



How-to Foster Engagement with Underserved Communities

August 8, 2023

Connecting & Interacting Today



Questions

Submit your questions via the Zoom Q&A console.



govCommunity

See additional resources and chat after the webinar



Chat

Your peers are in the chat. We encourage you to connect there!

Granicus is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999



Connecting
with
government-
provided
information and
services

Today's **Speakers**



Angy Peterson

Vice President, Granicus Experience
Group (GXG)



Nick Geier

Manager,
Experience Services



Charlotte Lee

Strategic CX & Innovation Lead,
Granicus



The Federal Government must design and deliver services in a manner **that people of all abilities can navigate.**

We must use technology to modernize Government and implement services that are **simple to use, accessible, equitable, protective, transparent** and **responsive** for all people of the United States.



President Joe Biden

Executive Order on Transforming Federal CX and Service Delivery
to Rebuild Trust in Government

\$140B

Unclaimed government benefits every year

BURDEN REDUCTION REPORT

**“Tackling the Time Tax: How the Federal Government Is Reducing Burdens to
Accessing Critical Benefits and Services”**

*Office of Information & Regulatory Affairs
Office of Management and Budget*

Share of Adults Reporting Enrollment Difficulties, Among Those Whose Families Applied for or Participated in Safety Net Programs in the Past 12 Months (December 2021)

Social Program	% Reporting Difficulty with Enrollment
Supplemental Security Income	28%
Medicaid and Children's Health Insurance Program	28%
Social Security Disability Insurance	29%
Rental assistance	32%
Supplemental Nutrition Assistance Program (SNAP)	41%
Cash assistance	43%
Unemployment Insurance	46%

Notes: Excerpted from Marla McDaniel et al. 2023. "Customer Service Experiences and Enrollment Difficulties Vary Widely across Safety Net Programs." Urban Institute: <https://www.urban.org/research/publication/customer-service-experiences-and-enrollment-difficulties>.

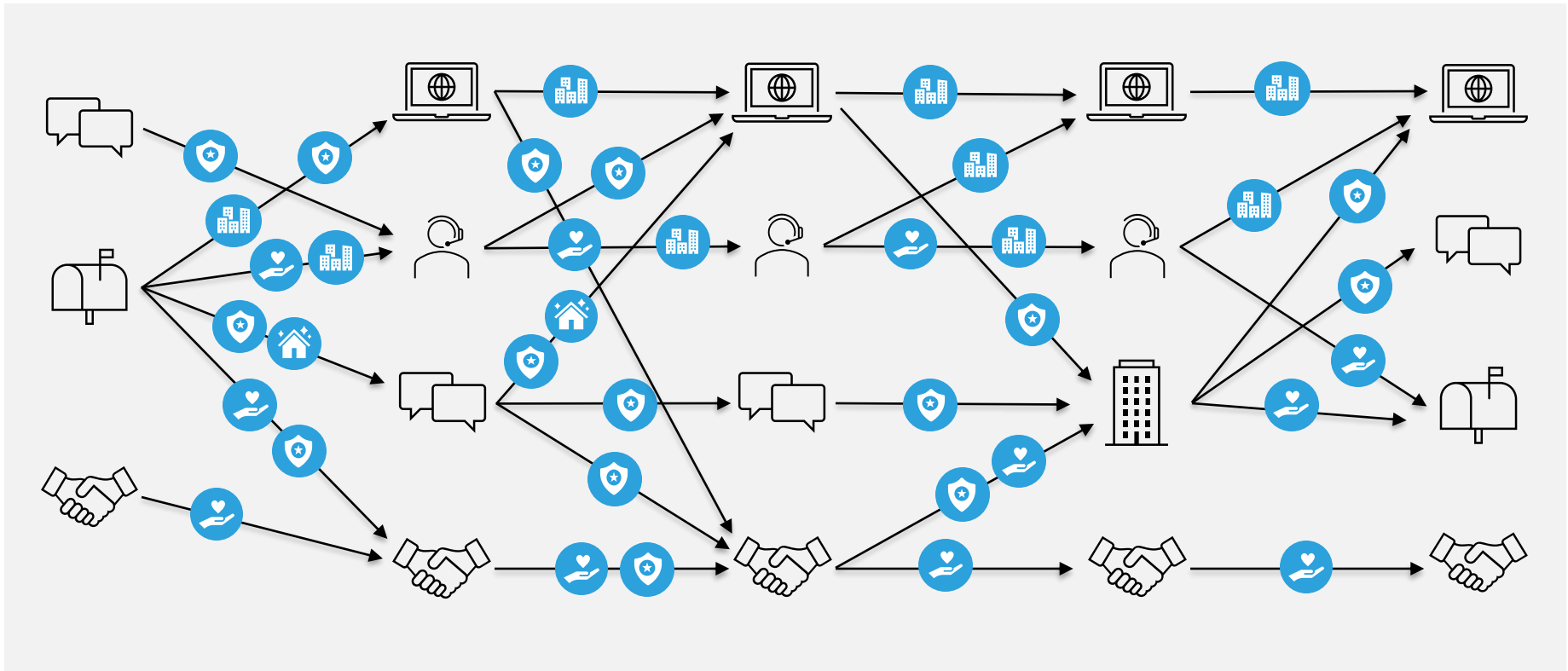


One important reason why members of the public do not take advantage of government programs for which they may be eligible are administrative burdens — costs like the “time tax” required to:

1. Learn about a program.
2. Fill out paperwork.
3. Assemble required documents.
4. Schedule visits to government offices.



BURDEN REDUCTION REPORT
**“Tackling the Time Tax: How the Federal Government Is Reducing Burdens to
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Those most in need **are least able to navigate** complex processes



*Those most in need of government assistance are often those least able to navigate complex forms or processes, so **time taxes and burdens entrench social and economic disparities across underserved communities.***



BURDEN REDUCTION REPORT

“Tackling the Time Tax: How the Federal Government Is Reducing Burdens to Accessing Critical Benefits and Services”

Office of Information & Regulatory Affairs

Office of Management and Budget

Administrative Burdens Erode Trust



**This father missed his daughter's wedding
— thanks to passport delays**

And Media Scrutiny Increases Pressure

COMMENTARY

Medicaid and the “great unwinding”: A high-stakes implementation challenge

Frank J. Thompson
May 8, 2023



TEXAS

More than 500,000 Texans have lost Medicaid coverage as state re-evaluates those enrolled



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Medicare Watch

Coverage Losses Mount as Medicaid Unwinding Continues



HARVARD
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News

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The problem with Medicaid 'unwinding'





Agencies can **minimize burden** on the public by developing **enhanced communication**, navigational, and outreach tools.

