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Civic Engagement and Communication: Benchmarks for Success in 2025

Trends, insights, and AI-driven opportunities to enhance engagement

Today's Speakers

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GXG Manager

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Connecting & Interacting Today

Questions

Submit your questions using the Q&A function on your console. We will ensure a representative gets in touch.

Chat

Use the Chat to say hello to your peers or interact with today's panelist!

Technical Issues

Try refreshing your browser or clearing cache to fix technical difficulties. For larger issues, reach out to us in the chat or at marketingevents@granicus.com

On-Demand

We will email you the link to watch the recording within 48 hours.

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Agenda

- Introduction to the Benchmark Reports

- Key takeaways for civic engagement

- Key takeaways for public communications

- Addressing these challenges and opportunities

- Q&A

Introducing the Benchmark Reports: About Our Data

Civic Engagement

Sites and projects

The number of dedicated sites and online engagement projects created by governmental organizations.
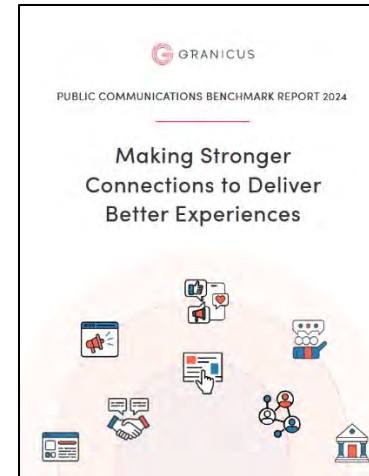
>> Number of sites 2024 — **304**

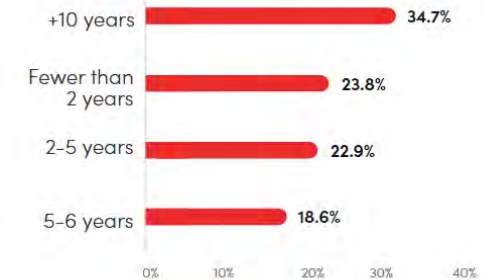>> Projects published 2024 — **2,215**

>> Projects published 2023 — **2,017**

Registered users

The number of community members registered to engage in projects.

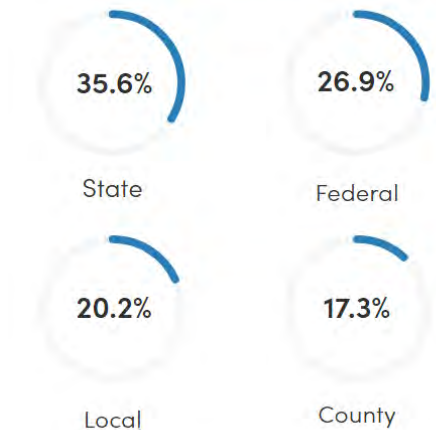>> Registered users 2024 — **40,999**

>> Registered users 2023 — **59,826**

Communications

TIME IN ROLE

- +10 years — **34.7%**
- Fewer than 2 years — **23.8%**
- 2–5 years — **22.9%**
- 5–6 years — **18.6%**

(0% — 10% — 20% — 30% — 40%)

SECTOR

- State — **35.6%**
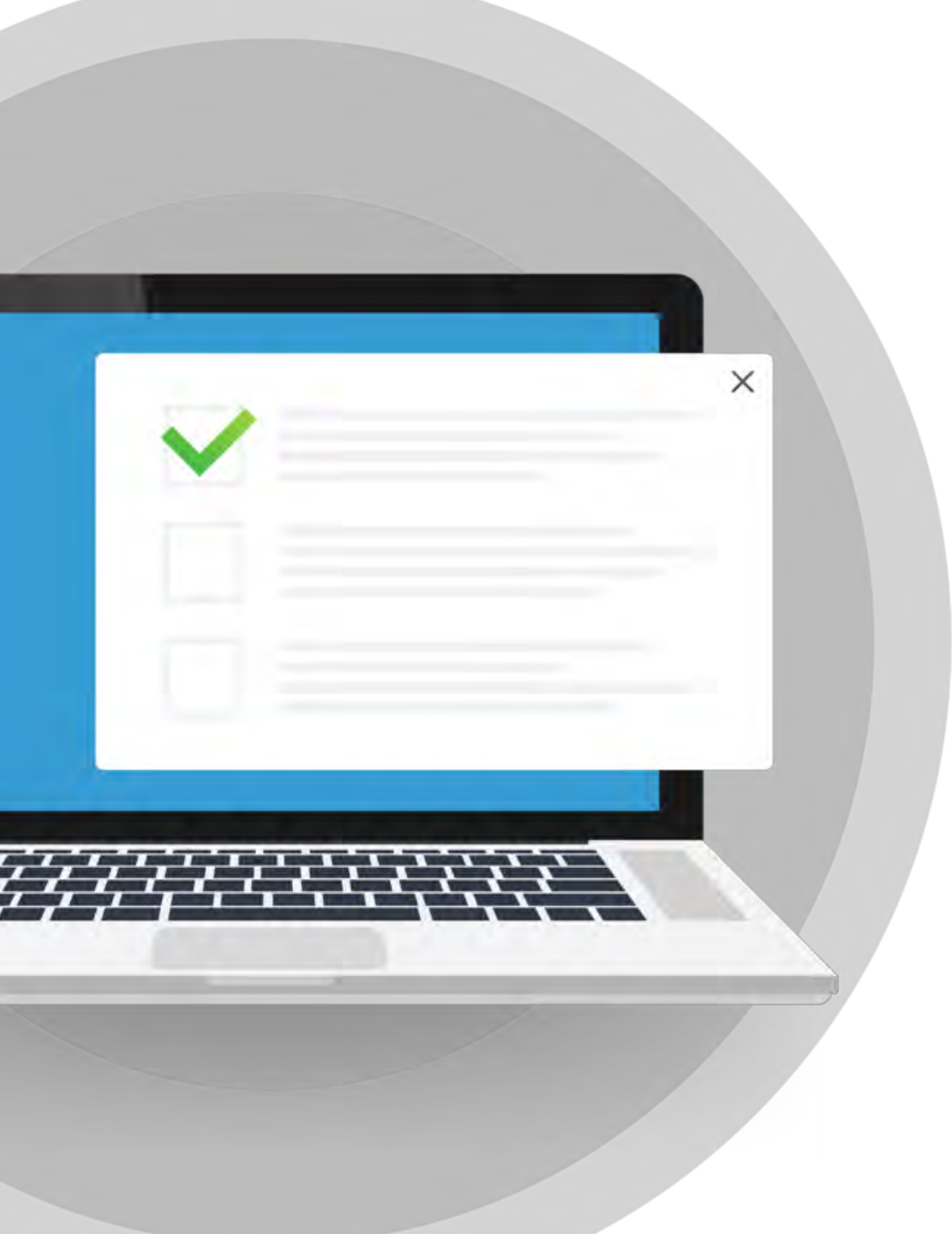- Federal — **26.9%**
- Local — **20.2%**
- County — **17.3%**

