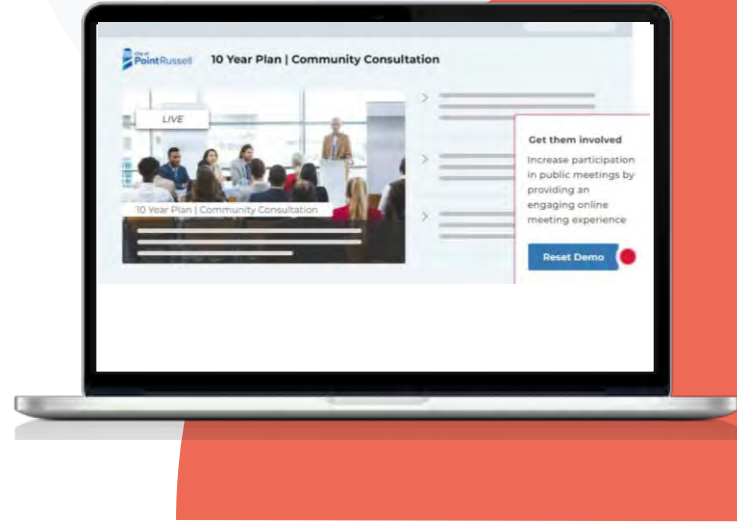# GRANICUS

Introducing Operations Cloud

Maximize Efficiency & Mitigate Risks for Public Meetings and Record Request Fulfillment

Agenda Today

- **Introduction**

- **Introducing Operations Cloud**

- **Experience Services and Data Insights**

- **What It All Means for Customers**

- **Questions and Next Steps**

GRANICUS

Connecting & Interacting Today

Questions

Submit your questions via the Zoom Q&A console.

Chat

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

GRANICUS

Granicus is Transforming how Government and People Connect Digitally

Serving the public sector's needs & interests since 1999

500K+ Government Staff
Across 6,500 agencies

GRANICUS
Civic Engagement Platform

Web Comms Services Mtgs Records

Consulting

330M+ People
Across the US, UK, & ANZ

Connecting with government-provided information & services

GRANICUS

Today's Speakers

Megan Asikainen

Granicus Product Director,
Operations Cloud

Byron Gillin

Senior Solution Advisor,
Operations Cloud

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GRANICUS

Introducing Operations Cloud

Designed to optimize and streamline critical government operations

Maximize Operational Efficiency & Tech Value

✓ Use connected tech to simplify operations, recover valuable staff time and resources, and create space for high-impact projects,

✓ Attract and retain quality staff with modern software solutions that automate repetitive, boring tasks

Avoid Risk & Ensure Compliance

✓ Meet legal requirements and avoid costly fines, fees, and penalties

✓ Eliminate technology security and data confidentiality worries

Build Trust, Transparency, & Participation

✓ Improve public access to information and increase opportunities for self-service

✓ Employ technology to improve the ease and quality of public participation

Access Experience, Expertise, & Support

✓ Use actionable data insights to drive proactive governing

✓ Increase use, adoption, and ROI of tech investments

TECHNOLOGY

PROCESS

PEOPLE

Connected Technology

Data-Driven Insights

Experience Services

Maximize Operational Efficiency & Tech Value

**Increase opportunities for resident/requester self-service with better online access to information**

Employ automated tools that provide one-click updates to public portals

Streamline repetitive, labor-intensive tasks

Reduce workloads and request backlogs, recover staff time. Free up time for high-profile, high-impact projects

Demonstrate ROI and taxpayer value with data insights

Accurately measure the impacts of tech investments
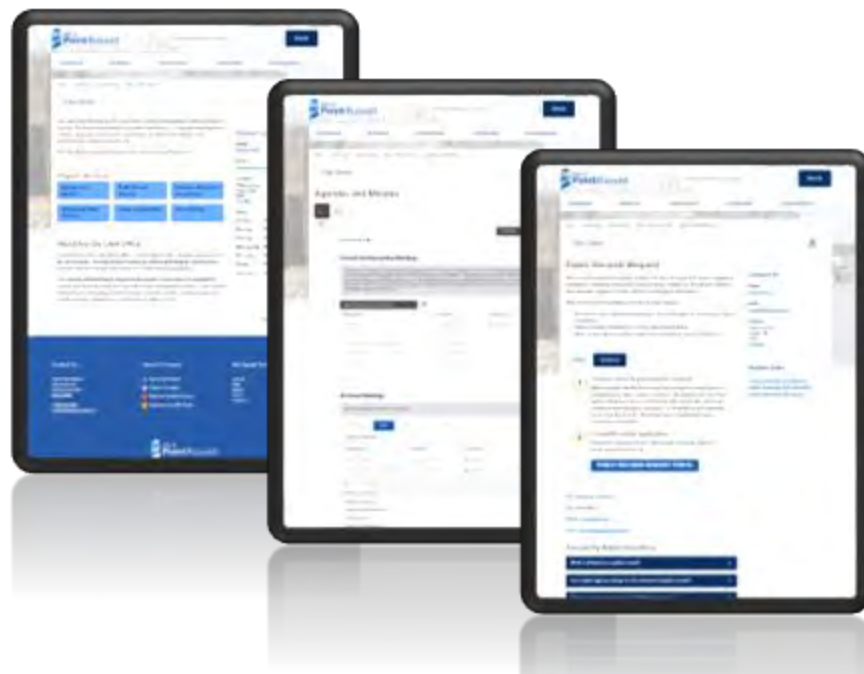
70% of clerks lack the technology to run meetings with sufficient public participation

56% increase in record request complexity since 2018; **136%** increase in request volume

Avoid Risk & Ensure Compliance

Meet legal requirements and avoid costly fines, penalties and litigation

Never miss another posting or record request deadline and deliver accessible video streaming and recordings.

