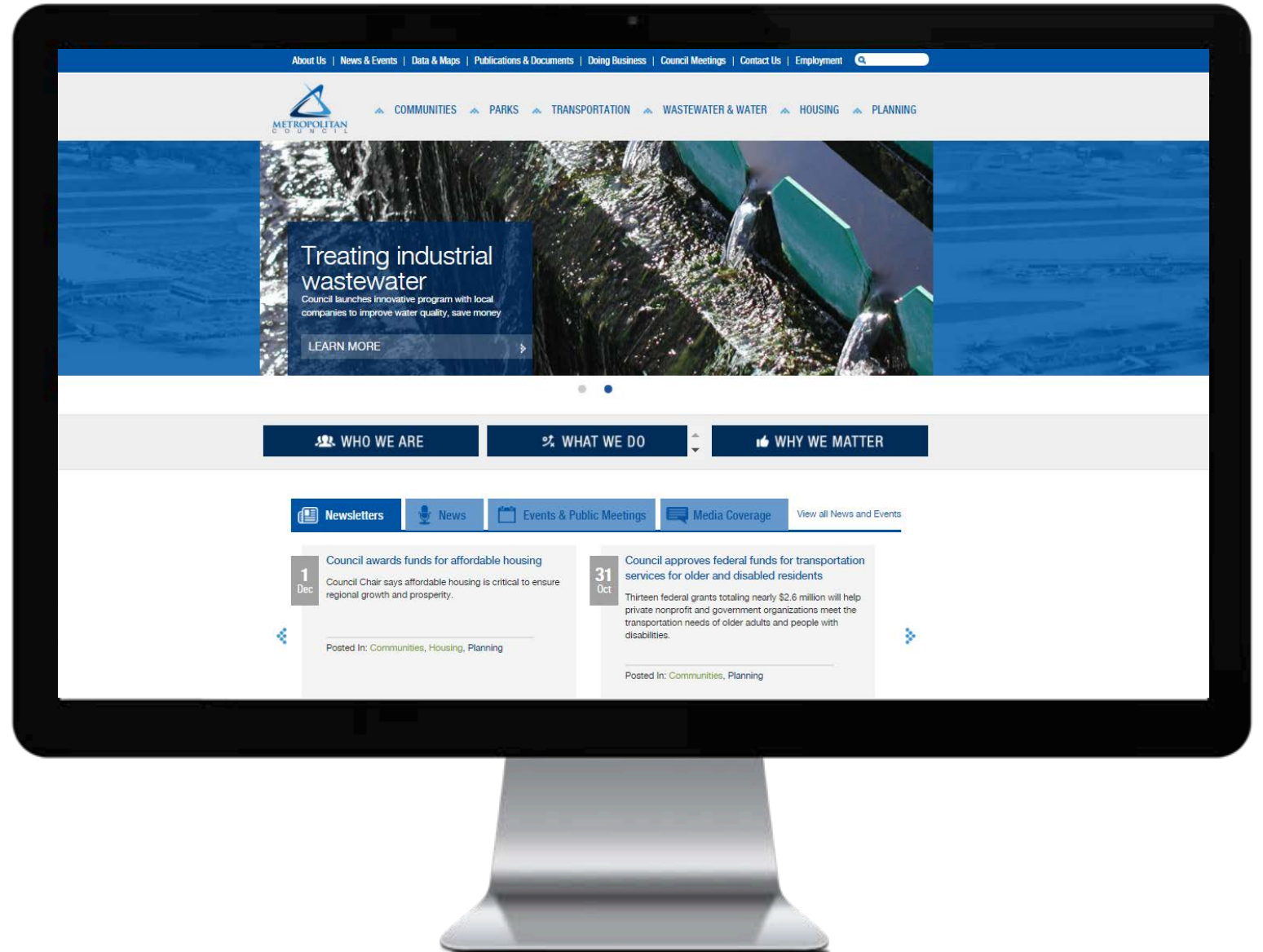
Pre and post-meeting
agenda
access;
streaming and
on-demand
indexed video
viewing