Trends in Civic Engagement

Poll: Do you feel like you're using engagement to its full capacity?

1. Yes, we run engagement efforts consistently

2. Sometimes, but we could do more

3. Occasionally, not too much, but that's fine
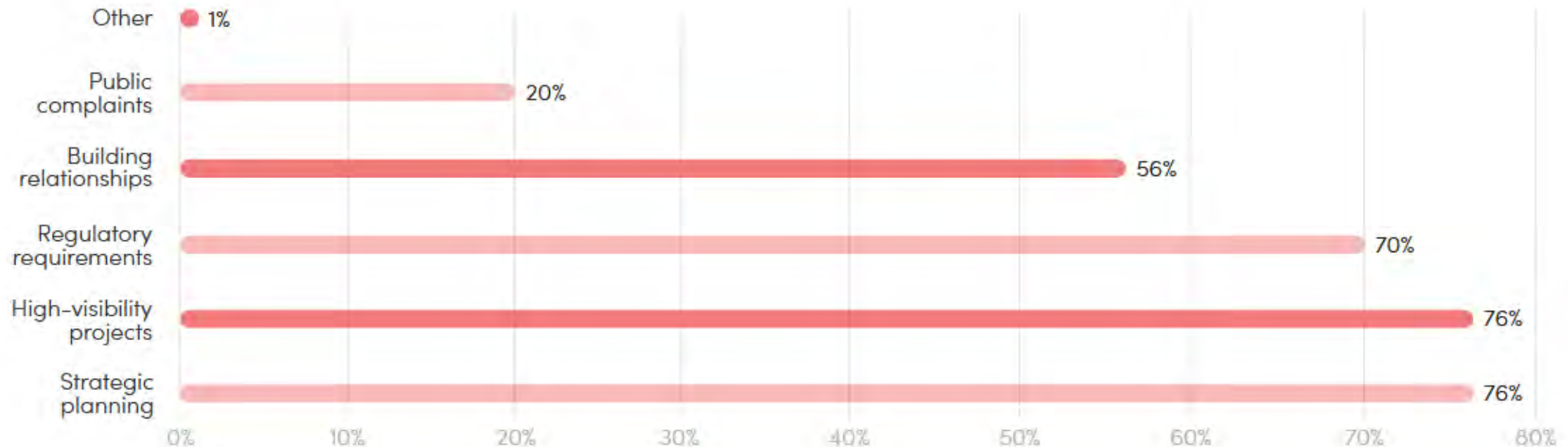
4. Never and we don't need to

Over half of agencies run 10+ initiatives annually

How many initiatives has your agency run in the last 12 months?

	Fewer than 5	5–10	10–20	More than 20
	22%	23%	25%	30%

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Strategic planning & projects are top triggers for engagement

What triggers your agency to run engagement? (Select all that apply)

Category	Percentage
Other	1%
Public complaints	20%
Building relationships	56%
Regulatory requirements	70%
High-visibility projects	76%
Strategic planning	76%

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Agencies rarely have schedules for consulting data

How often is engagement research consulted?

54%
No scheduled consultation

25%
Monthly

11%
Quarterly

8%
Annually

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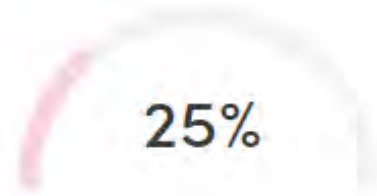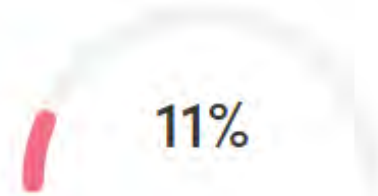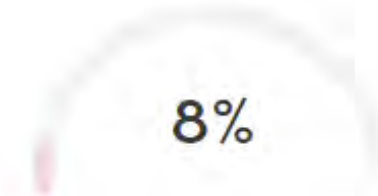
Engagement data can better inform communications strategy


Select the areas in which stakeholder feedback is used.