Help prospective respondents **understand eligibility requirements** or other elements ... which can reduce the overall burden of completing and submitting the information.



MEMO, APRIL 13, 2022

**“Improving Access to Public Benefits Programs
Through the Paperwork Reduction Act”**

*Office of Information & Regulatory Affairs
Office of Management and Budget*



Who might be considered
hard to reach or underserved?

500K

On a single night in 2020, half a million people experienced homelessness in the United States

1.4M

American school children lived in shelters, on the street, doubled up with other families, or in hotels or motels during the 2018-2019 school year

58%

of assisted people are in families with children

SURVEY JAN 2022

"Federal Rental Assistance Fact Sheets"

Center on Budget Priorities & Policies

114.5%

Night shift workers over 50 have increased by 114.5%, with the highest increase in those aged 60 and over at 392.7%

DEMOGRAPHICS ANALYSIS JAN 2022

"Night Shift Manager

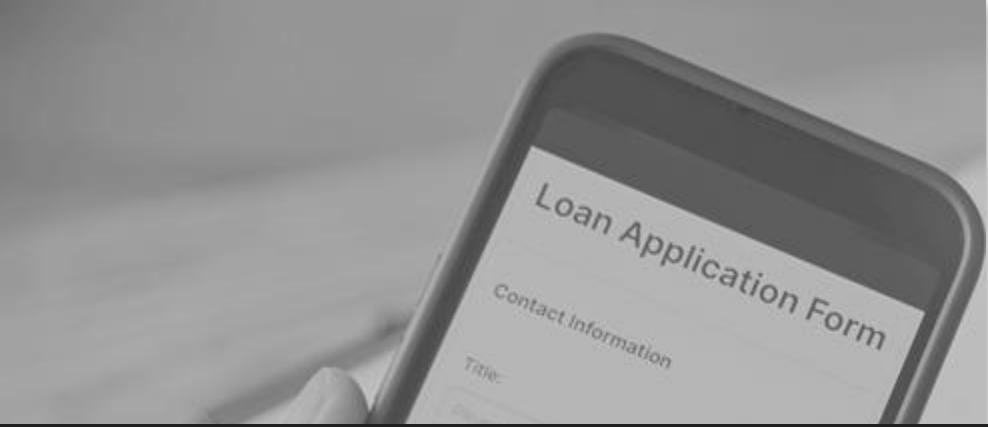
Demographics And Statistics In The US"

ZIPPIA CAREER DEMOGRAPHICS SURVEY, BLS & CENSUS DATA

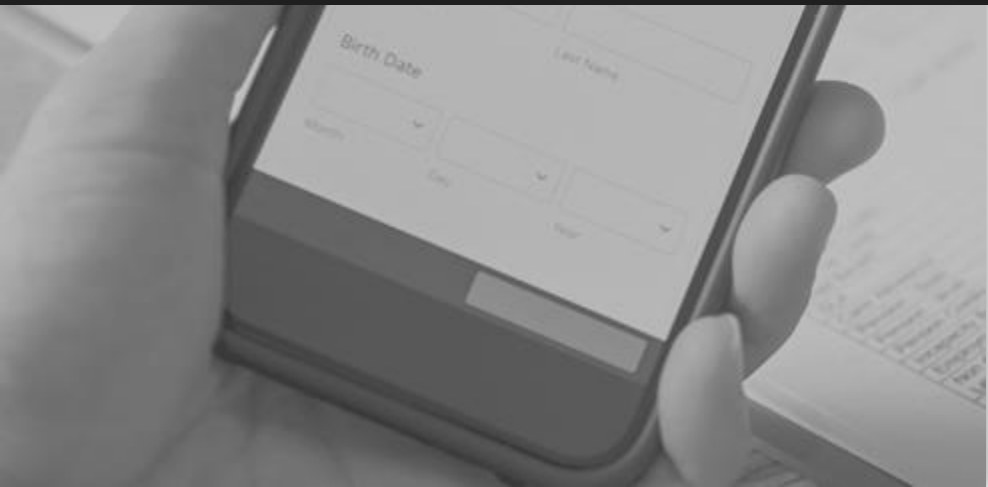


What audiences or customers is
your agency struggling to reach?

For government to **guide 8 people to submit** a claim or an application online, they first need **6,000 people** to be aware of the program.



**CONNECT COMMUNICATIONS
WITH EXPERIENCE**



**CONVERT AWARENESS
INTO ACTION**

Successful service delivery starts before the login. Make sure the people you serve are aware of the benefits available online.



MEASUREMENT & UNDERSTANDING

Leverage treasure trove of data on your subscribers to **benchmark** your:

- ✓ Customer experience
- ✓ Customer understanding
- ✓ DEI&A impact



**CONNECT COMMUNICATIONS
WITH EXPERIENCE**



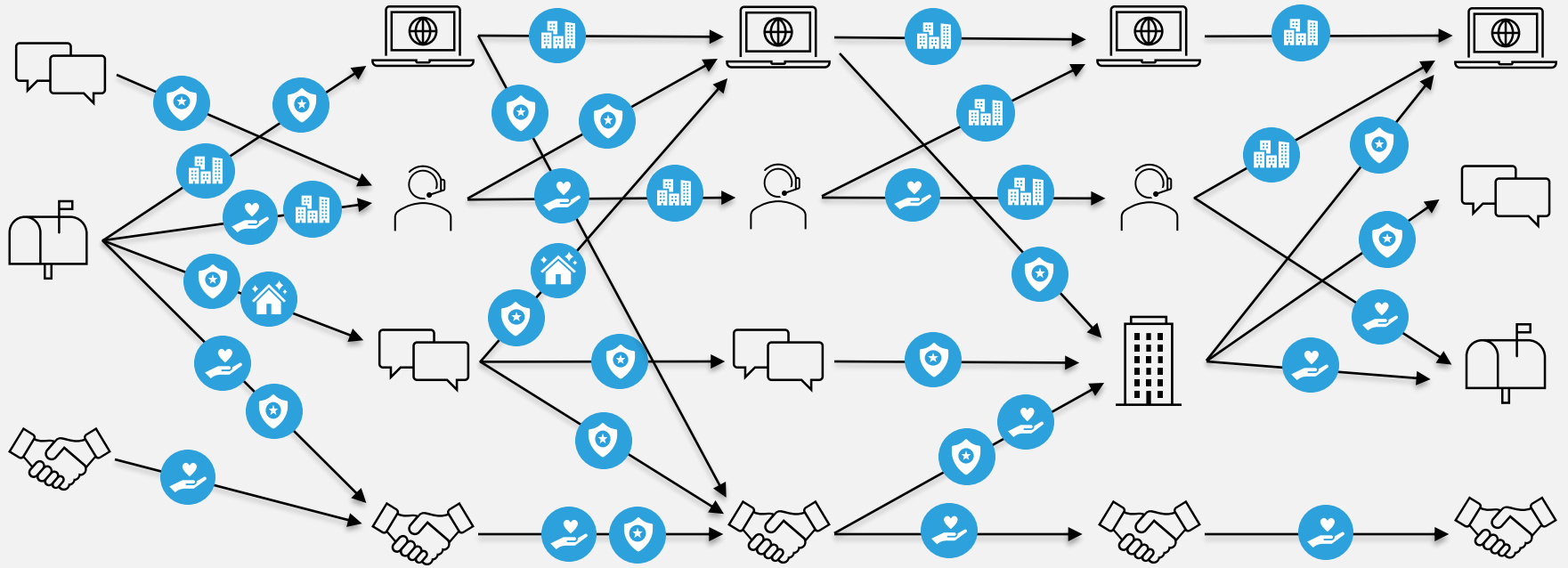
**CONNECT COMMUNICATIONS
WITH EXPERIENCE**



TRANSPARENCY & TRUST

Demonstrate **respect** for your audiences by valuing their time.

Get people what they need when they need it.



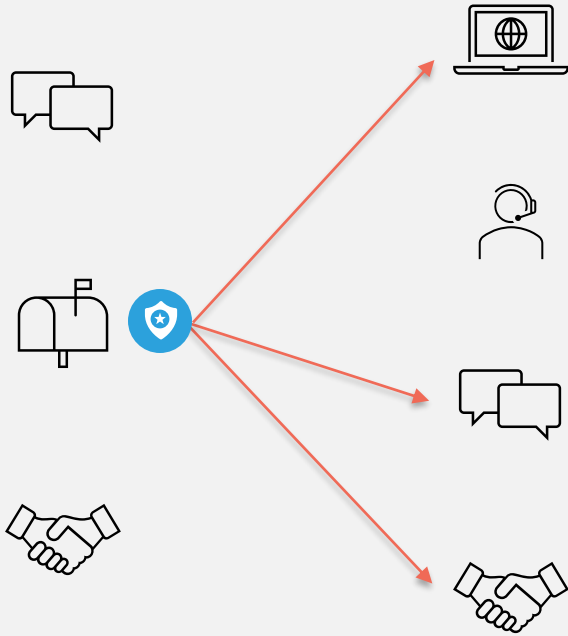
So, instead of this ...



Use empathy & data
to guide a multichannel journey

Awareness & Opt-In

Trust & Consideration

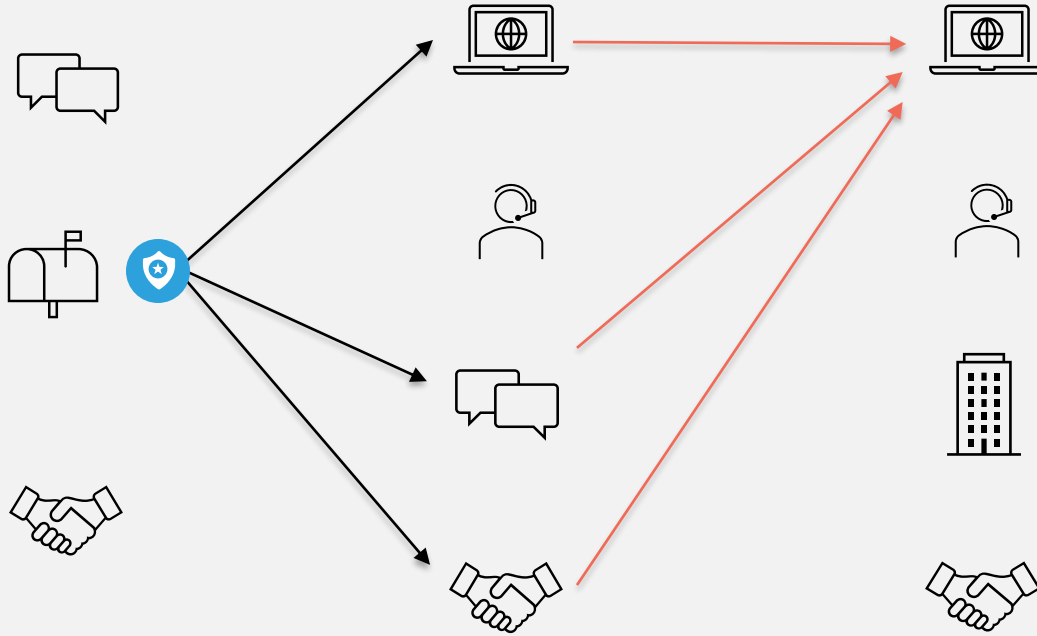


Respected.

