




Digital Government Transformation

Understanding the Evolution
Embracing the Future



Granicus is Transforming Civic Experiences and how Government and People Connect

Serving
the public's
needs &
interests since
1999.


500K+
GOVIES
Across 5,500
agencies


Granicus Government
Experience Cloud


Engage


Reach


Inform


Serve


Transparent


300M+
PEOPLE
Across the U.S.
and U.K.

Engaging
with comms that
cover gov't info
and services.





Our Mission

"We are passionate about delivering exceptional value and experience as we help customers select, deploy, and manage technology."

Who We Are

SHI helps organizations take a smarter approach to technology deployment, provision applications faster, and run efficient and effective IT operations across the data center, end-user devices, and in the cloud.

SHI provides foundational solutions that allow our customers to build resilient, agile technology-based answers to their most pressing business needs.



Why does what we do matter?

Technology is the greatest enabler for building sustainable, long-term growth and opportunities.

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



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Government Strategy &
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SHI

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“

“In an increasingly digitized society, public administration must also realign itself [...] to meet the increasing demands of citizens and businesses.”

Jurgen Lennartz – Chief of the Saarland State Chancellery

What is a Digital Government?



Digital Government and Community



Definitions

Classifications of government digitalization



- **Digitization** is the process of converting analog information into a digital format.
- **E-participation** refers to the use of information and communication tech (ICT) to support citizens participation in government processes.
- **Digital Transformation** is the process of technological change.
- **Public Administration** is how leaders serve communities to advance the common good. It is the, *"detailed and systematic application of the law..." - Woodrow Wilson*
- **Public Private Partnership (PPP)** is a collaborative contract between a private party and a government agency for a public asset or service.

The Historical Progression of Digital Government



Analogue Government

Closed operations and internal focus, analogue procedures

E-Government

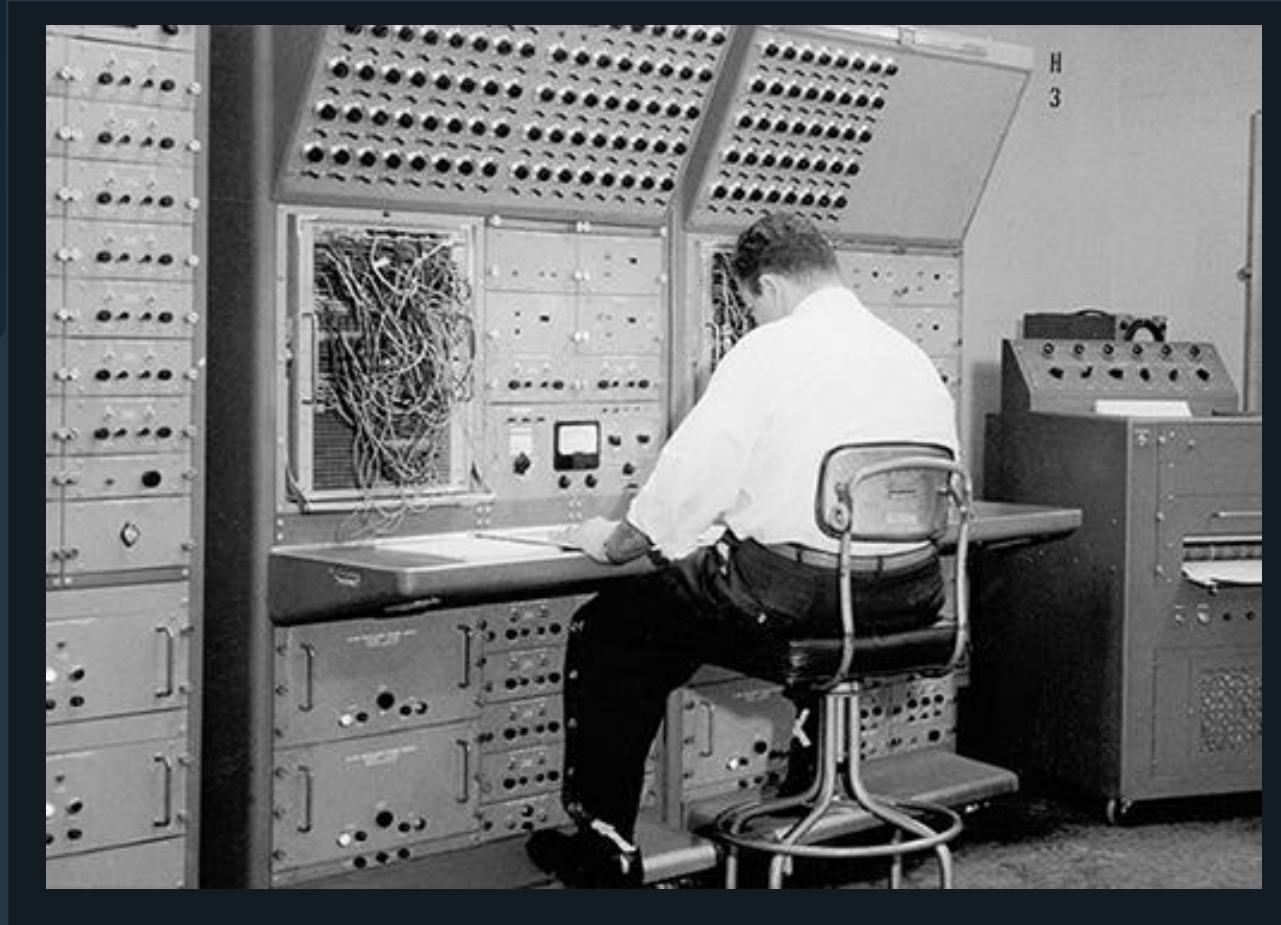
Greater transparency and user-centered approaches, Information and communication technology (ICT) - enabled procedures