Eliminate technology security worries

Enjoy best-in-class data and video reliability and security. Achieve confidence in confidentiality when processing public records requests.
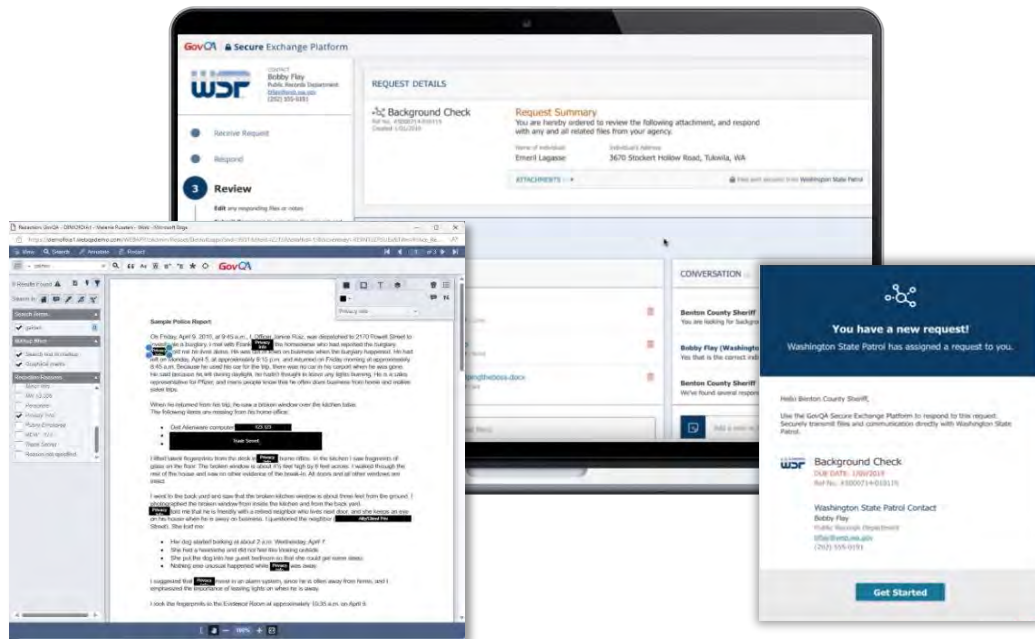
$83K is the average cost of a non-compliance lawsuit

400% increase in cyber and ransomware attacks

Build Trust, Transparency, & Participation

Increase participation, reach, and accessibility

Improve online access to information and reduce office phone calls and walk-ins. Include more community segments with accessibility tools.

Streamlined collaboration and tools to attract and retain high quality staff

Reduce organizational silos and bottlenecks to provide better service and increase staff job satisfaction

Rely on decades of experience and best practices to guide continual improvements

Use data insights and consultants to extend staff knowledge
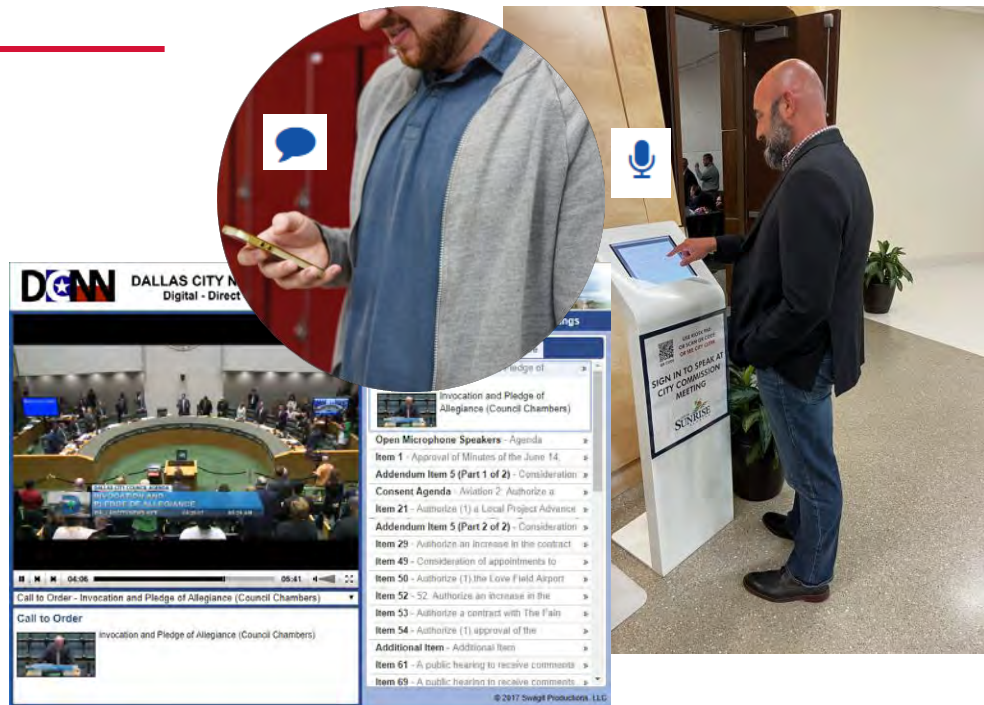
Satisfied customers are **9x more likely to trust** the organization providing the service