Category	Percentage
Decision making	81%
Service improvement	65%
Resolving questions and issues	38%
operational efficiency	23%
Product development	22%
Performance benchmarking	18%
Content creation	16%
Outreach personalization	16%
Audience segmentation	8%
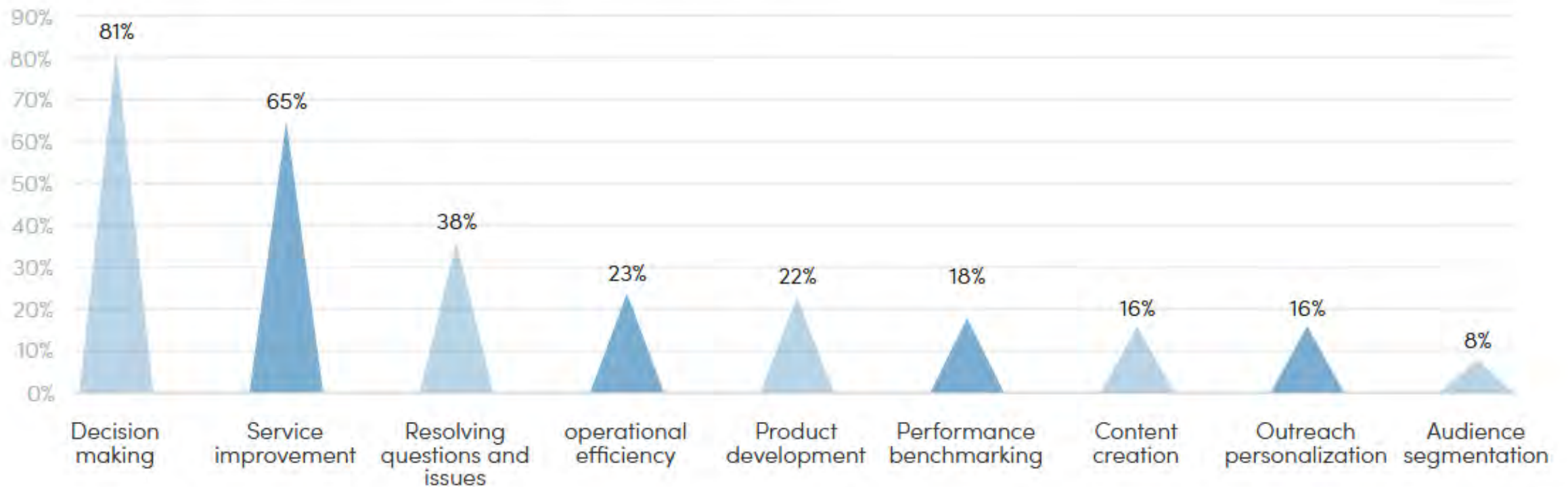
Engagement can be connected to increased public trust

Engagement activities have resulted in increased public trust.
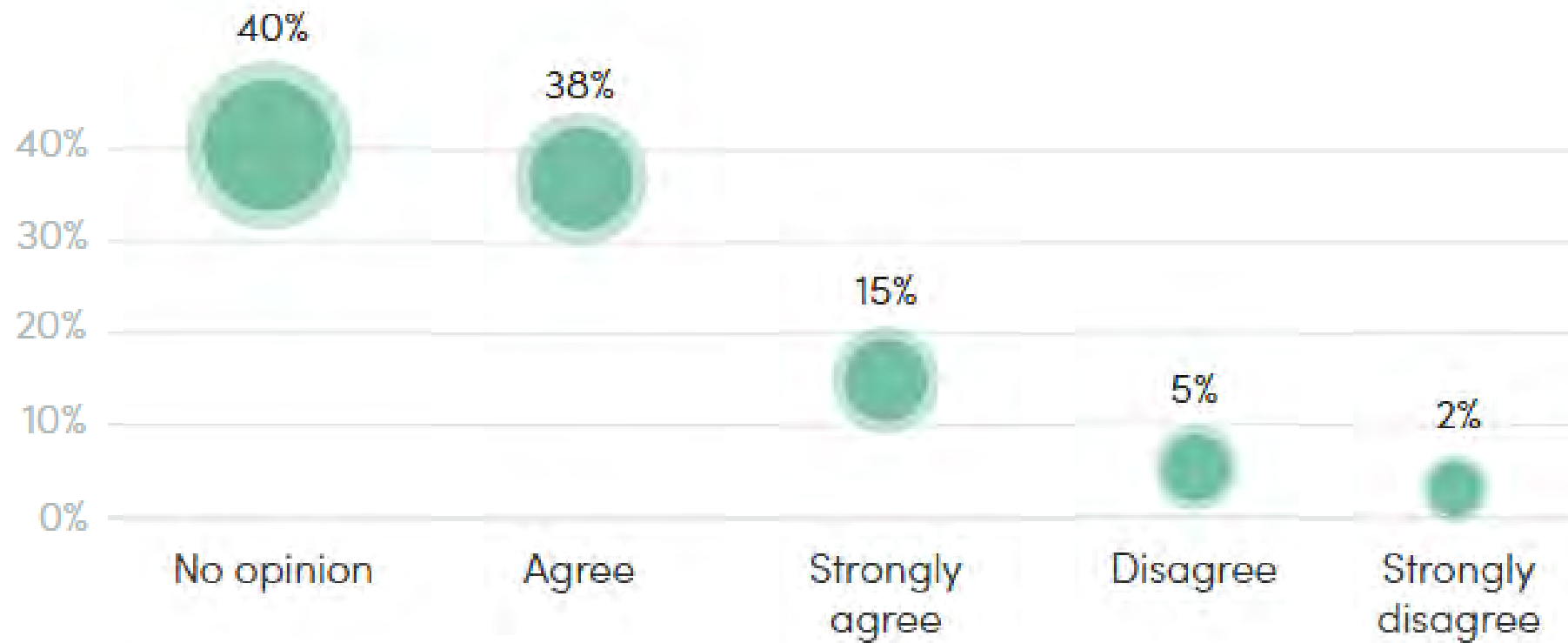
Engagement can be connected to other positive changes

Engagement efforts have led to positive changes in specific areas (e.g., traffic flow or park usage).