Digital Government

Open and user-driven approaches, process and operational transformations

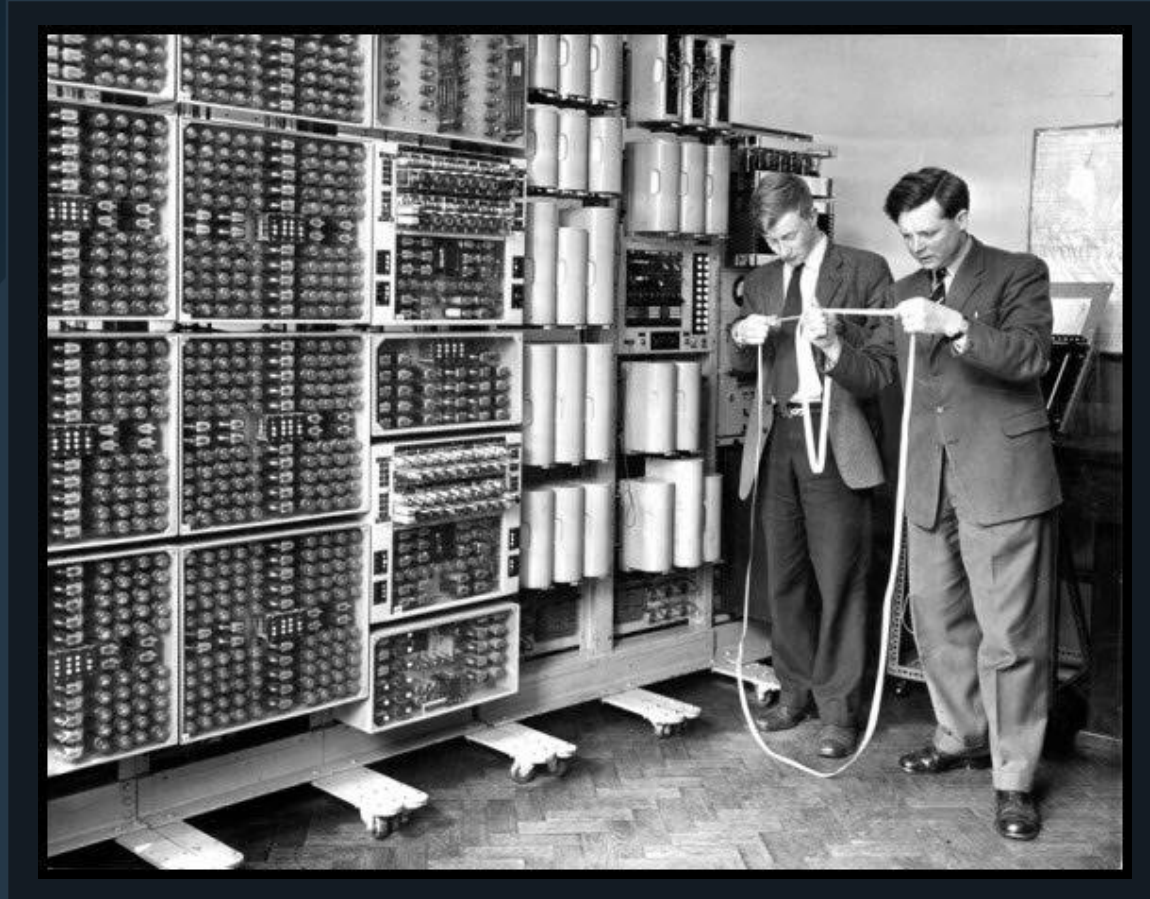
The Historical Progression of Digital Government