87% of residents expect a better experience from government than the private sector, according to *Deloitte*

Access Experience, Expertise, & Support

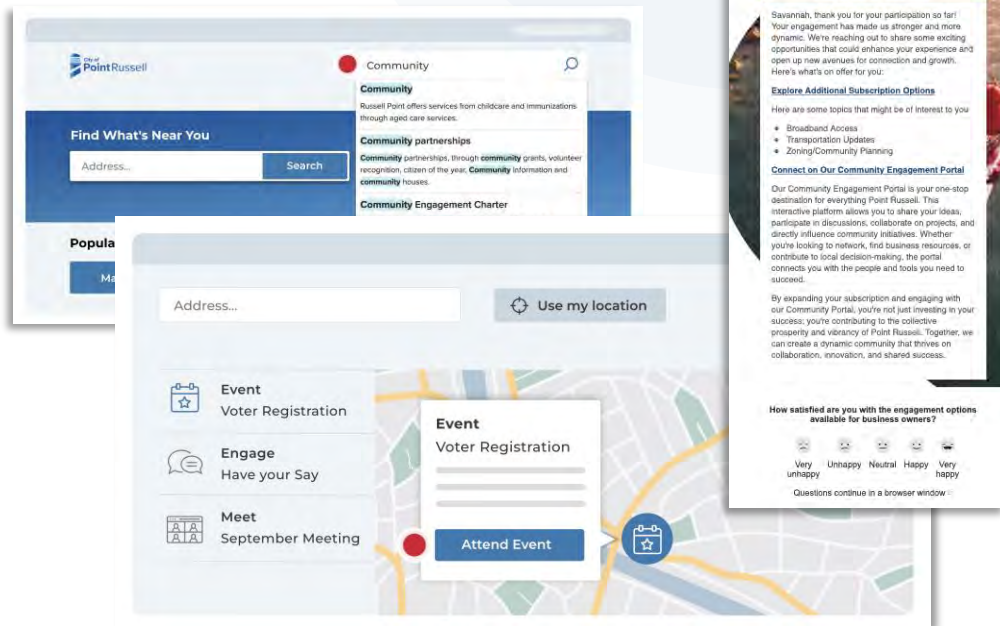**Increase use, adoption, and ROI of tech investments**