- Agree: 39%
- No opinion: 37%
- Strongly agree: 17%
- Disagree: 4%
- Strongly disagree: 1%

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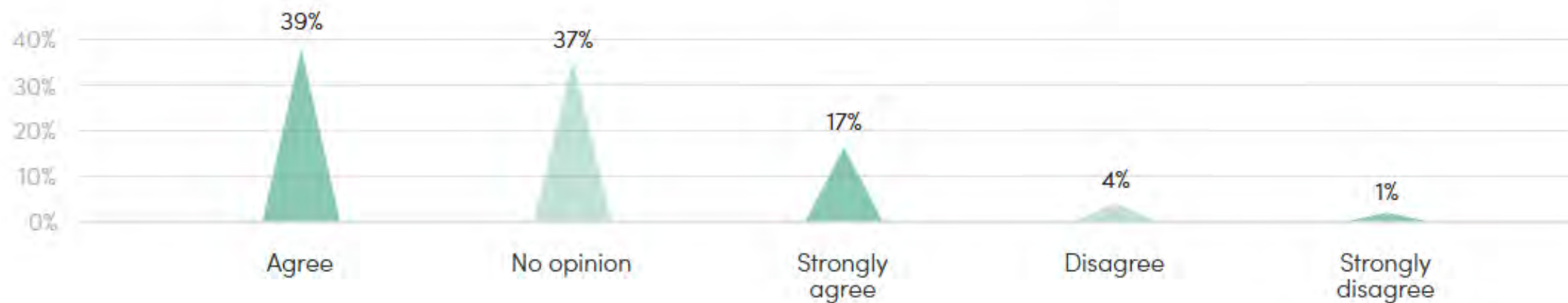
AI has yet to impact engagement significantly

AI plans for next 12 months:
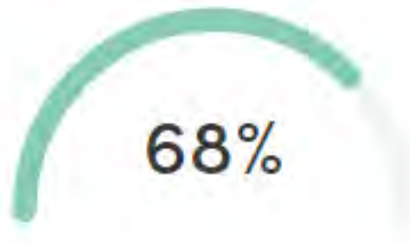
68%	31%	<1%
No plans	Expanding AI use	Major AI investment
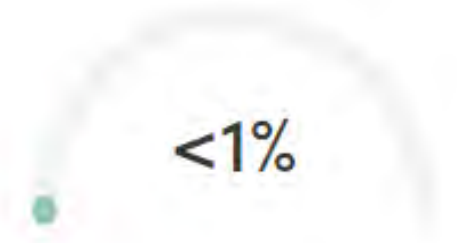
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AI has yet to impact engagement significantly

Current AI usage in engagement practice:

A bar chart (styled as triangles) showing current AI usage in engagement practice:
- Not using AI: 61%
- Experimenting with AI: 35%
- Implementing AI in specific areas: 3%
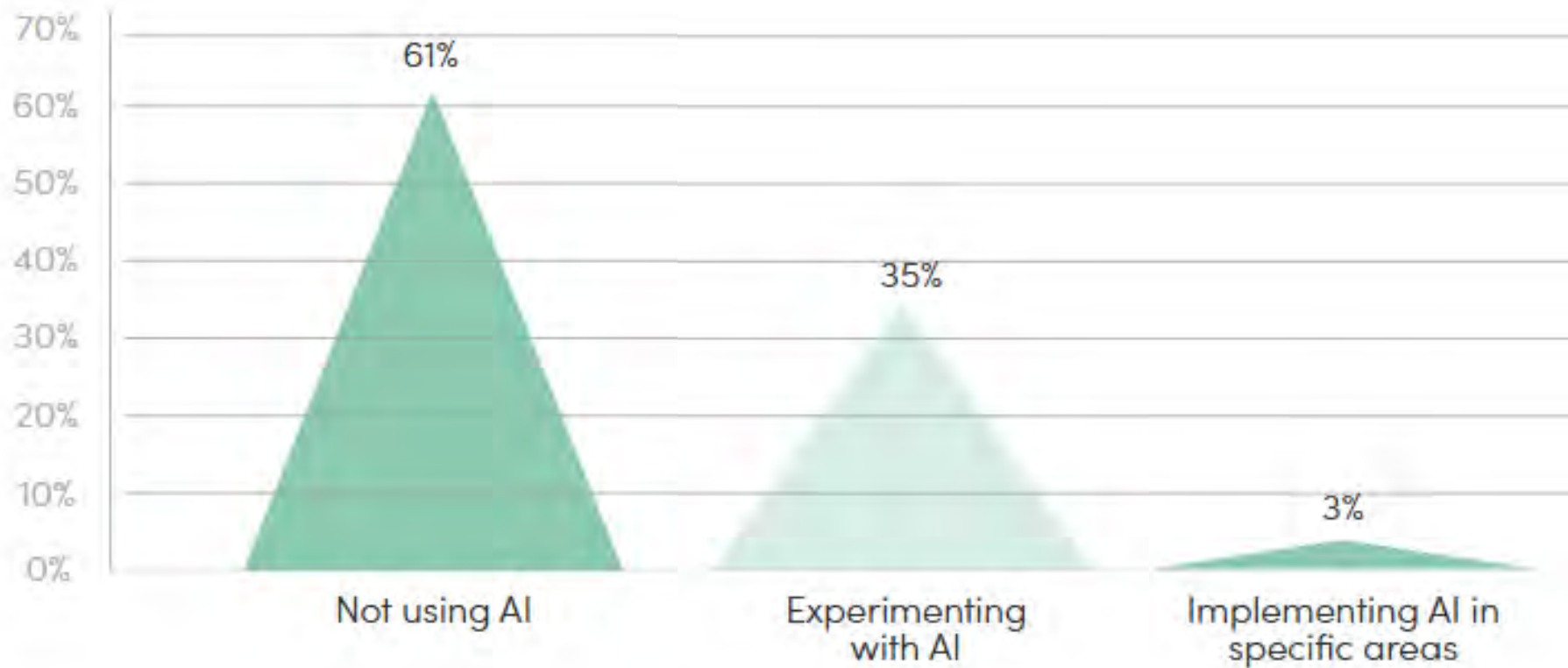
Trends in Public Communication