Analogue Government



The Historical Progression of Digital Government

Analogue Government



The Historical Progression of Digital Government

E-Government



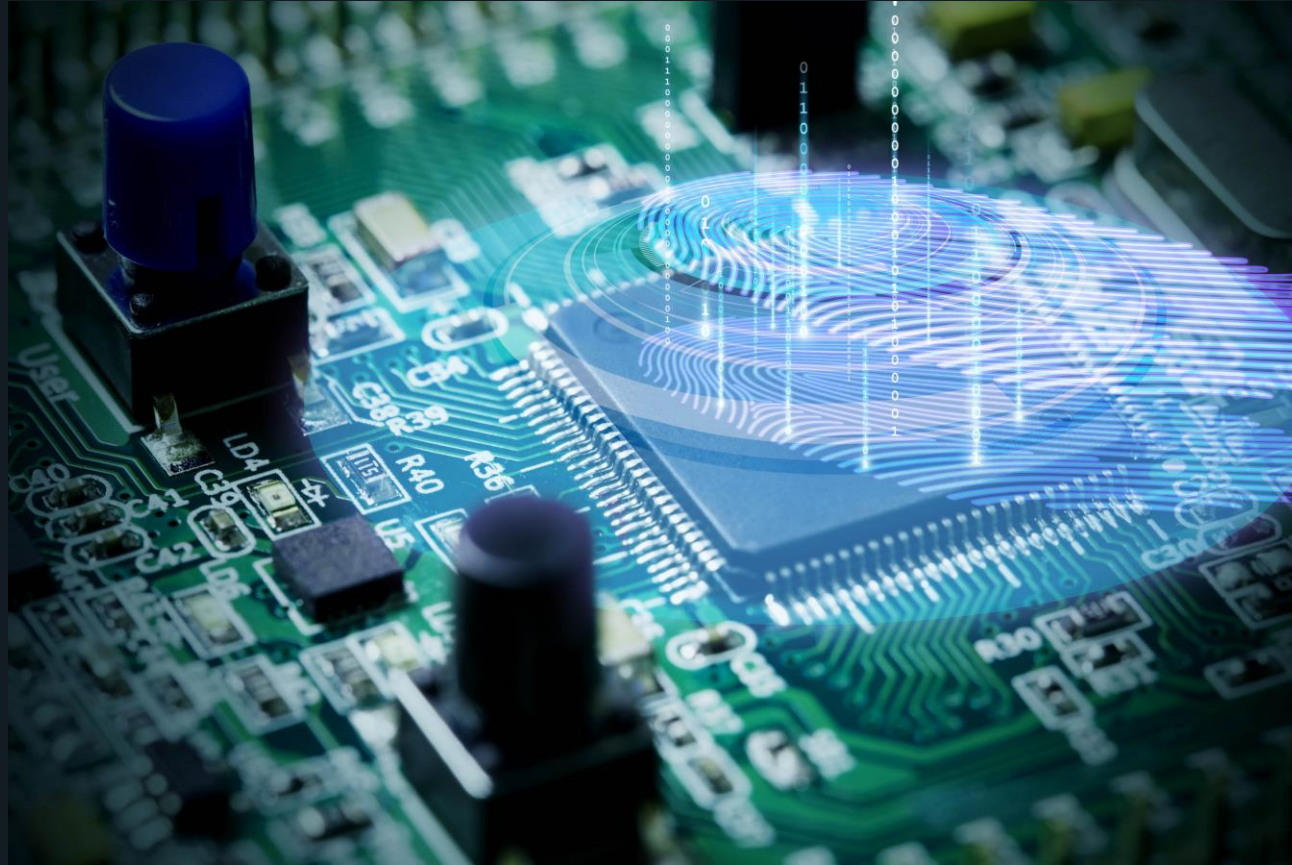
The Historical Progression of Digital Government

E-Government



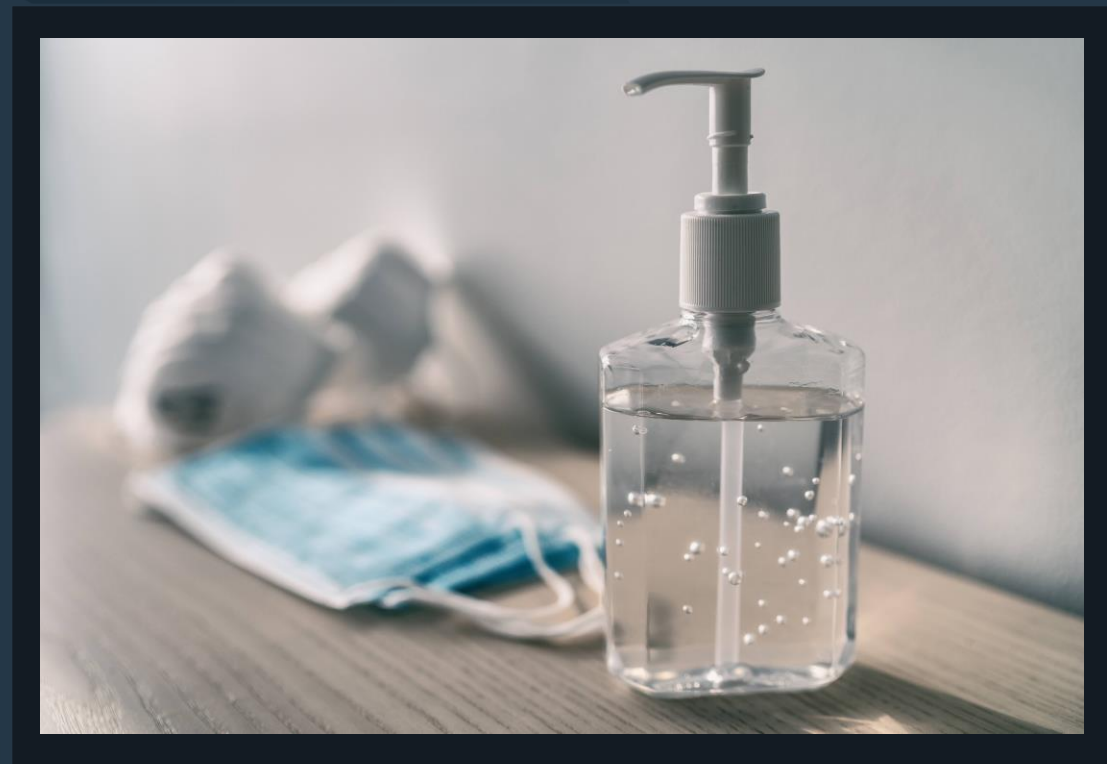
The Historical Progression of Digital Government