Awareness & Opt-In

Trust & Consideration

Decision & Action



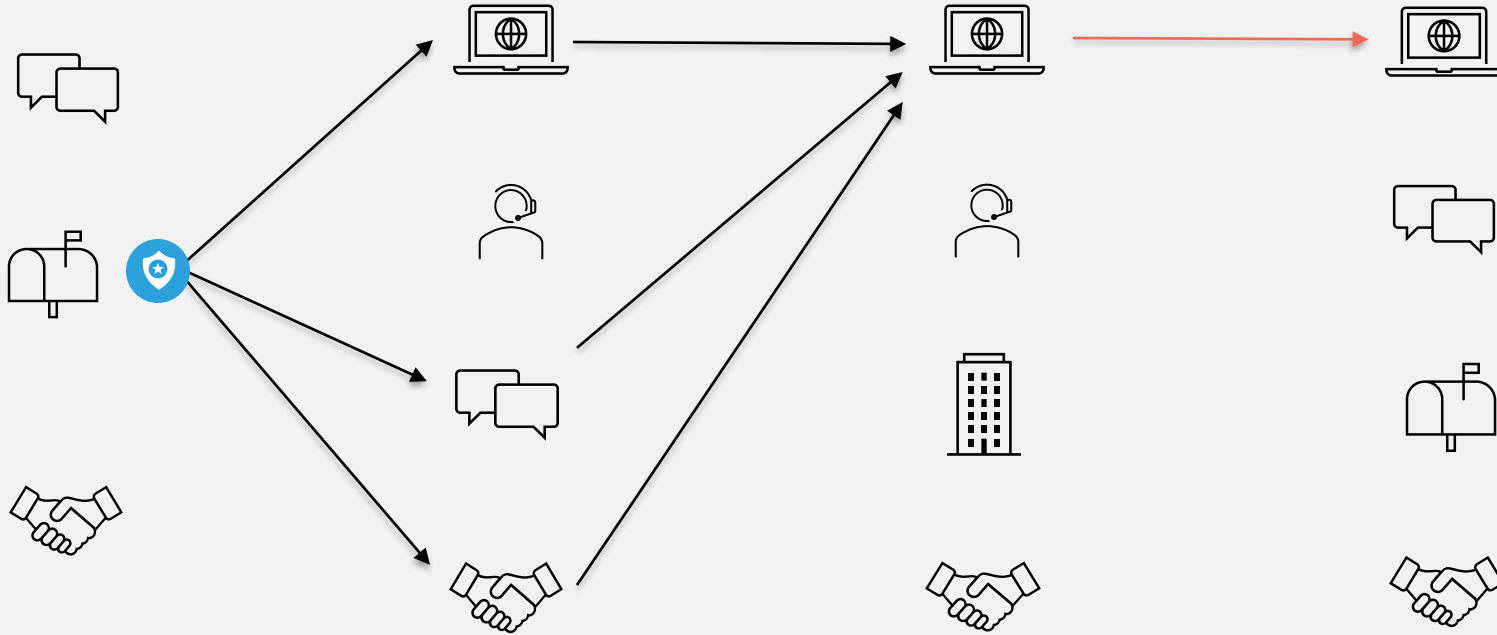
Respected. Remembered.

Awareness & Opt-In

Trust & Consideration

Decision & Action

Management & Engagement



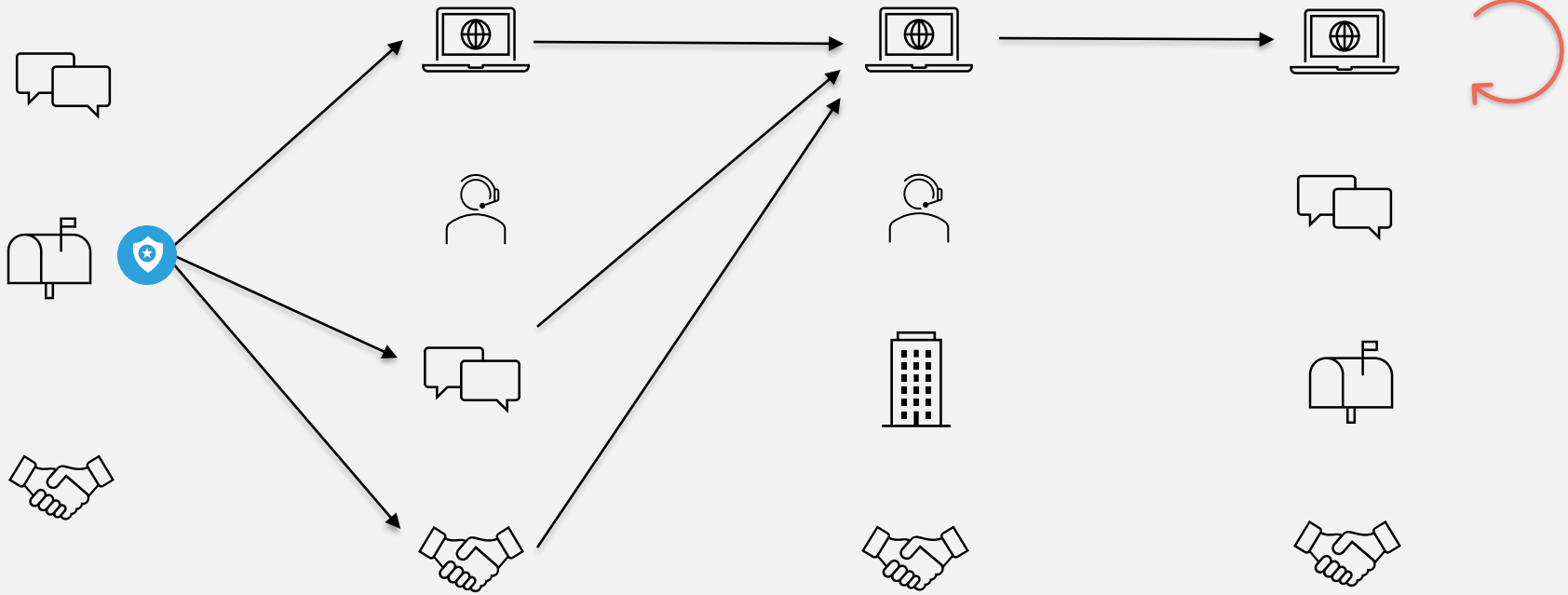
Respected. Remembered. **Responded to.**

Awareness & Opt-In

Trust & Consideration

Decision & Action

Management & Engagement



Respected. Remembered. Responded to. Reminded.

BUILT ON OUR PROVEN APPROACH:

Drive Program Awareness, Adoption, and Impact

Our lessons learned from 10 years of managing millions of journeys for government customers:

1. Raise awareness, build trust, and increase participation of programs
2. Proactively journey map the customer experience to nurture interest and drive participation
3. Provide measurable results that show agency value and CX engagement



HealthCare.gov

Medicare.gov



VA



U.S. Department of Veterans Affairs



How is your agency thinking about communications with key populations in your current CX initiatives?

CONNECT COMMUNICATIONS & EXPERIENCE

HUMAN-CENTERED

GOALS

Determine what success looks like. Align on measurement plan.

AUDIENCE

Identify key audience segments, including their needs, motivations and barriers.

JOURNEY

Map the steps audiences take across multiple channels or touchpoints to achieve desired goals.

CONTENT

Access and create content needed at various touchpoints and phases of the journey.



