



# Cultivate a Happier and Engaged Community through Transformed Digital Solutions

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ICMA Annual Conference

Michele Williams, CIO, Culver City  
Mark Hynes, CEO, Granicus

# Today's **Speaker Lineup**

## **Mark Hynes**

*CEO, Granicus*

Granicus connects governments with the people they serve by providing the first and only civic engagement platform for the public sector.



# Today's **Speaker Lineup**

## **Michele Williams**

*CIO, Culver City*

Michele brings more than 25 years of experience to her role as CIO of Culver City, California. Her extensive technical background combined with her experience in local government drives Culver City's position as a smart city leader in the U.S.





# About Granicus

# A Trusted Provider of Gov Tech Software

Empowering Modern Digital Solutions



## **BROADLY USED**

Improve citizen experience & interaction with Federal, State & Local governments



## **SaaS TECHNOLOGY**

Cloud, big-data, & Federal grade security certifications: purpose built for gov't



## **IMPROVE EFFICIENCY**

Efficient processes make programs more effective & drive outcomes

# Purpose **Built for Government**

*All Levels: Municipality, City, County, State, Federal*

14

## **FEDERAL AGENCIES**

And 200 offices use to improve government transparency and engage citizens

50

## **STATES**

and locales in Canada, U.K. & Europe are part of the Granicus community

4,200

## **ORGANIZATIONS**

across the globe use Granicus' solutions every day to improve government

200M+

## **SUBSCRIBERS**

in the Granicus Subscriber Network elect to receive targeted government communications

45

## **OF THE 50**

most populous U.S. cities use Granicus tools including New York, Chicago & Los Angeles

5M+

## **GOVERNMENT**

legislative media files are being accessed by citizens per year

97%

## **RETENTION RATE**

with best-in-class customer care and support teams

12B+

## **MESSAGES SENT**

annually via email alone

1 Petabyte

## **LEGISLATIVE FILES**

stored in secure and redundant data centers



CULVER CITY

**About Culver City**

# Culver City At A Glance

Known as the Heart of Screenland

40K

RESIDENTIAL POPULATION

200K

DAYTIME POPULATION

5

SQ. MILES

Located on the West side of LA

\$255M

OPERATING BUDGET



KEY FILM & TV DESTINATION

Home of MGM lot since 1924

23

FORTUNE 500 COMPANIES



FULL-SERVICE CITY

with police, fire, transit and refuse  
collection

5

CITY COUNCIL MEMBERS

1917

YEAR OF INCORPORATION

# The Culver City Community Engagement Goals

Delivering an enhanced citizen experience



## TRANSPERANCY

Provide all citizens with equal and easy access to civic process



## DIGITIZE

Move interaction from in person to digital and empower staff



## CONNECT

Send topics and issues that concern community members through targeted communications