Digital Government



Pandemic Fueled Innovation

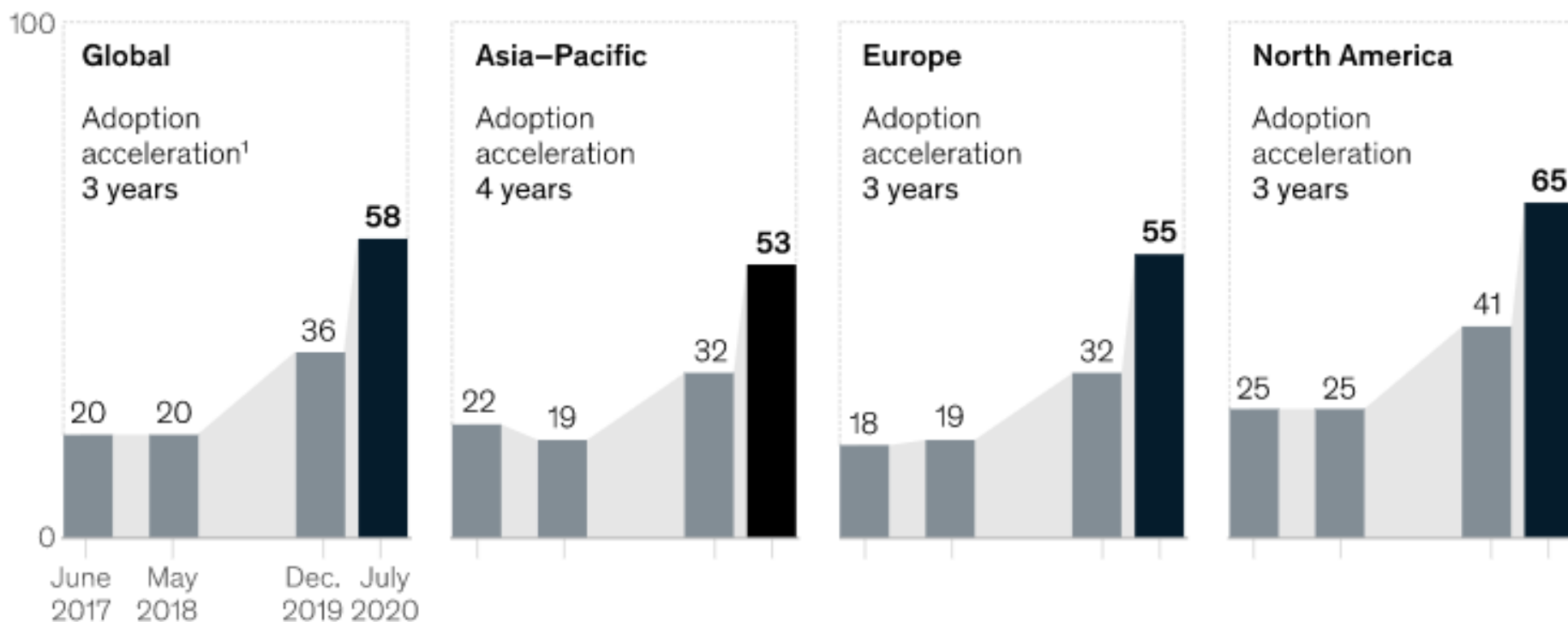
- The COVID-19 Virus created a historic pivot point for the digitization of government transformation.
 - Telehealth
 - Telework
 - Courts
 - Education
 - Operations and user interface
 - Etc.



The COVID-19 crisis has accelerated the digitization of customer interactions by several years.