1. Awareness & Opt-In

2. Trust & Consideration

3. Decision & Action

4. Management & Engagement



*Who do we
need to reach?*



*How do people
perceive our agency
(program, etc.) &
our messages?*



*What actions do
we want people
to take?*



*How might we
stay connected
& be helpful?*

Four Phases of Communications

Using empathy, data, and communications to guide people through their journey, whether that's becoming aware of & understanding a key initiative or completing a complex process or recruiting and retaining the workforce

Put People **First**

Build experiences with the audience's needs and goals front and center

- What is your audience's reading level?
- What languages does your audience speak?
- Awareness, perception, goal
- **Channel preference:** Where do people want to be reached?

MARIA
Age 45
Virginia Resident newly interested in local environmental issues
RESIDENT

WHO AM I?

- Lives in Pittsylvania County
- Household income - \$28,700/year
- Have a high school diploma, some vocational school
- Work as an administrative assistant in a medical clinic
- Have never been interested in environmental issues or environmental justice until factory project was planned in Pittsylvania County

WHAT ARE MY GOALS?

- Make sure my children are healthy and safe
- Limit the impact Acme Factory will have on the environment
- Understand if and what pollutants the Acme Factory will release into the local environment
- Understand the health impacts of any pollutants
- Ensure Acme factory and government officials listen to community concerns

WHAT ARE MY PAIN POINTS?

- Limited technical knowledge of environmental issues - causes confusion for me when reading updates on Acme Factory
- Confusion over what information is true - I hear different things from different groups
- Lack of empowerment - I don't know what I can do to create the change I want to see regarding the factory
- I don't have the same access to DEQ as the permitted community

WHAT DO I NEED?

- Clear, concise information about Acme Factory
- The ability to make concerns and impacts heard to stakeholders of Acme Factory and in the government
- A reliable source of information in the event of a release
- A place to quickly report pollution concerns if there is a suspected release

KNOWLEDGE OF ENVIRONMENTAL ISSUES

Confused | Limited | Proficient | Expert

ENGAGEMENT WITH DEQ

Name: **Positive** (5.0 out of 5.0) | **Active** (has been active in the past 30 days) | **Completed** (3 out of 100%) | **Available** (has been available for 30 days)

PERCEPTION OF DEQ

Confused | Negative | Neutral | Positive

- Thinks DEQ is not providing enough oversight of factory in her town
- Wants more transparency

COMMS CHANNEL PREFERENCE

Web | **Smartphone** | Social | Phone

"How can I know this factory won't release pollutants that harm my children?"

Leverage Community Partners

- Integrate digital outreach with trusted community partners
- Identify trusted influencers within niche or hyper-local communities
- Partner to advocate and amplify critical information



Find Government Partners

- Talk to offices with similar audiences who likely need information from your agency as well
- Cross-promote relevant content and information about services
- Share data across agencies and departments



Maximize the Signup Journey

Understand audiences in order to be segmented, personalized & responsive

- ✓ Align capture to segmentation and channel preference

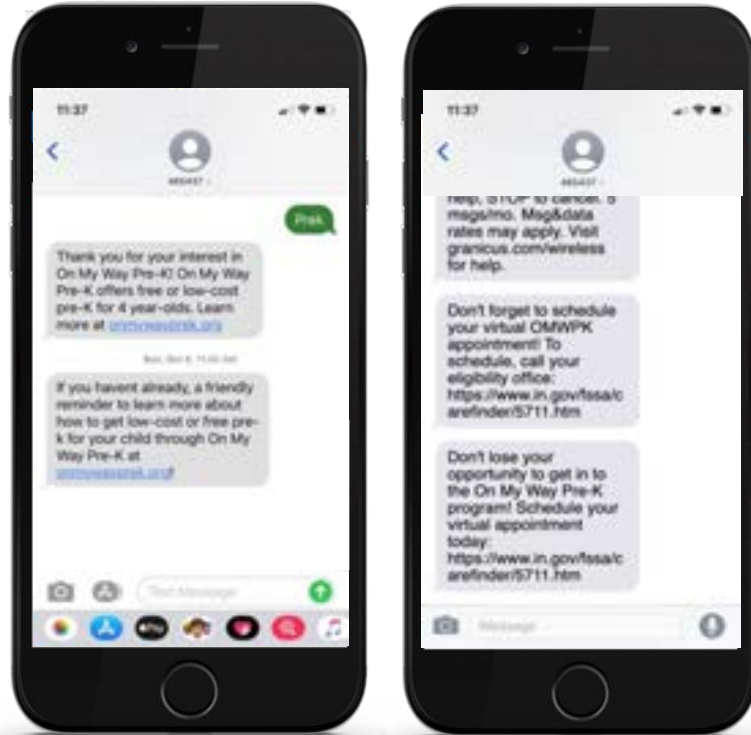
The image shows a screenshot of a website for the Department of Veterans Affairs, specifically a sign-up form titled "PTSD TREATMENT WORKS". The form is overlaid on a background of a website page. The form contains the following elements:

- Title:** PTSD TREATMENT WORKS
- Text:** Sign up for the latest news, research, and treatment information related to PTSD.
- Input Field:** Email or phone* with a placeholder "enter an email or mobile number".
- Dropdown Menu:** Which Best Describes You? with the following options:
 - Veteran (selected)
 - Family Member or Friend of a Veteran
 - Mental Health Clinician or Student
 - Social Worker
 - Non-Profit Staff
 - Vet Center Staff
 - Partner Agency
 - VA Employee
 - Member of the General Public
- Button:** Next
- [data privacy](#)

The background website page shows a navigation menu with "Health" and "Benefits" tabs, and a sidebar with "PTSD: National Center for PTSD" and various sub-links. The main content area has a "Step-Up for PTSD Awareness" section.