Reduce staff frustration with existing systems and processes

Improve organization agility and tech stack scalability

Reduce vendor sprawl and associated costs

Use actionable data insights to drive proactive governing

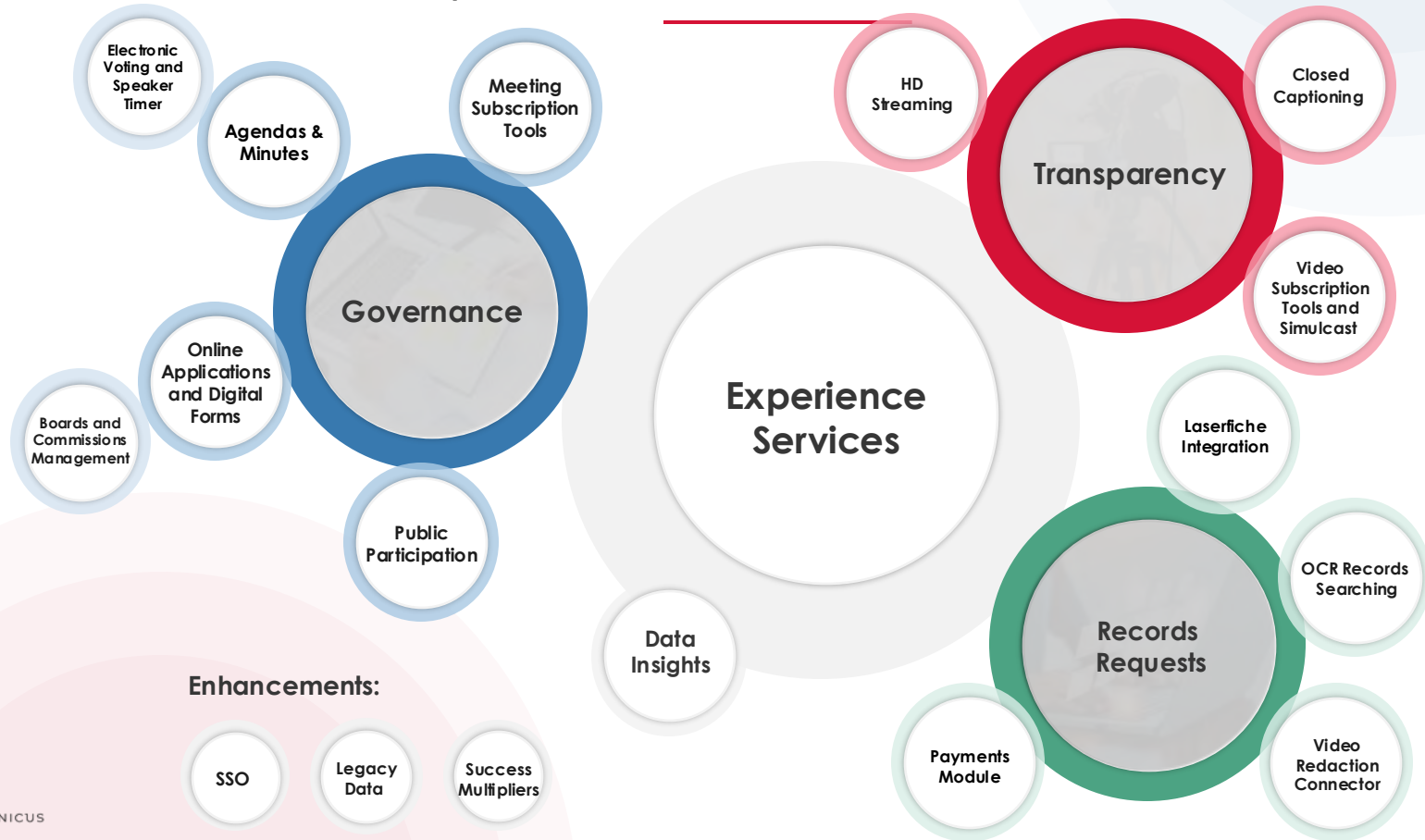Adopt best practices to target challenges and uncover additional efficiencies

Granicus provides meeting management solutions to **more than 4x as many cities and counties of 50K+** than our nearest competitor

Granicus only focuses on government and serves **more than 6,500 customers** worldwide

Operations Cloud: **What is it?**

- Electronic Voting and Speaker Timer
- Agendas & Minutes
- Meeting Subscription Tools
- Online Applications and Digital Forms
- Boards and Commissions Management
- Public Participation

Governance

Experience Services

- Data Insights

Transparency
- HD Streaming
- Closed Captioning
- Video Subscription Tools and Simulcast

Records Requests
- Laserfiche Integration
- OCR Records Searching
- Video Redaction Connector
- Payments Module

Enhancements:
- SSO
- Legacy Data
- Success Multipliers

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Operations Cloud: **Experience Services**

Experience Partner

Elevated Support

Services Catalog

Your Goals Are Our Goals

We guide organizational success

We are Granicus product experts

We tailor long-term experience roadmaps

We put your interests first

Join the Granicus Community

Multiple levels of support

Direct routing to Level 2 technical support

24/7 coverage for critical issues

Executive escalation and customer care

Tech Alone is Insufficient

Services help achieve better outcomes

Flexible currency for tailored approach

Human-centered design resources

Expert practitioners level-up strategy

All solutions powered by Government Experience Cloud include **ongoing Experience Services**, providing your agency with a proactive, long-term strategic partner in the design, optimization, and continuous delivery of exceptional, human-centered citizen experiences.

GRANICUS

14

Operations Cloud: **Experience Services Catalog**

Activate tailored and on-demand services specific to your goals and opportunity areas starting on day one!

Operations Cloud: **Experience Services Catalog Example**

Learn from decades of experience and thousands of government agencies just like yours

Governance

- ✓ Agenda and Minutes Training Day
- ✓ Workflow Optimization for Meeting Information and Other Government Workstreams
- ✓ Template, Forms, and Document Review
- ✓ Accessibility Compliance Review with Benchmark Report
- ✓ Public Participation and Audience Growth Strategies
- ✓ Boards and Commissions Tracking and Recruitment