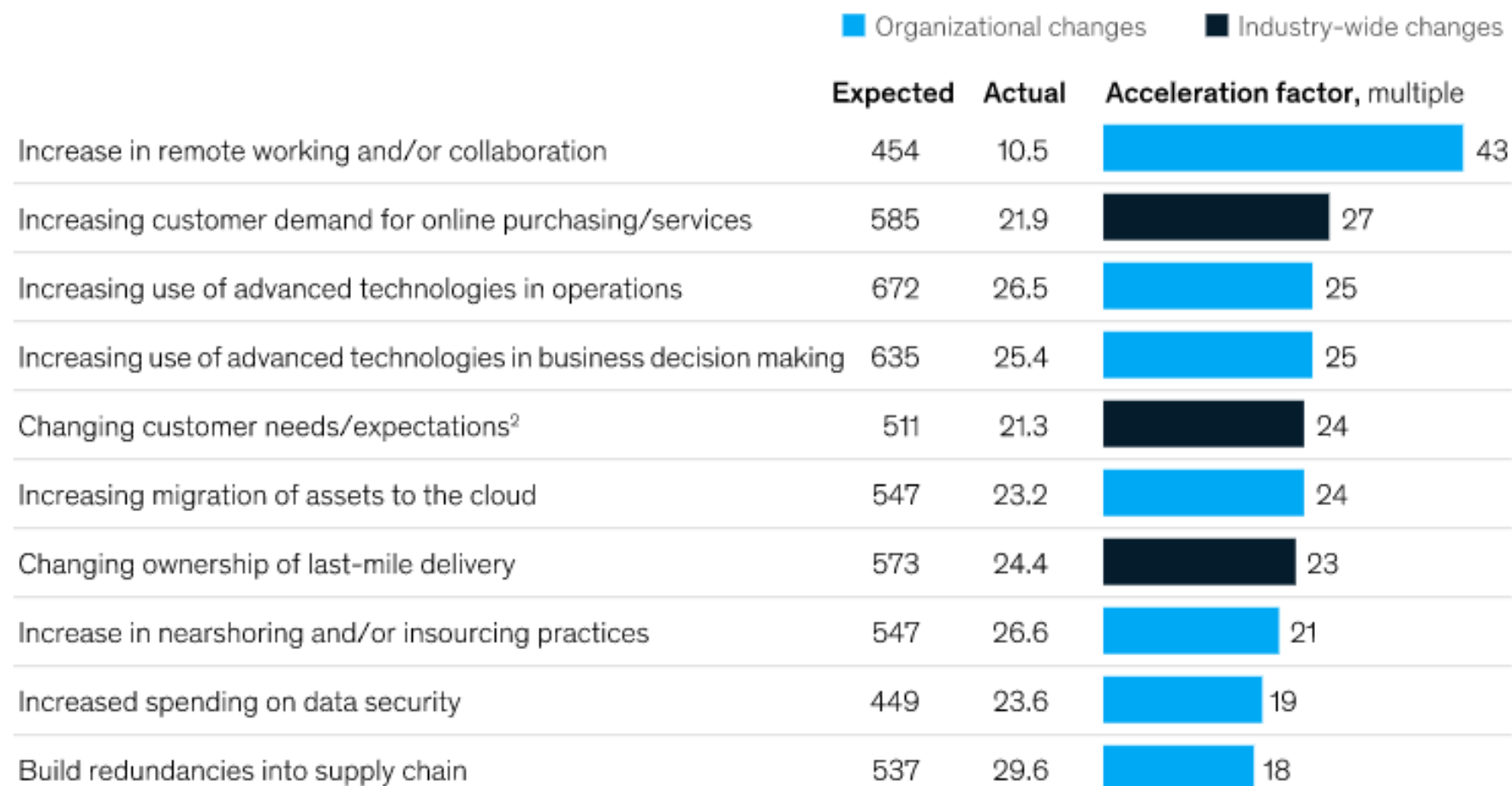
Average share of customer interactions that are digital, %

■ Precrisis ■ COVID-19 crisis



¹Years ahead of the average rate of adoption from 2017 to 2019.

Time required to respond to or implement changes,¹ expected vs actual, number of days



¹Respondents who answered "entry of new competitors in company's market/value chain" or "exit of major competitors from company's market/value chain" are not shown; compared with the other 10 changes, respondents are much more likely to say their companies have not been able to respond.

²For instance, increased focus on health/hygiene.