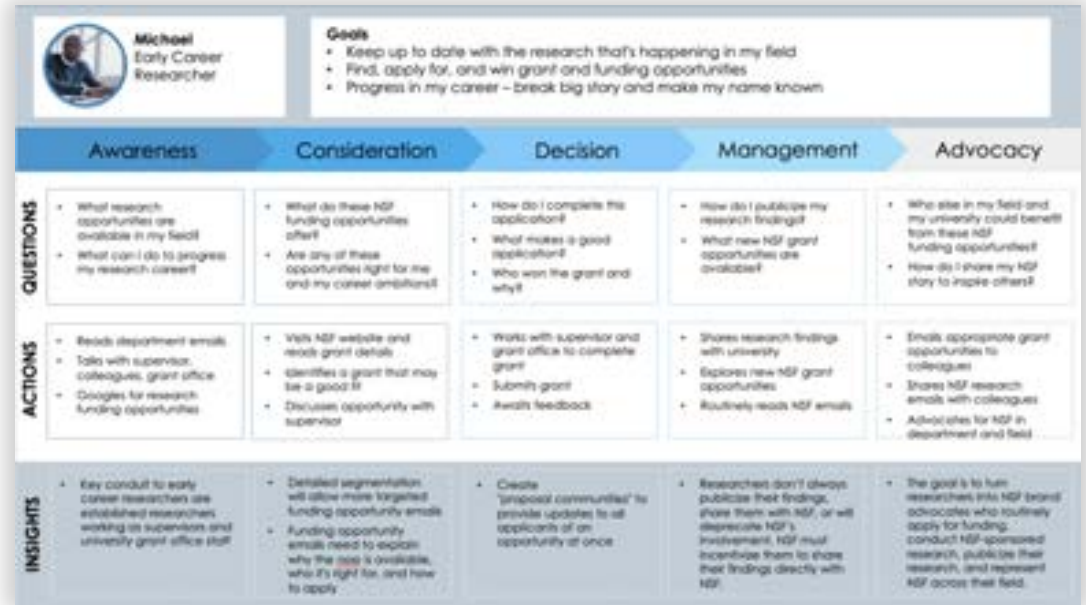
Consider **SMS**

- Make it easy to sign up
- Text-to-subscribe
- Custom short-code
- How are you using SMS?
- Why are you using SMS?



Use Communications to **Eliminate Friction**

- Audit current state
- Identity potential hurdles that hinder people from getting to the end goal faster
- Map touchpoints to understand audience needs at each step of the journey
- Build the journey to support the audience's goal





How might data from digital communications connect to your CX measurements of success?

Case Study: Reach & convert on a deadline

Measuring Customer Experience with Communications

Metrics to use to better understand customers and improve service delivery



DELIVERABILITY

The total number of emails delivered indicates the health of an email subscriber list.



OPEN RATE

Comparing your email open rate to your vertical or market benchmark offers an easy initial comparison.



CLICK RATE

Much like open rates, compare click rates to existing benchmarks, as well as past outreach to the same audience, to see impact.



A/B TESTING

Know what resonates with audiences best by testing various components of email outreach.



LINK ENGAGEMENT

Looking at bulletin analytics shows which links within an email resonated most or least with subscribers.



SUBSCRIBER GROWTH

Tracking the growth rate of topic per account indicates if subscriber growth is outpacing unsubscribes. This means audience expectations are met and outreach interest is growing.