Video Transparency

- ✓ Streaming Technology Review
- ✓ Production Review and Best Practices
- ✓ Enhanced Streaming Support
- ✓ Camera Placement Review
- ✓ Video Audience Growth
- ✓ Closed Captioning Services
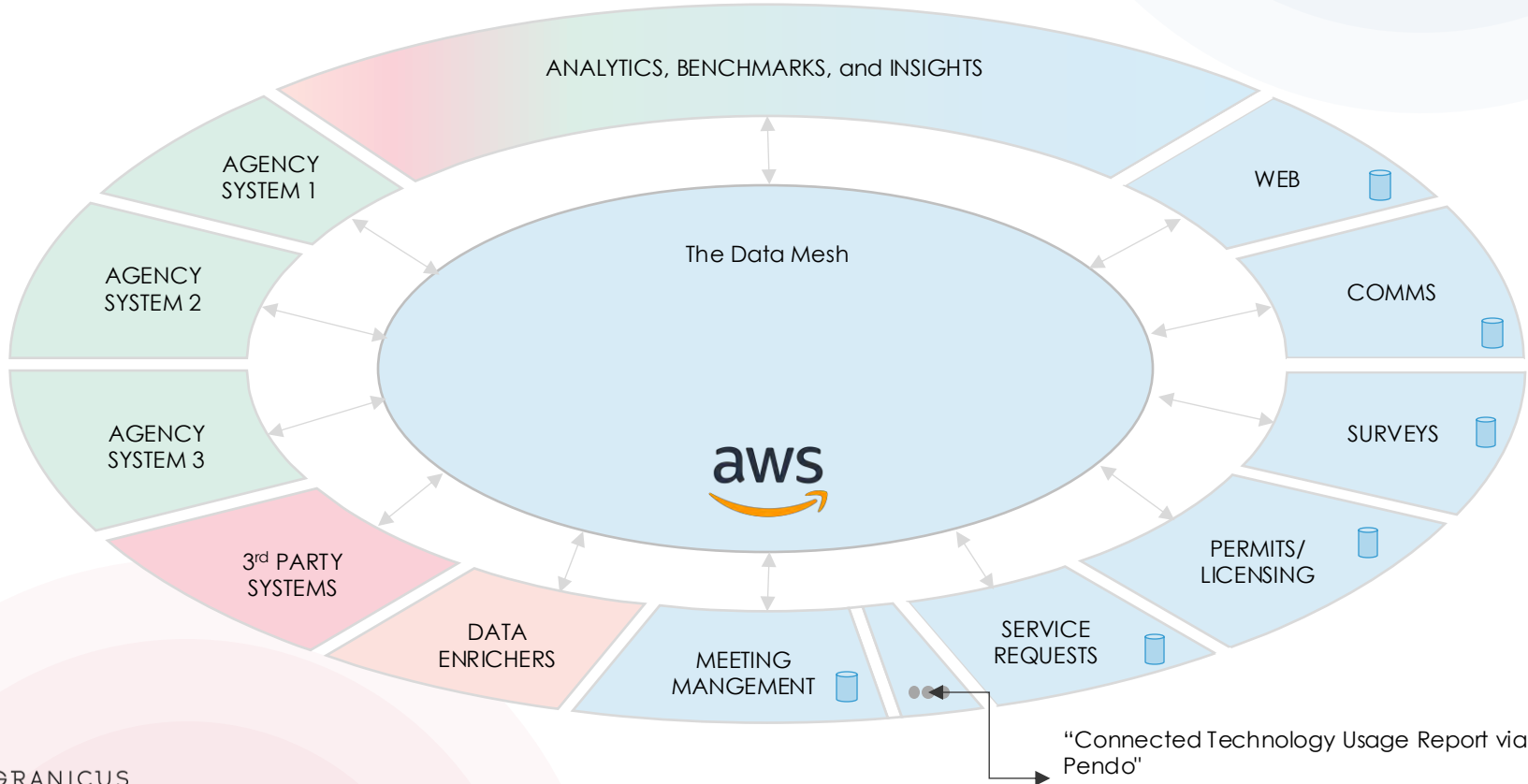- ✓ Self-Managed Video Training Day

Records Requests

- ✓ New Request Type Implementation
- ✓ Records Requests Workflow Optimization
- ✓ Deflection Technology Optimization
- ✓ Records Request Efficiency Assessment
- ✓ Annual Records Request Benchmark Report
- ✓ Records Request Training Day

Inability to accurately measure ROI limits investment in tools and trainings that can improve customer and staff experiences.

The Granicus Platform – Data Insights

ANALYTICS, BENCHMARKS, and INSIGHTS

AGENCY SYSTEM 1

AGENCY SYSTEM 2

AGENCY SYSTEM 3

3rd PARTY SYSTEMS

DATA ENRICHERS

The Data Mesh

aws

WEB

COMMS

SURVEYS

PERMITS/ LICENSING

SERVICE REQUESTS

MEETING MANGEMENT

"Connected Technology Usage Report via Pendo"

A new way to measure staff experience to maximize ROI

Real-time, context sensitive surveys across stakeholders to get data on where we are most effective and where we should focus on improvement

Department Head gauges collaboration in new technology

Pre-Implementation Survey Questions (1-10 Scale)

1.Current Workflow Assessment

How well does your current system meet your needs for managing [specific operational task]? (1 = Not at all effective, 10 = Extremely effective)
How challenging is your current process for [specific task]? (1 = No challenges, 10 = Very challenging)

2.Efficiency & Productivity

How efficient is your current workflow? (1 = Not at all efficient, 10 = Highly efficient)
How often do delays or bottlenecks disrupt your work? (1 = Never, 10 = Constantly)

3.Data Access & Insights

How easy is it for you to access the data you need to perform your job effectively? (1 = Very difficult, 10 = Very easy)
How often do you rely on data to make decisions in your role? (1 = Never, 10 = Always)

Post-Implementation Survey Questions (1-10 Scale)
1.Impact on Workflow

How much has Operations Cloud improved your ability to manage [specific tasks]? (1 = No improvement, 10 = Significant improvement)

Pre-Deployment Survey:

Where are the areas that we can best automate and make an impact

Post-Deployment Survey:

Where has staff seen the time savings, where is there still friction

Clerk's Office wants to gauge community and council interaction while looking at their own time savings

Community Perceptions & Sentiment
Dynamic, contextually relevant question sets to confirm citizen satisfaction and transparency while promoting council actions

Clerk Time Survey:

Dynamic questions pre- and post-deployment to ensure time savings and adoption of tools (i.e. Minutes)

Council is transparent and easily accessible
- Strongly Disagree
- Disagree
- Neutral
- ● Agree
- Strongly Agree

Our community ha[s] management and [...]
- Strongly Disagree
- Disagree
- Neutral
- Agree
- ● Strongly Agree

There are sufficien[t] reserves, etc.) avai[lable] conservation in ou[r]
- Strongly Disagree
- Disagree
- ● Neutral
- Agree

About you

Zipcode
39442

Birth Year
1982

Gender
- ● Male
- Female
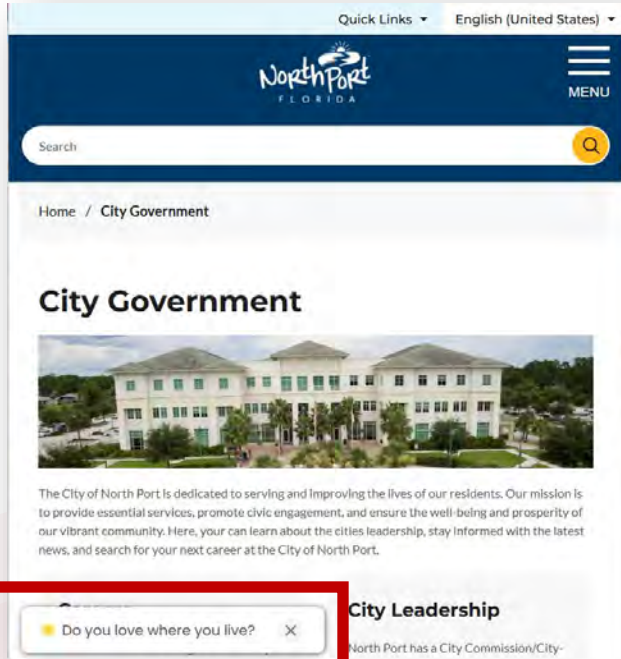- Identify in another way
- Prefer not to say

Ethnicity
- American Indian or Alaskan Native
- Asian, Asian Indinian or Pacific Island
- Black or African American
- Middle Eastern or Arabic
- ● Hispanic
- White
- Another race or ethnicity
- Two or more races/ethnicities

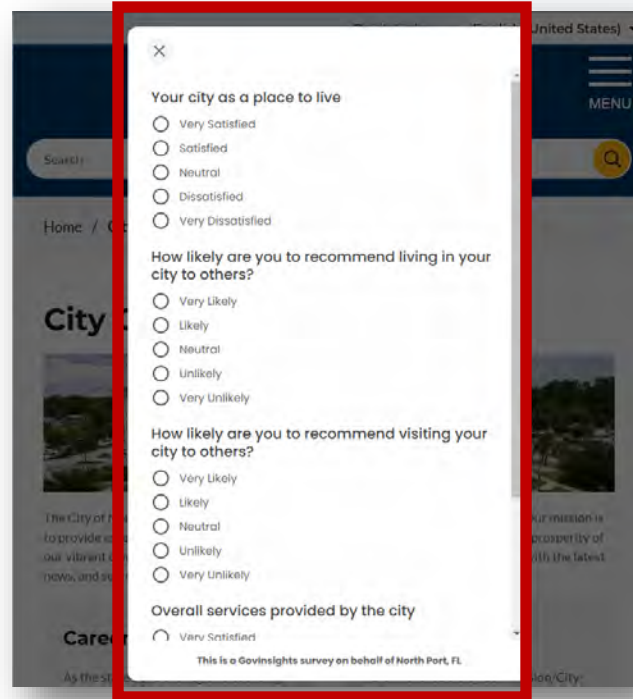# How does community sentiment get collected?

Sticky Footer

Question Overlay

How does customer experience get captured?

Question Overlay

Follow-up Email/SMS

Questions (in Browser)