Room to Grow

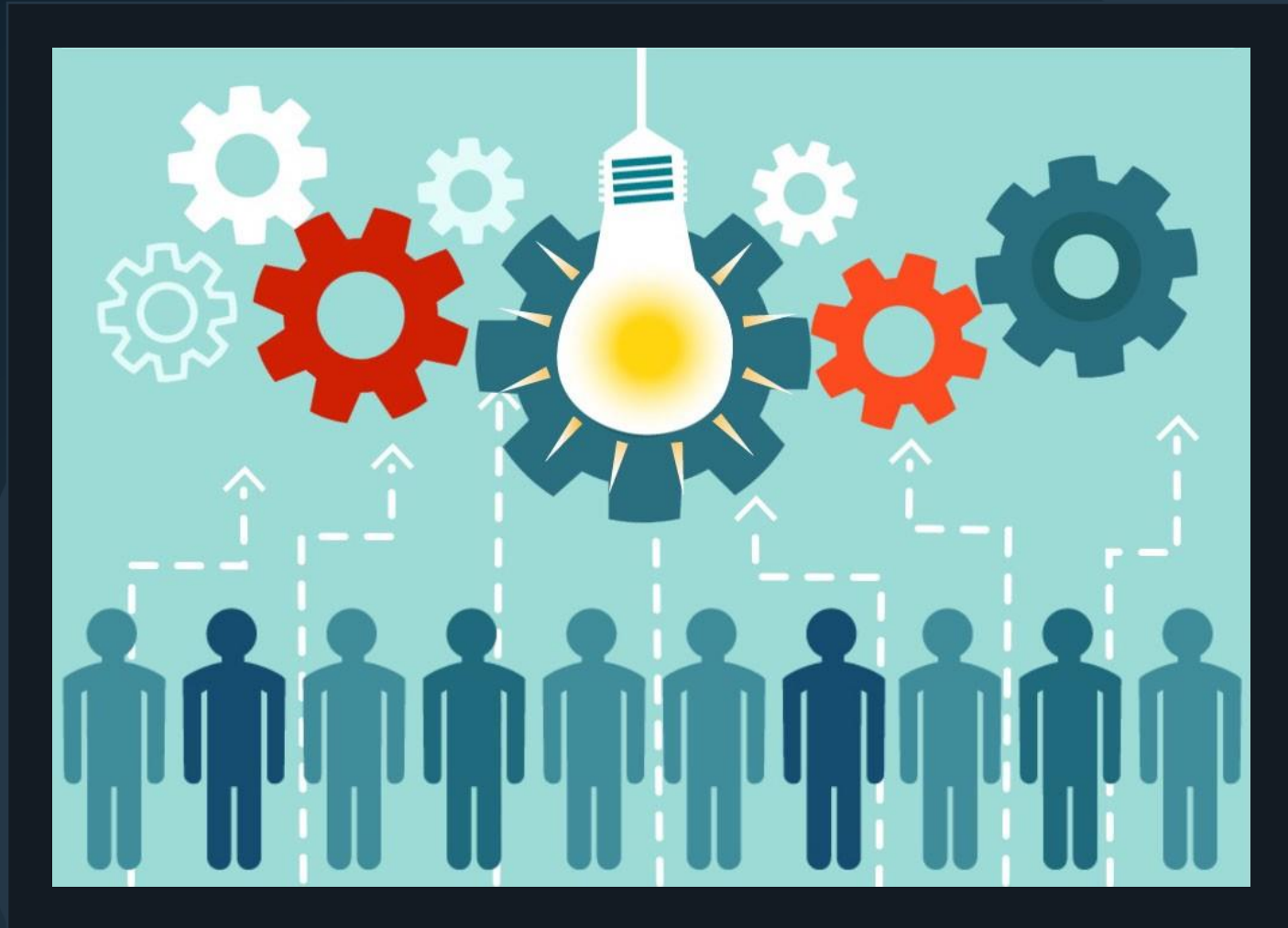


- Prominent Technology Services pre and post Pandemic:
 - Information and application services
 - Portals and communication
 - Identification and Authorization
 - Data collection and forms
 - Payments
 - Document Management
 - Security
 - Storage
 - Collaboration



What Digital Government Looks Like

Citizen Account



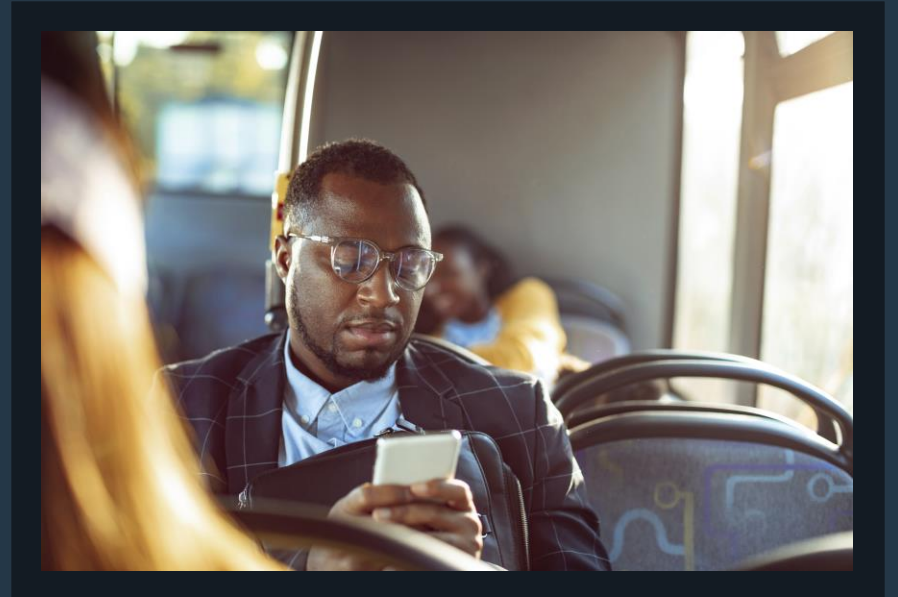
User Facilitation

- Complex and time-consuming government processes can be made much easier for the citizen through a digital model.
 - Taxes
 - DMV services
 - Federal ID



Generational Shift

- Changing processes and accessibility
- Interactions are via Cell phones and single point usage
- Keeping up with market change to meet citizens where they are AND where they will be



Cost Savings

- A Changing Environment
 - In-person costs reduced
 - Office Supplies
 - Materials
 - Facilities
 - Equipment
 - Focus on **Virtual Access**
 - Remote Enterprise Licensing
 - Staff reduction



Green and Sustainability

- Reduction of in-person costs
- Technology creates Telework
- Environmental sustainability



Data Retention

- Types of Data in Government:
 - transaction records
 - contracts storage
 - system compliance
 - health care records
 - prison records
 - tax
 - adoption records



Government Operations



Intergovernmental Collaboration

Multiagency Crossover Platforms

Community services
Parks and rec
Rental usage
Permits



State Administration
DMV
Drivers Licensing
Registration

Transparency in Government





Why Transform Government to be Digital?

Transformation

Evolving Government Technology



Strategies Accelerating Progress

- SHI Blog: Astute local governments are betting big on smart technology and IoT
- ARPA
 - Water, sewer and broadband infrastructure
 - Replace lost public sector revenue
 - SLFRF may be used for government services up to the amount of documented revenue loss due to COVID. The final rule offers a standard allowance for revenue loss of \$10 million, allowing recipients to select between a standard amount of revenue loss or complete a full revenue loss calculation.
- IIJA
 - Mobility and transportation efficiency; Internet of Things (IoT); sensor-based infrastructure; smart traffic technologies; clean energy technologies
- SHI Grants team

Public Sector Grants Program

5,000+

Grant programs are opened each year in the USA, providing approximately \$600 billion in funding.