Awareness & Opt-In

Trust & Consideration

Decision & Action

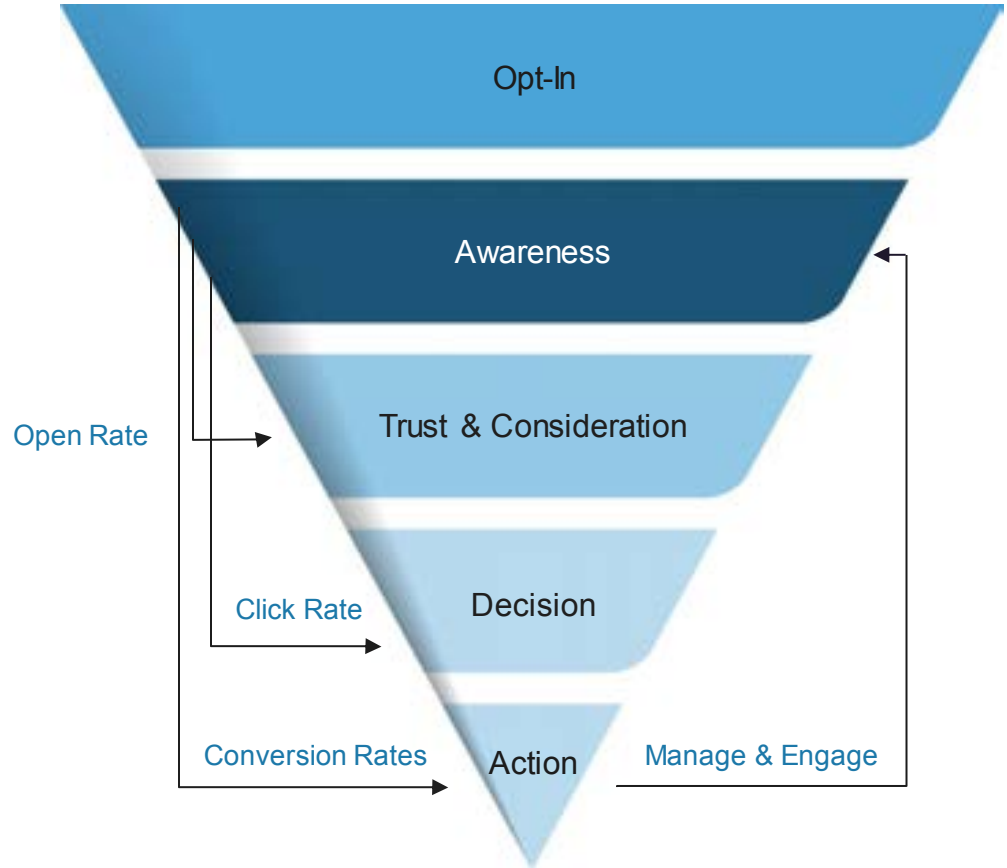
Management & Engagement

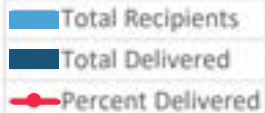
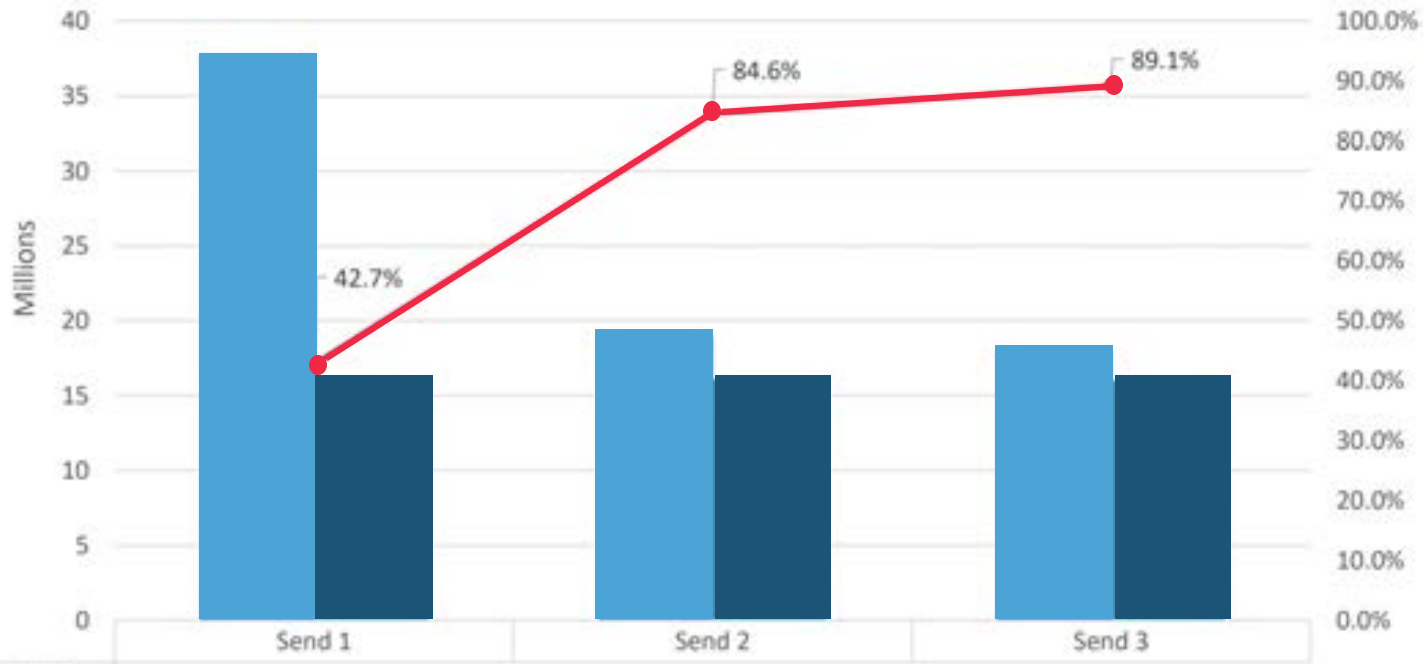
Government Challenge