Transparent

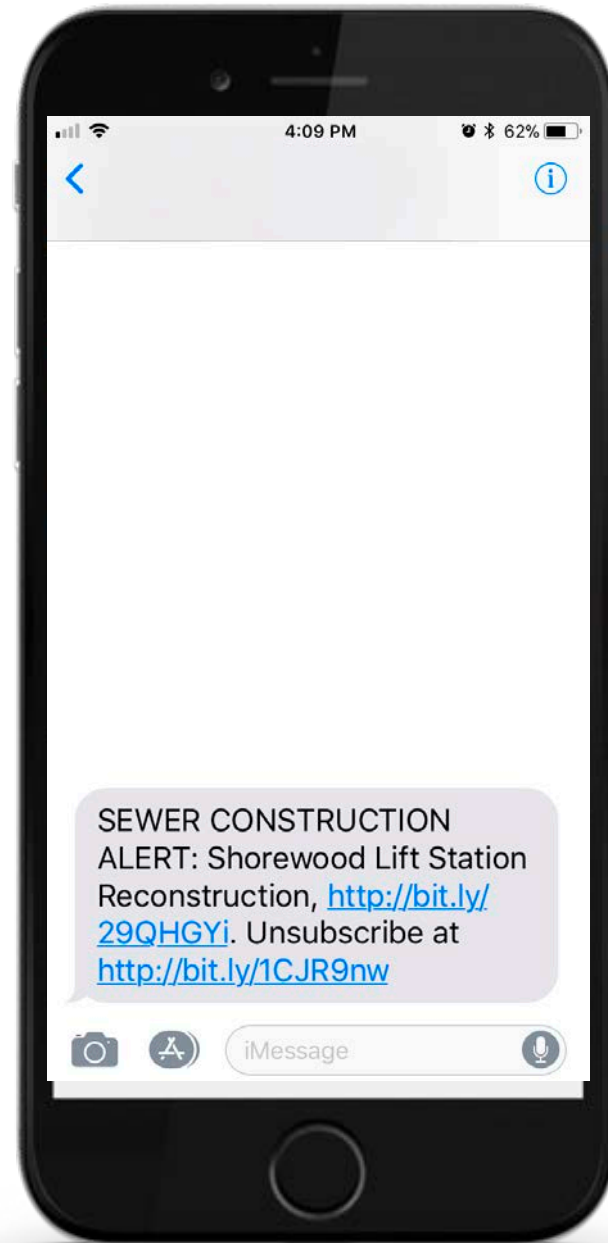
Easy to find
information on
budgets,
committees,
decisions, news