Messaging is the most direct way to build trust

105 million
Engagement Cloud subscribers
added in 2024

583 million
Engagement Cloud subscriptions
added in 2024

753 million
Total Engagement Cloud subscribers

2.7 billion
Total Engagement Cloud subscriptions

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Most common communications challenges

Connecting with segmented audiences

50.9% ● ● ● ● ● ◖

Poor response levels and inefficiencies

44.4% ● ● ● ● ◖

Low engagement due to poor information sharing

50.9% ● ● ● ● ● ◖

Inequitable distribution of and access to information

30.7% ● ● ● ◖

Inconsistent communications across agency

45.7% ● ● ● ● ◖

Mobile-friendly experiences are yet to be fully embraced

YEAR OVER YEAR

	2024	2023	2022
Mobile	35% ∨	40% ∨	41%
Web	65% ∧	59% ∧	41%
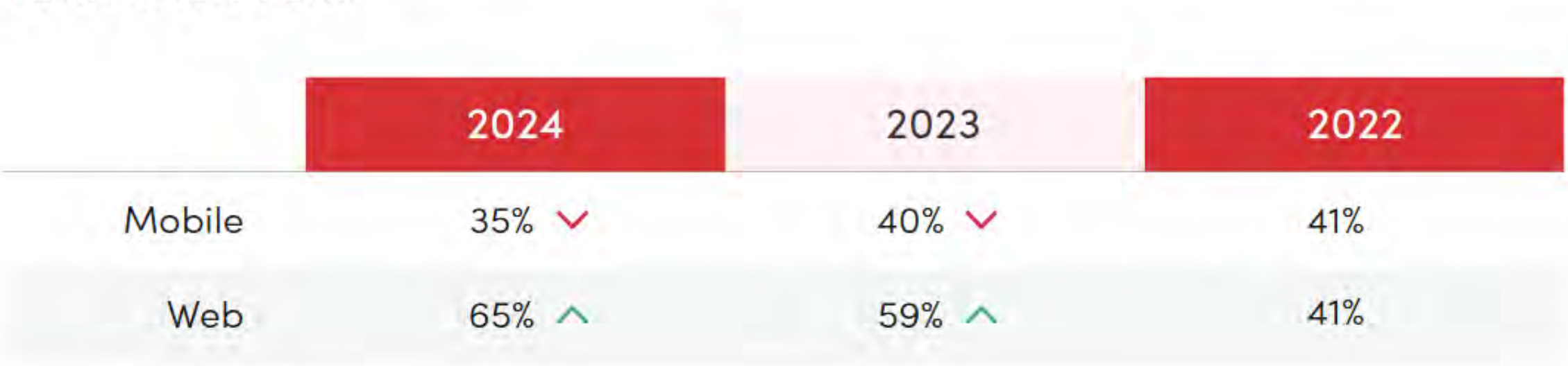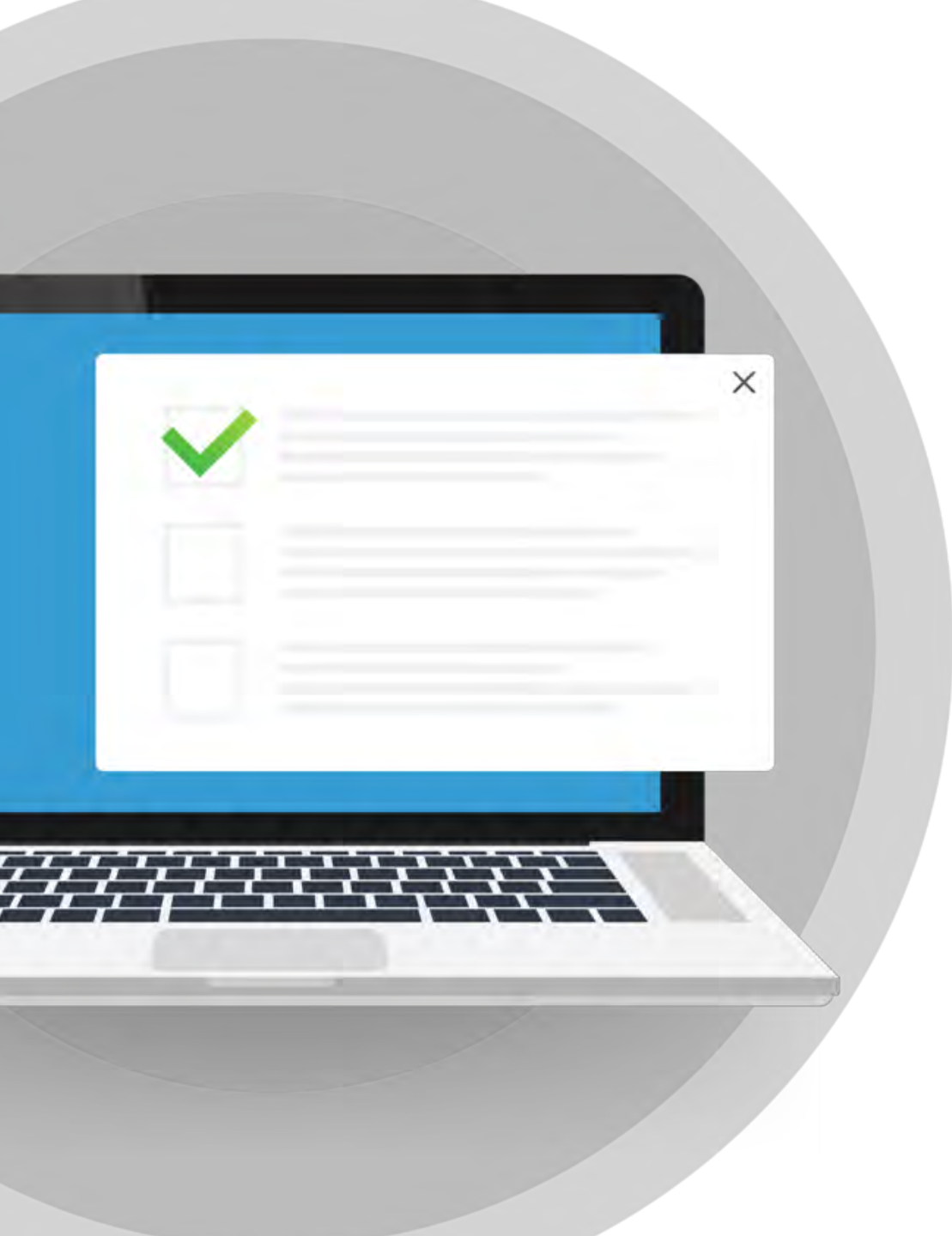
Poll: How are you accounting for mobile engagement?