Organizations like SHI Grants Support Program Benefits

1. Identify Grants That Are Right For You
2. Expert Consultations on the Best Grants to Pursue
3. Review of Grant Applications Prior to Submission

The SHI collaborates with the Grants Office, a national grants development services firm that helps public sector agencies find and secure funding.



Law Enforcement &
Public Safety Entities



State & Local
Governments



Nonprofit
Organizations, such
as Hospitals



K-12 Schools &
Districts



Higher Education
Institutions



Tribal Entities

Market Trends

“This has allowed governments to focus more on the business of governing and less on the business of maintaining servers and systems.”



Risks in Digital Governments



Political



- Long term project that may take longer than a singular term
- This may be perceived externally as an expansion of government

Steps for Successful Digital Government


1. Cultivate an open culture
2. Create networks
3. Clarify legal framework and data protection
4. Change perspective
5. Create a horizontal information flow
6. Promote vertical collaboration

Necessary Outcomes

- **Improve the quality** of government services to the public.
- **Optimize** administration services to increase efficiency.
- Improve processes within and between offices and authorities.
- **Minimize costs.**
- **Increase transparency.**
- **Encourage** citizen participation.



Digital Government – What comes next?

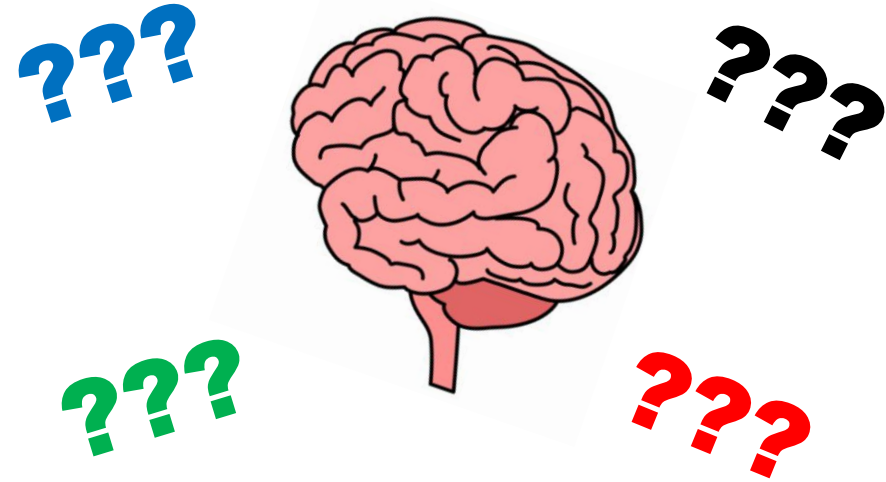


Neighboring unit of government that went “digital”

Citizens that just want more from their unit of government

Unit of government that thought going “digital” was just too scary/expensive/hard

**FOMO
FOR GOVERNMENT
IS REAL TOO!!!**



Some questions that might be going through your heads right NOW:

- How much should I spend to prioritize digitizing many of the services and offerings for my constituents?
- How do I build a case around budgeting for any of these particular strategies?
- Where do I even start?
- Has anyone else been successful tackling these initiatives or transformation projects?

City of Olathe, Kansas

Goal: Modernize the way its government operated



<2 MIN

Average time for most residents to find what they need on the website



2660%

Increase in total subscribers



16K

After adding agendas to the website, traffic—on that page alone—doubled (up from 8K)



“Olathe's success can also be measured by its ability to continue evolving and adding to its experience, knowing everything will work seamlessly together because we have an interconnected, platform solution.”