Sent 30 minutes after submission

GXI Foundations: Start your journey toward actionable understanding

Always-on engagement helps you consistently measure CX and sentiment across key customer channels, journeys, and touchpoints
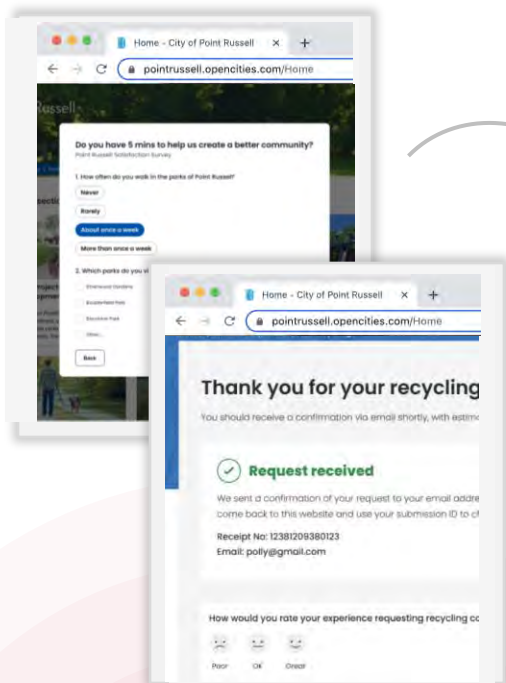
Interactive dashboards help you understand real-time sentiment by audiences, backed by peer-to-peer benchmarking
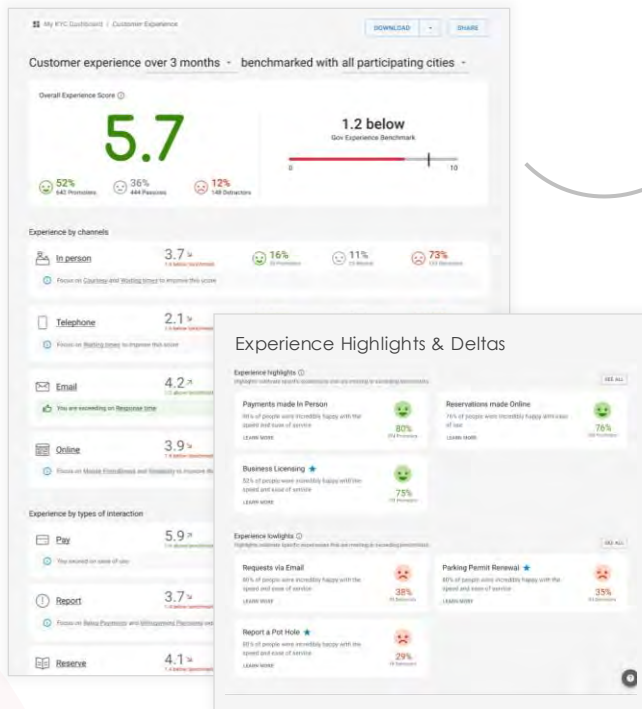
Audience profiles help you put customers and communities at the center of your service design and engagement approach
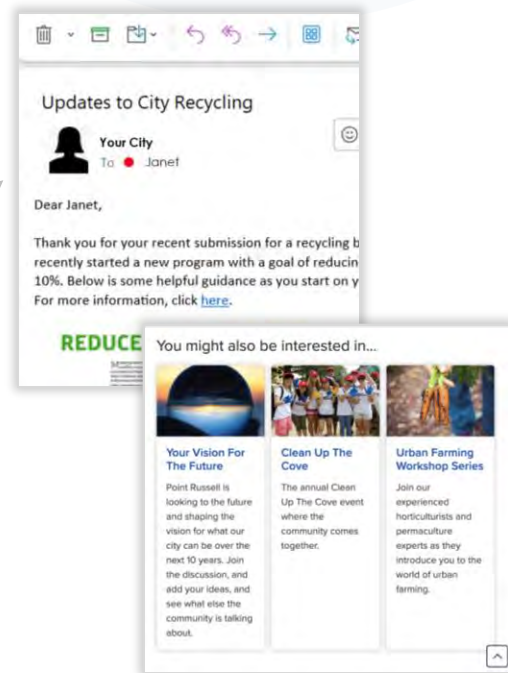
Operations Cloud Data Insights

Records Requests

- **Annual Benchmark Report**
- **System Usage Report**
- **Open-Close Trend Report**
- **FOIA Time Expense by Staff Report**
- **Deflection Optimization**

Governance

- **Public Facing Metrics**
- **Annual Benchmark Report**
- **Form Usage Data**
- **Community Engagement Metrics**