1. Enh. We try.

2. We always do. Mobile first!

3. Not thinking about it—we produce content, not the experience.

Mobile Engagement

THE GXG FRAMEWORK

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

2

3

4

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.

Most government communications start here.

Which leads to something like this…

Awareness | Trust & Consider | Decision & Action | Management & Engagement
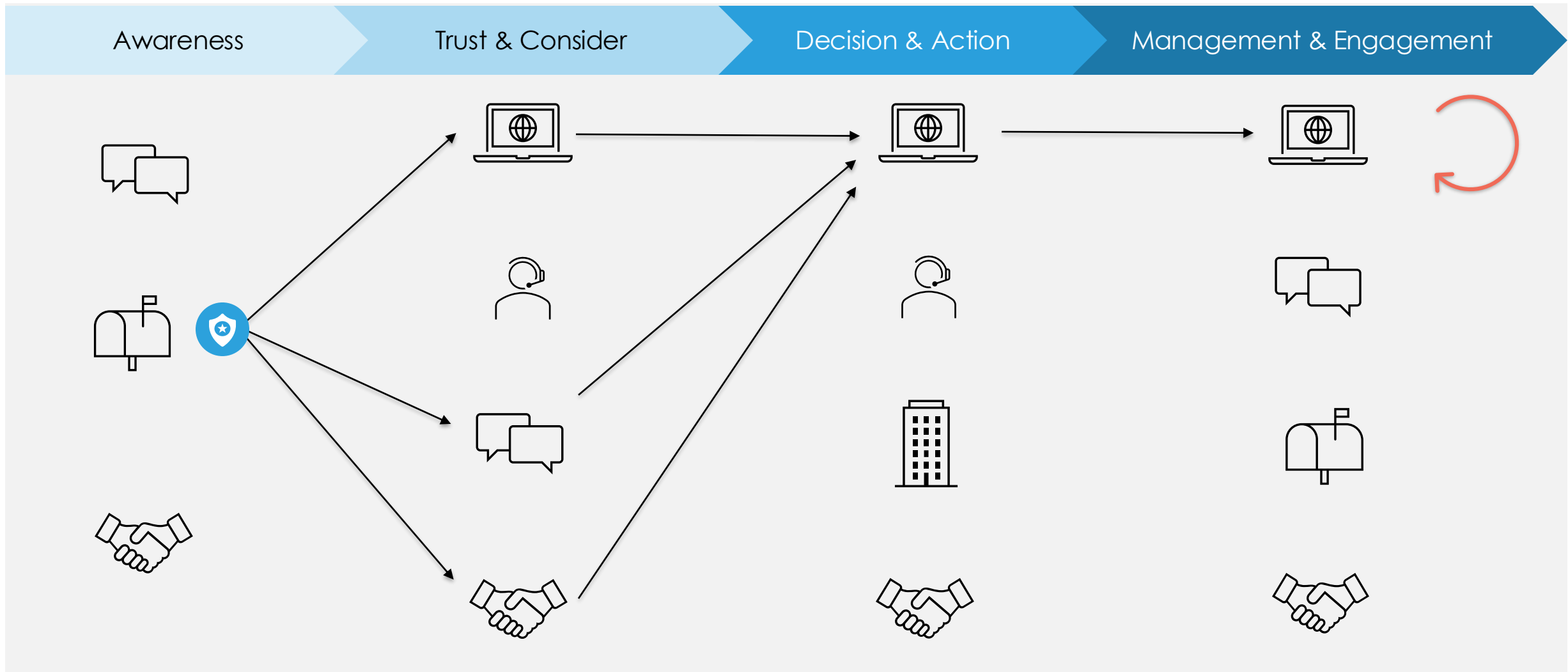
Respected. Remembered. Responded to. Reminded.