Scott Meyer, Digital Programs Manager



govDelivery



govService



govAccess



govMeetings



City of Grand Rapids, MI

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



257+

new online services enabled on website



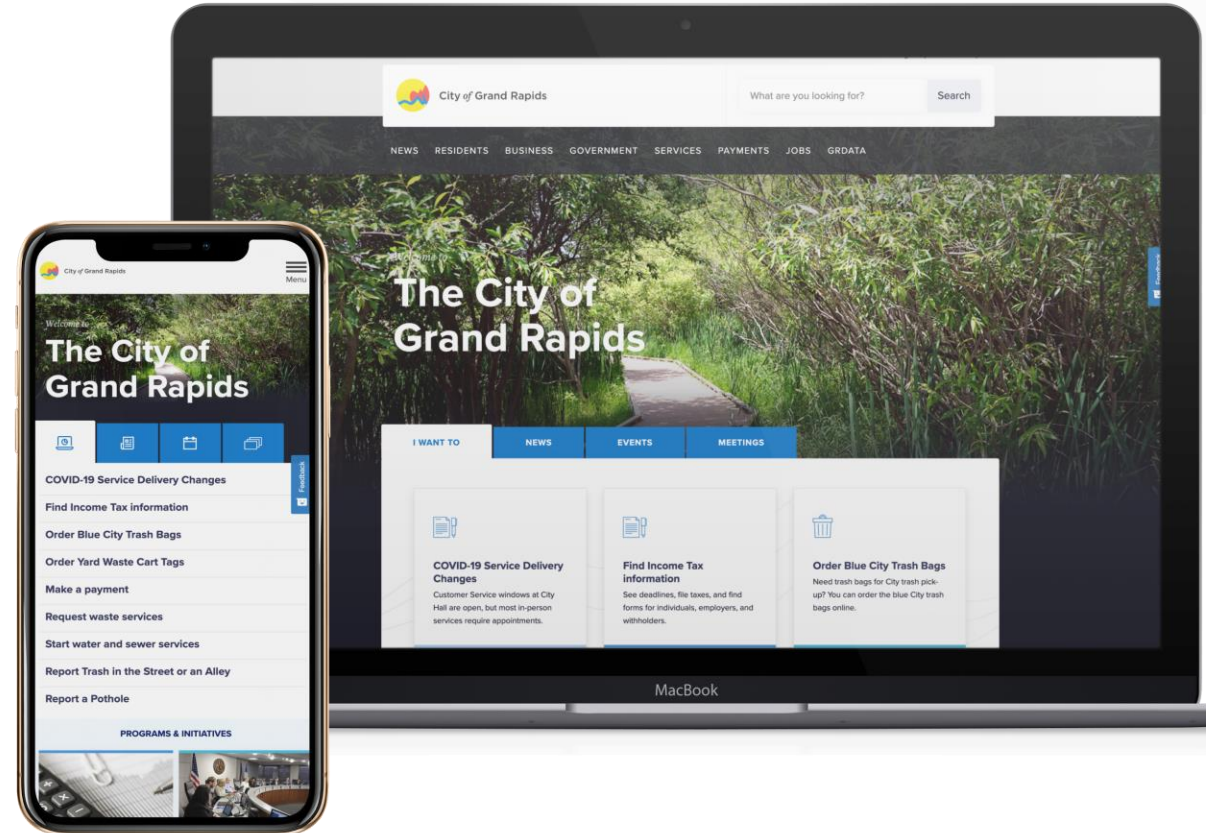
20%

reduction in walk-in traffic across 235 new services



\$650k

savings from reducing walk-in traffic and increasing online payments



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

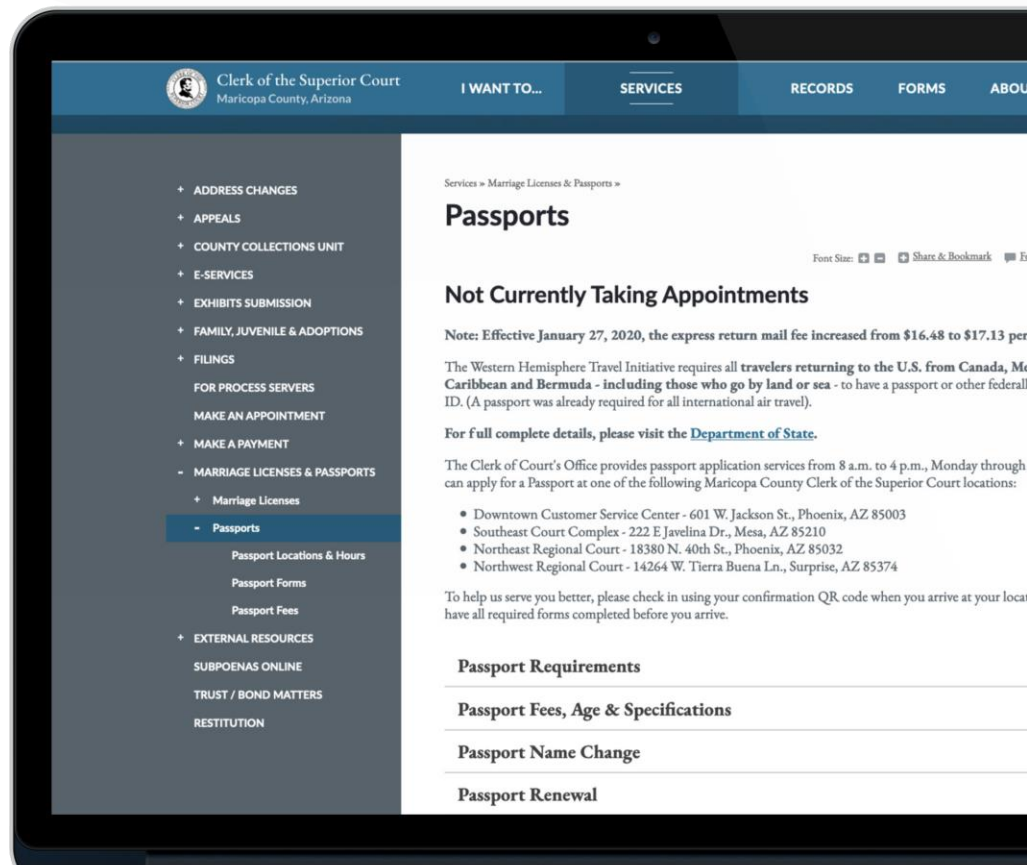
*The Maricopa County Clerk in Arizona uses **govAccess** as a CMS that facilitates integration and publishing with minimal IT support.*

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.



Case Study: State of Oklahoma

Goal: Rapidly replaced collapsing unemployment site amid a surge in traffic.

 **100K** Active users

 **24hrs** From final requirements to delivery of PUA

 **30K** Claims filed weekly

 **\$2.1** Billion paid out



OKLAHOMA

“Granicus will probably solve 95 percent of all our state issues involving transactions instantly.”

David Ostrowe, Secretary of Digital Transformation and Administration for the Office of Management and Enterprise Service, Oklahoma

 govDelivery  govService



granicus.com



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