Video

- **Uptime and Service Disruptions**
- **Community Engagement Metrics**
- **Hardware Insights**
- **Support Case Tracking**
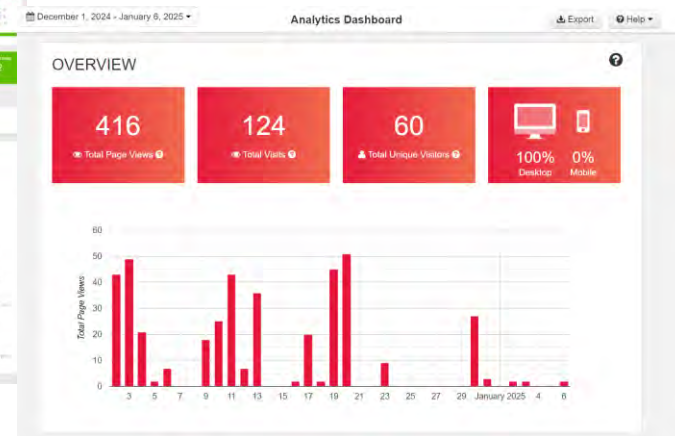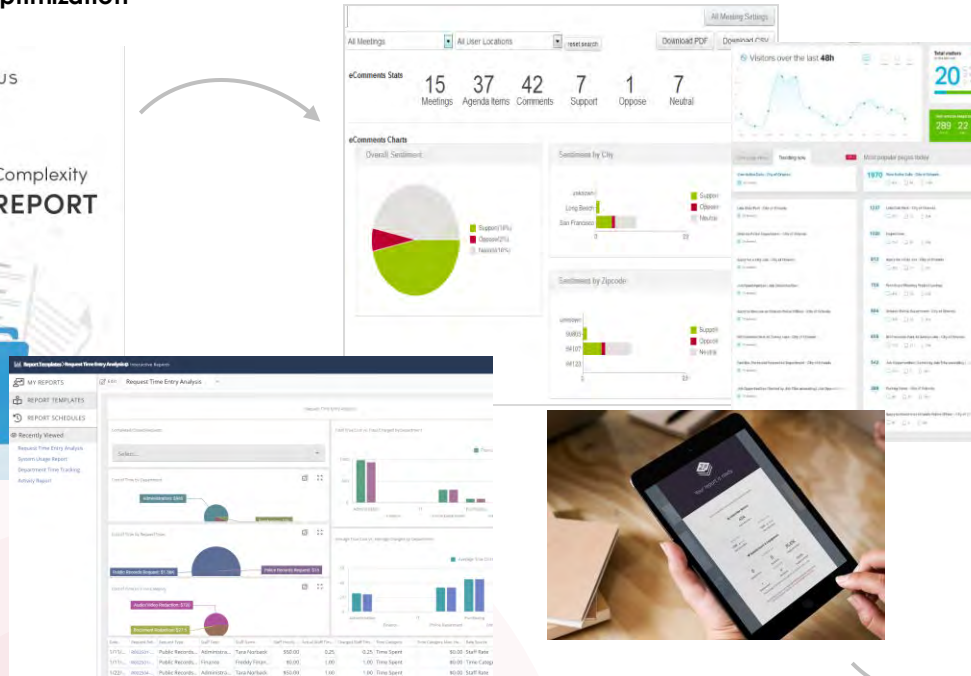
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GXC Operations Cloud Customer Profile

Nashville-Davidson County Operations Cloud Records Request with Secure Log in and PST Email

Executive Priority:

Streamline by automating intake and workflow processes like service and communications/records requests. (300-400 per month for Metro311 and another 3,500 per month for public safety – Phase 2.)

Why Granicus:

Salesforce had been "customized" to facilitate public record requests at a heavy initial and ongoing expense without the desired outcomes.

Key Differentiators:

- **Connected Technology:** Opportunities for efficiency, transparency, reporting, and redaction — in one comprehensive platform built for government.
- **Experience Partners:** Having a dedicated team member to not only help with the success of the PRR rollout but use extra catalog credits to maximize usage of other Granicus Experience Cloud solutions and then track the improvements with real data and surveys to stakeholders.

Northport, FL

Side-by-Side: Our Community Vision & Strategic Plan, 2022-2026

Our Community Vision	Strategic Plan, 2022-2026
The City of Lynnwood will be a regional model for a sustainable, vibrant community with engaged citizens and an accountable government.	Priority 1: Fulfill the community vision for the City Center, Regional Growth Center, and light rail service through Lynnwood.
Our vision is to be a welcoming city that builds a healthy and sustainable environment.	Priority 2: Ensure financial stability and economic success.
Our vision is to encourage a broad business base in sector, size and related employment, and promote high quality development.	Priority 3. Nurture operational and organizational excellence.
Our vision is to invest in preserving and expanding parks, recreation, and community programs.	Priority 4. Be a safe community.
Our vision is to be a cohesive community that respects all citizens.	Priority 5. Be a diverse, welcoming, equitable, and livable city.
Our vision is to invest in efficient, integrated, local and regional transportation systems.	Priority 6. Pursue and maintain collaborative relationships and partnerships.
To ensure a safe environment through rigorous criminal and property law enforcement.	
To be a city that is responsive to the wants and needs of our citizens.	

Adopted by resolution April 13, 2015 (Res. 2015-06)
Adopted by motion January 26, 2009

Adopted 7/11/22, Resolution 2022-10   Page 2   Strategic Plan, 2022-2026

Northport, FL

Organizational Values

North Port's organizational values serve as guiding principles in how the City — including the City Commission and its staff — will conduct business in the day-to-day operations of the municipality.

- **Accountability:** We are dedicated to the highest ethical standards and accept ownership for our conduct and obligations.
- **Integrity:** We maintain the public's trust through honest, transparent, respectful, and equitable behavior.
- **Customer Service:** We provide outstanding customer relations through compassion, professionalism, and purpose by building connections. We strive to make a positive difference with our residents, businesses, visitors, internal staff, and with those we serve.
- **Teamwork:** We promote working collaboratively to achieve efficient and effective results.
- **Empowered Employees:** We embrace an inclusive work environment by empowering employees to act through supportive leadership, mutual respect, trust, ownership, and open communications.
- **Diversity:** We embrace our community's differences and life experiences by encouraging inclusiveness.
- **Innovation:** We foster an environment that stimulates cutting-edge approaches to achieve efficiencies and exceptional results.

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Poll: Would you like more information on Operations Cloud?

1. Yes
2. No

Questions?

Thank you!