Multichannel and Two-way Engagement

Campaign, Transactional and Always-on Messaging for a Variety of Use Cases Across the Constituent Lifecycle
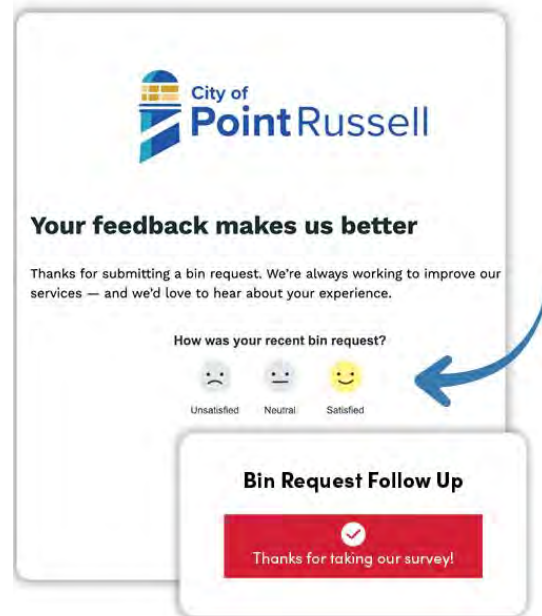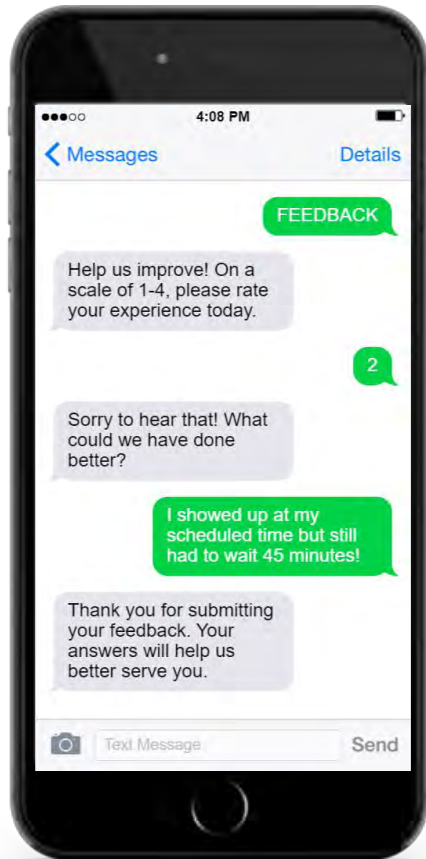
44% more likely to re-engage when offered a personalized experience *(Forbes)*

90% Reduction in cost to engage per individual with multi-channel approach *(Granicus)*

Engagement Cloud Connects You With More Citizens

Deliver two-way communications, understand stakeholder journeys, and drive action and participation.

Nurture relationships and improve interactions

(address gaps with evidence-based strategies)

Collect critical insights

(without always asking, based on explicit and implicit needs)

Find and understand target audiences

(with direct messaging, subscriber network access, and unrivaled deliverability)

Make it easy to engage with services

(at any time, across any channel, with minimal steps)

State of Colorado

Modernizing Notifications and Engagement

Challenge: Our client needed to gather feedback on proposed legislation, but doing so at scale is difficult. How can they **modernize their input process to be more representative** of the whole state?

Solution: Create a strategy to **drive the public to an engagement page** with a variety of tools where they can learn, discuss, and engage.

Modernizing Digital Notifications to Improve Engagement
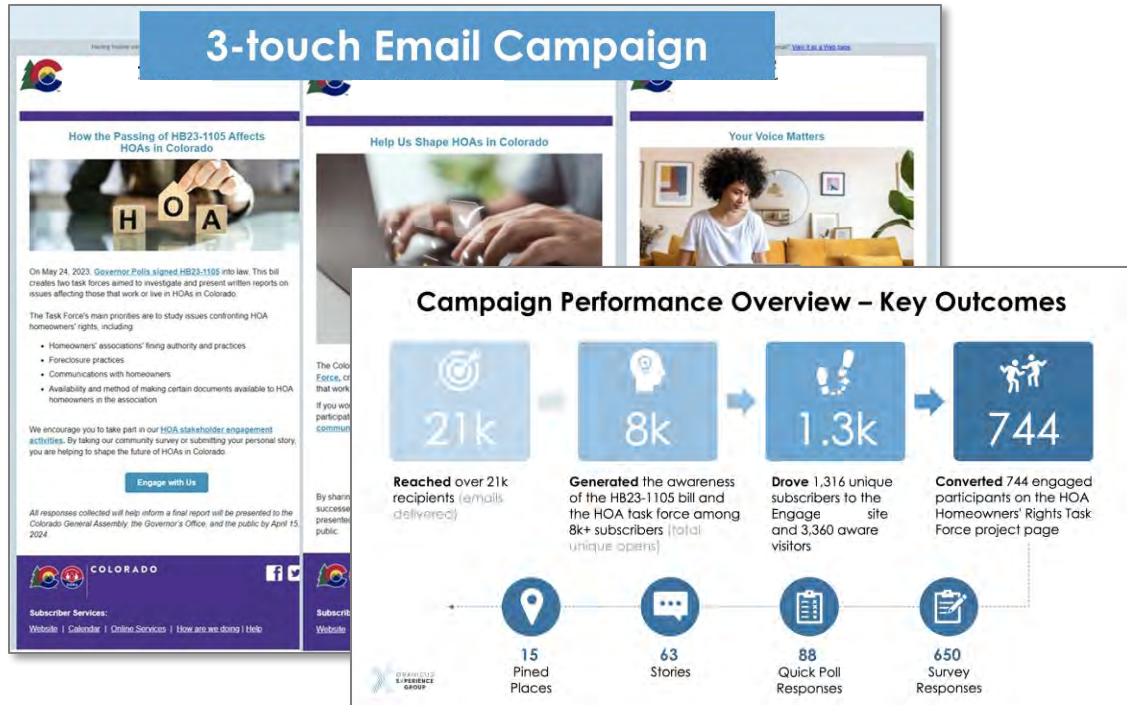
Campaign messages drove thousands of visitors to the new engagement site. In just the first two months, **1500 Coloradans shared feedback**, with harder-to-reach communities participating more than ever before.
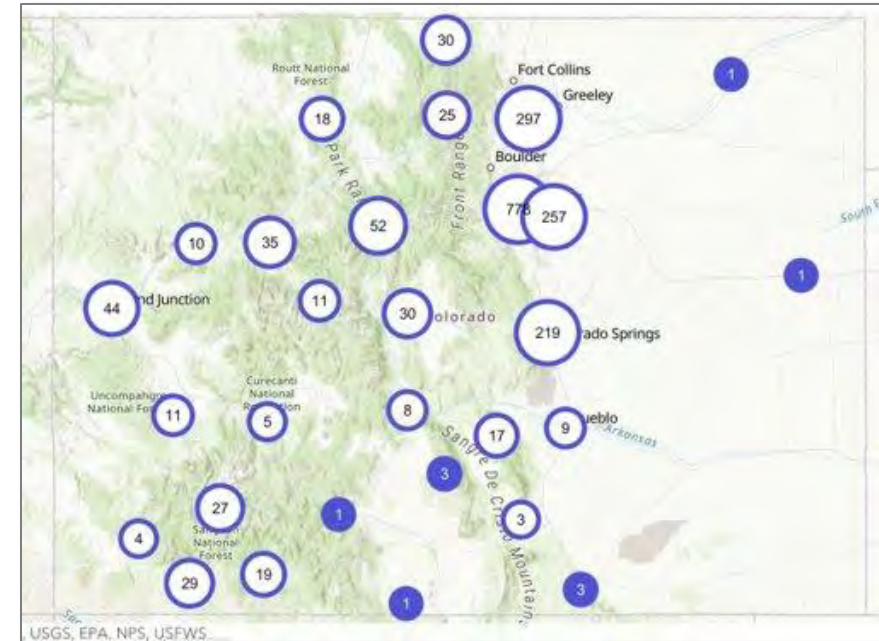
Our client previously had problems getting input from the Western Slope. In our campaign, the **client was delighted when they saw this engagement map** with Coloradans weighing in from zip codes from the Western Slope and across the state.