Proactive

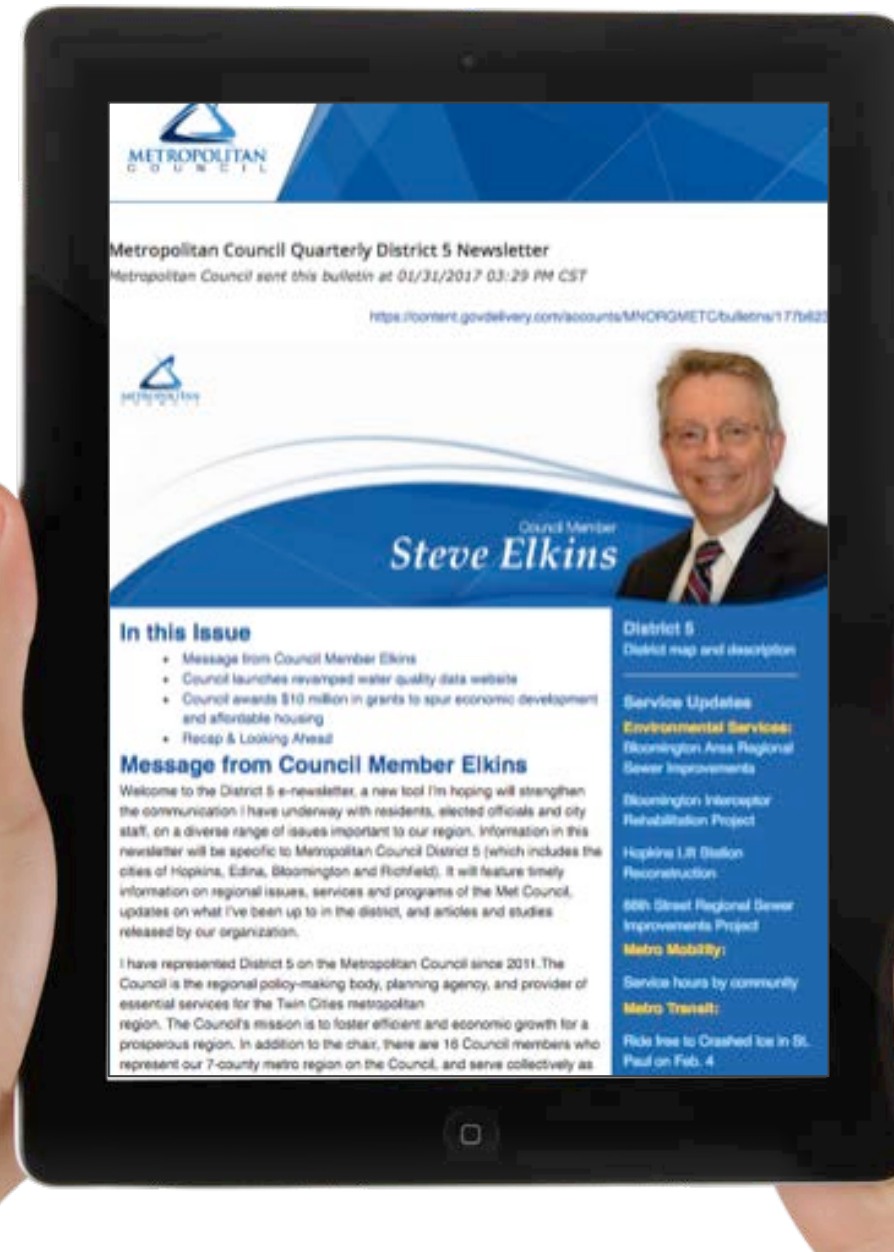
Met Council Text Message





Proactive

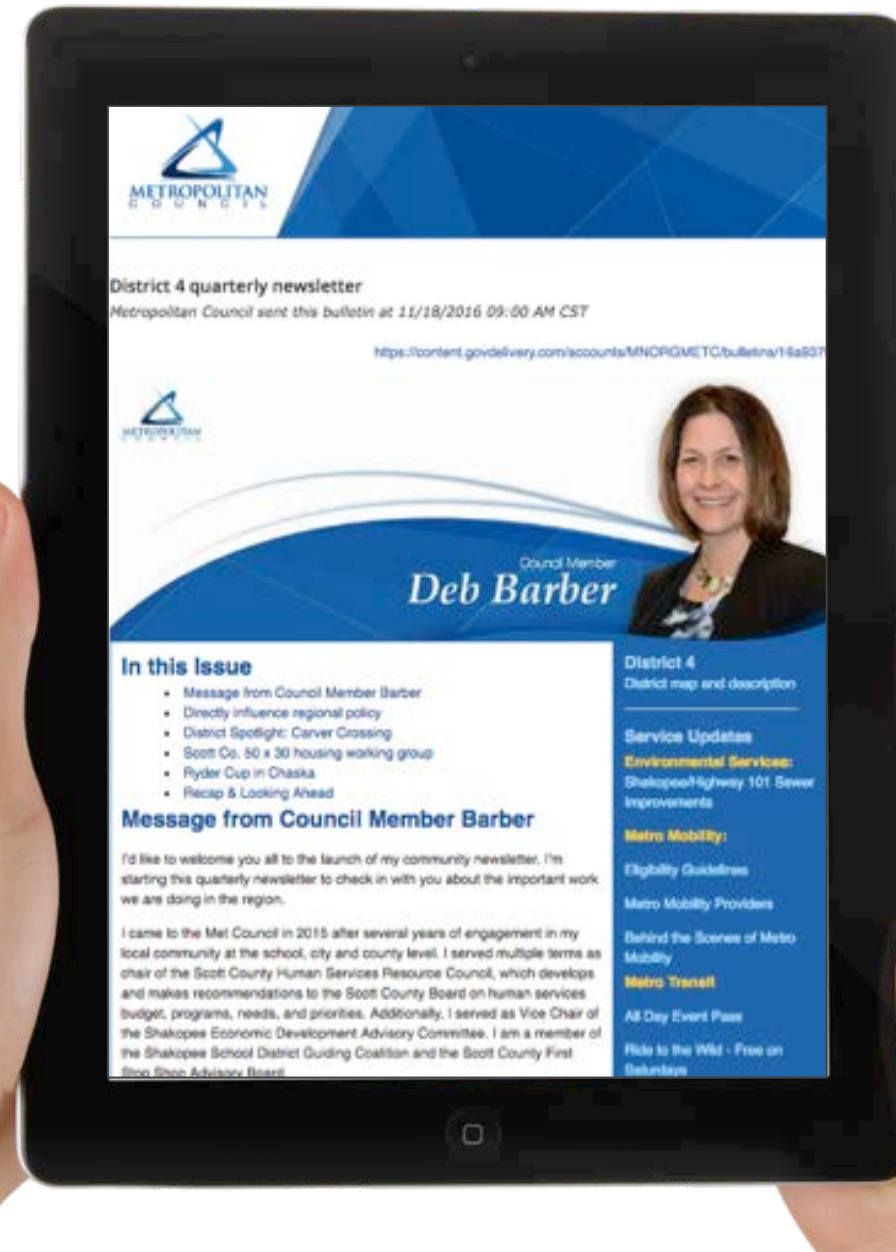
Metropolitan Council Member Steve Elkins launched an e-newsletter in January 2017 to “strengthen the communication I have underway with my residents...on a diverse range of issues important to our region”





Proactive

But Elkins wasn't the first to roll it out. District 5 Council Member Deb Barber launched in November 2016 to "check in with you about the important work happening in our region."



Gain citizen input to inform decision-making



metro council.granicusideas.com



SHAWN PILLOW

Solutions Engineer, Granicus



About the Communications Cloud



The only network that connects 180 million people to federal, state, and local governments.

BROAD REACH

- 180 Million subscribers across 1,800 federal, state and local government agencies
- 50,000 new people sign up to get updates from government every day through Granicus

DRAMATIC IMPACT AT SCALE

- Growth: Expand your audience to amplify your message
- Relevance: Cross-promote content to deepen engagement

Engagement in Action

- 23K Subscribers
- 40% Engagement Rate
- 151K Subscriber Impressions
- 268% Growth Impact from GovDelivery Network
- 252 Unique Subscription Topics



☐ E-Newsletter

☐ Social Media

☐ Employment

☐ Commission Meetings

☐ Commission Meeting Agendas

☐ Commission Meeting Minutes

☐ Commission Meeting On-Demand

☐ Port Updates


☐ Available properties

☐ Financial information

☐ Operation status & emergency alert

☐ Strategic plan updates

☐ e-Newsletter: Pier Side

☐ News releases 

☐ Port tours

Engagement in Action

- 65K Subscribers
- 52% Engagement Rate
- 9.4M Messages Sent
- 59% Growth in Subscribers Over Last 12 Months
- 10 Subscriptions per Subscriber



The screenshot shows a mobile application interface. On the left, a 'RIDER ALERTS' section with a blue header and white text lists system status and advisories. The alerts include route detours, construction phase changes, and service updates. On the right, a 'News & Events' section features a yellow arrow icon, a sign-up prompt for email updates, an input field for an email address, a blue 'SUBSCRIBE' button, and links for 'No Thanks' and 'Remind Me Later'. The bottom of the screen shows a blue bar with the text 'DART ALERTS ON T'.

Thank you