- ✓ Large audience
- ✓ Unknown & new contacts
- ✓ Upcoming deadline

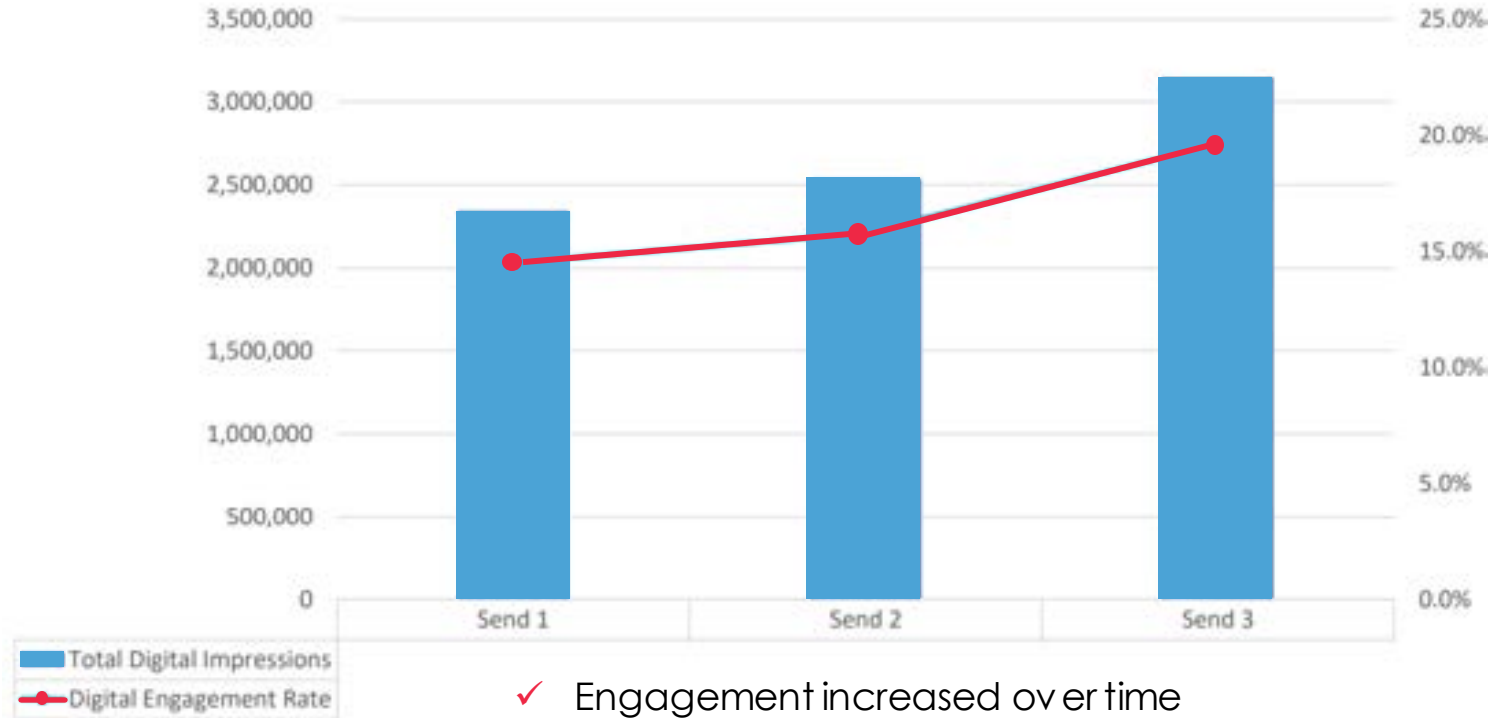
Approach

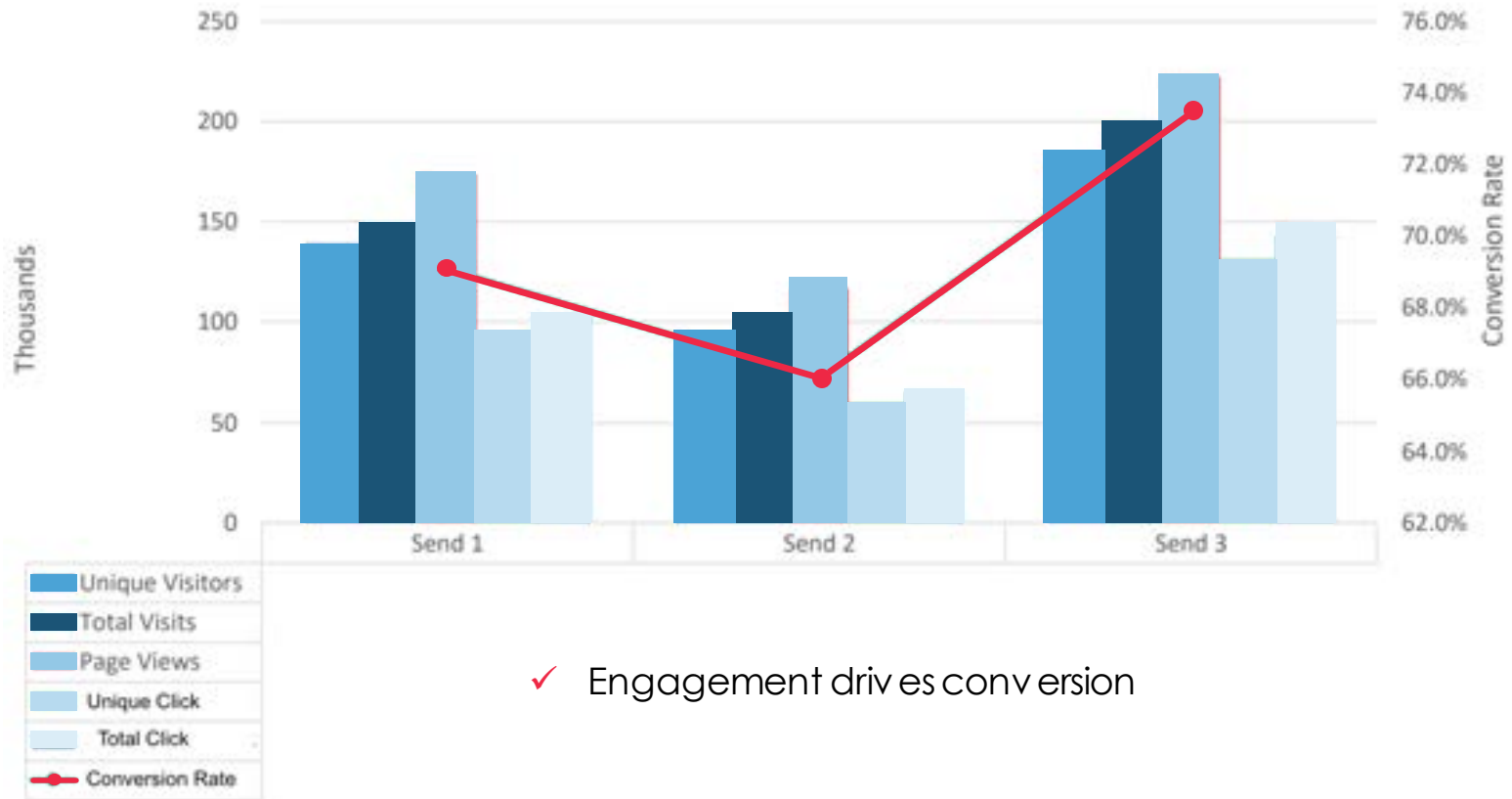
- ✓ Establish contact
- ✓ Segmentation
- ✓ Testing & refinement
- ✓ Track conversions





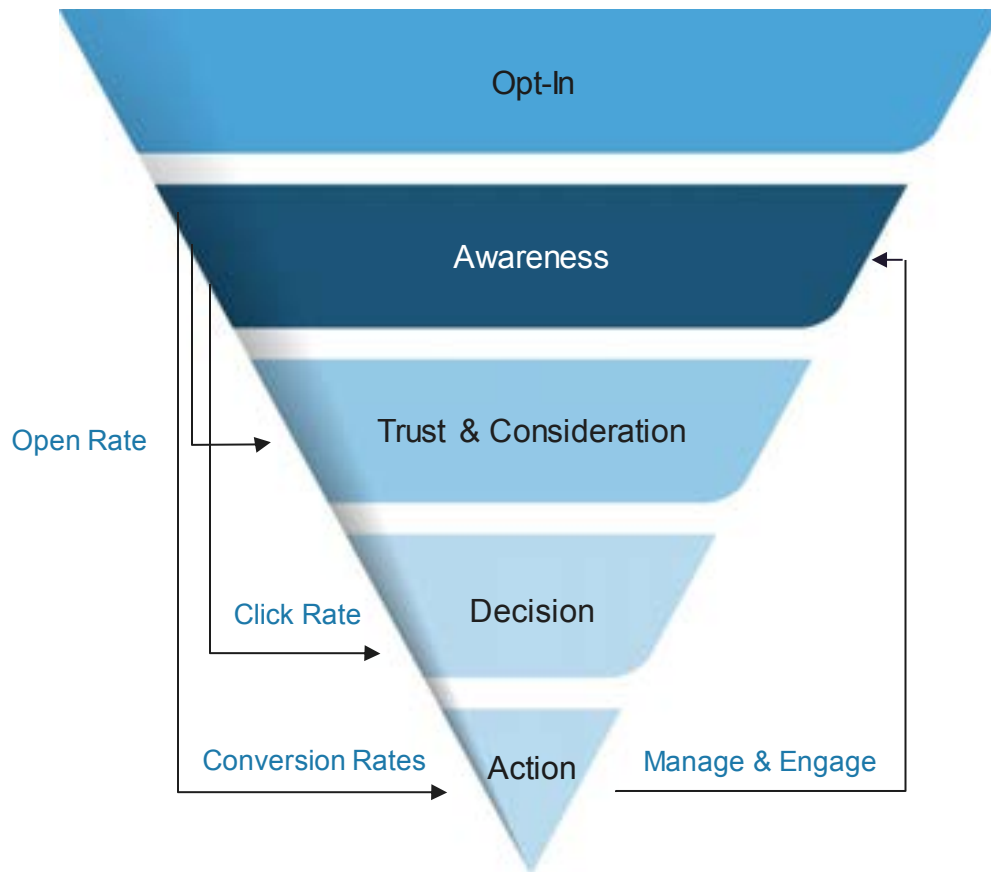
- ✓ Established & improved contact
- ✓ New opt-ins expand impact





Results

- ✓ Strategy + technology improved contact rates
- ✓ Engagement drives action
- ✓ Human-centered approach





Thank you!

Questions? Contact info@granicus.com



Questions?

GROWING AN AUDIENCE

95%

of subscribers will become aware
of your initiative
with GXG's strategic approach
to the signup journey.