Northeast U.S. SNAP/EBT Notifications

Notification Modernization

Challenge: Notify students and families of SNAP/EBT payments in a timely manner while normalizing call center volume.

> AGENCY: Your child's Summer EBT benefits have been issued. Learn more: https://agency.gov/SEBT2. Reply STOP to unsubscribe. Msg & data rates may apply.

Solution: GXG-led communications using govDelivery SMS to ensure notifications are sent out accurately and evenly distributed for call center readiness.

Results:

- GXG has supported the sending of more than 10M SMS notifications.
- Normalized call center volume, allowing for better customer experience and relieving overwhelmed staff
- Currently working towards more sophistication for beneficiary communication, including audience definition, cross-promotion, and additional automation.

State Child Care Subsidy Program

Streamline the Enrollment Process

Challenges: Improve childcare subsidy enrollment process for families with a service need. Provide operational relief for an overwhelmed staff.

Solution: Design & deliver a communications experience for families to improve enrollments, renewals, and transitions between programs.

Results:
- Improved enrollment completion by 12% (from 62% to 74%)
- Deliver open rates as high as 75%+ and 40%+ click rates.
- Save time by connecting the department directly to families instead of relying on partners or providers,
- Automated messaging freed up staff, increasing speed to enrollment, and reduced cost by replacing snail mail, phone calls, one-off emails, and performing manual case management

Enrollment and Benefits

Complete Your Application

Thank You for Starting Your Application

Reminder: Complete Your Application

Your Application Is Now Inactive Until It's Completed

Enrollment

74% Completed Enrollment Prior to Inactivation, Up From 62%

Thank You for Starting Your Application

Reminder:
Complete Your Application

Your Application Is Now Inactive Until It's Completed

1539 Email Recipients
68.4% Open Rate
21.8% Click Rate

1467 SMS Recipients
452 Clicks

1812 Email Recipients*
76.5% Open Rate
44.2% Click Rate

1751 SMS Recipients
1343 Clicks
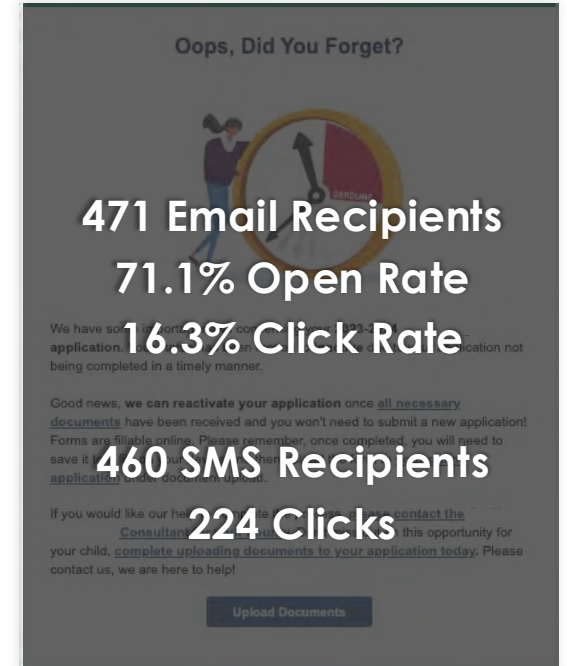
471 Email Recipients
71.1% Open Rate
16.3% Click Rate

460 SMS Recipients
224 Clicks

*As a rolling program, some recipients were part of a cohort from the previous quarter.

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Questions and Discussion

Drop your question in the Q&A!

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