# Observed Market Trends

Digital Transformation – Driven by Citizen Demand

Citizens are  
**demanding**  
more digital  
experiences  
from gov't

Gov't leaders  
**embracing**  
cloud-based  
solutions

Budgeting  
remains a  
challenge  
resulting in  
**iterative**  
improvement

# CIVIC ENGAGEMENT PLATFORM

 Resident  Visitor  Business

Email Social Text  
**Communications**

Granicus Subscriber Network



**Online Access**

Website - Mobile - Portal



  
**Meeting  
Management**

  
**Licensing &  
Permitting**

  
**Applications  
& Requests**

  
**Disclosure &  
Transparency**

  
**Records  
Management**

Payments

Workflow | Approvals

Data & Analytics | Professional Services

 Resident

 Visitor

 Business

Email

Social

Text

## Communications

*Granicus Subscriber Network*



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*Payments*

*Workflow | Approvals*

*Data & Analytics | Professional Services*

# Culver City, California

Custom design to fit the needs of citizens



1,800

Visitors per day

4,300

Unique page views  
per day

50/50

Split for desktop /  
mobile users

- ✓ Unique branding
- ✓ Maintenance autonomy
- ✓ Interactive experience



## Community Feedback



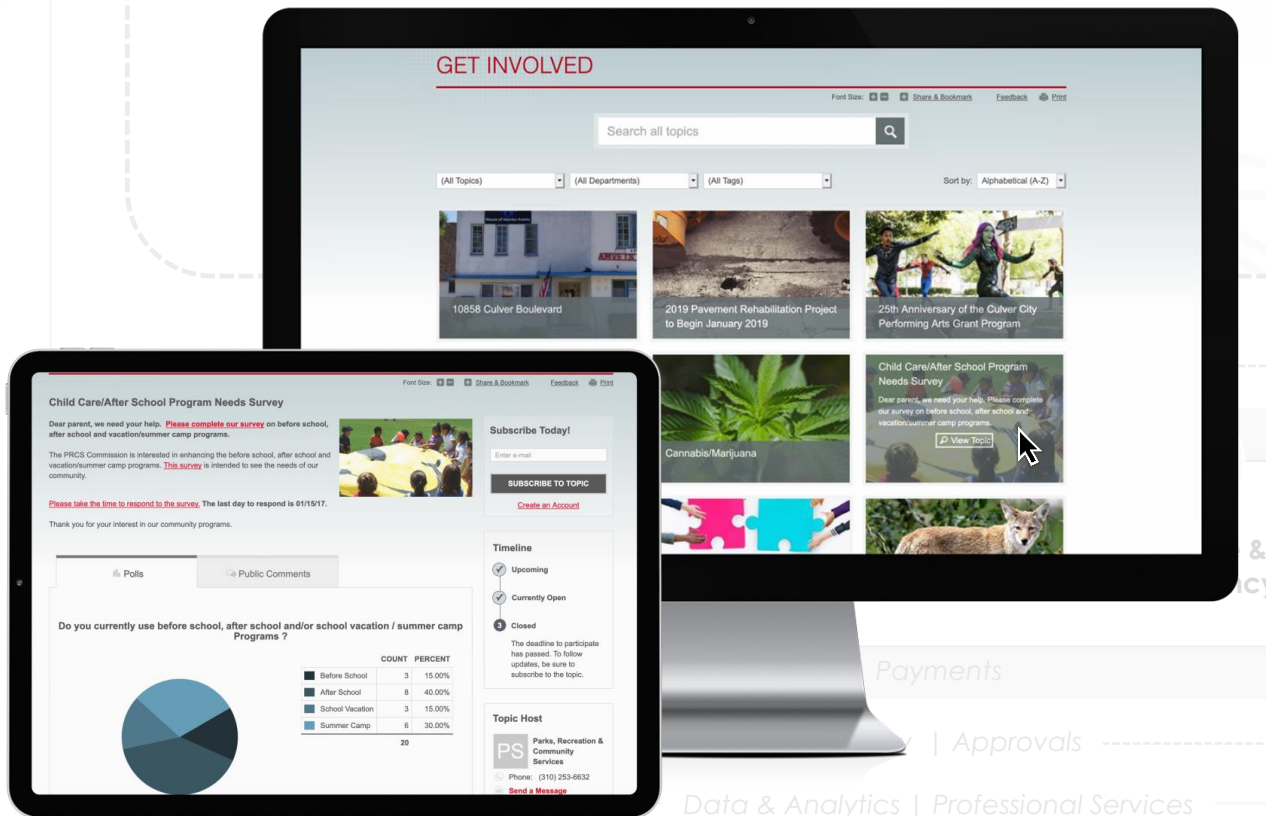
202

Page views per  
day

26

## Topics discussed

- ✓ 2 Way Interactive Feedback
- ✓ Provides a “pulse” on community needs
- ✓ Civic Engagement



 Resident

 Visitor

 Business

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Social

Text

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# Culver City, California

Giving citizens the messages they want when they want them



2.7M

Messages sent in the past year

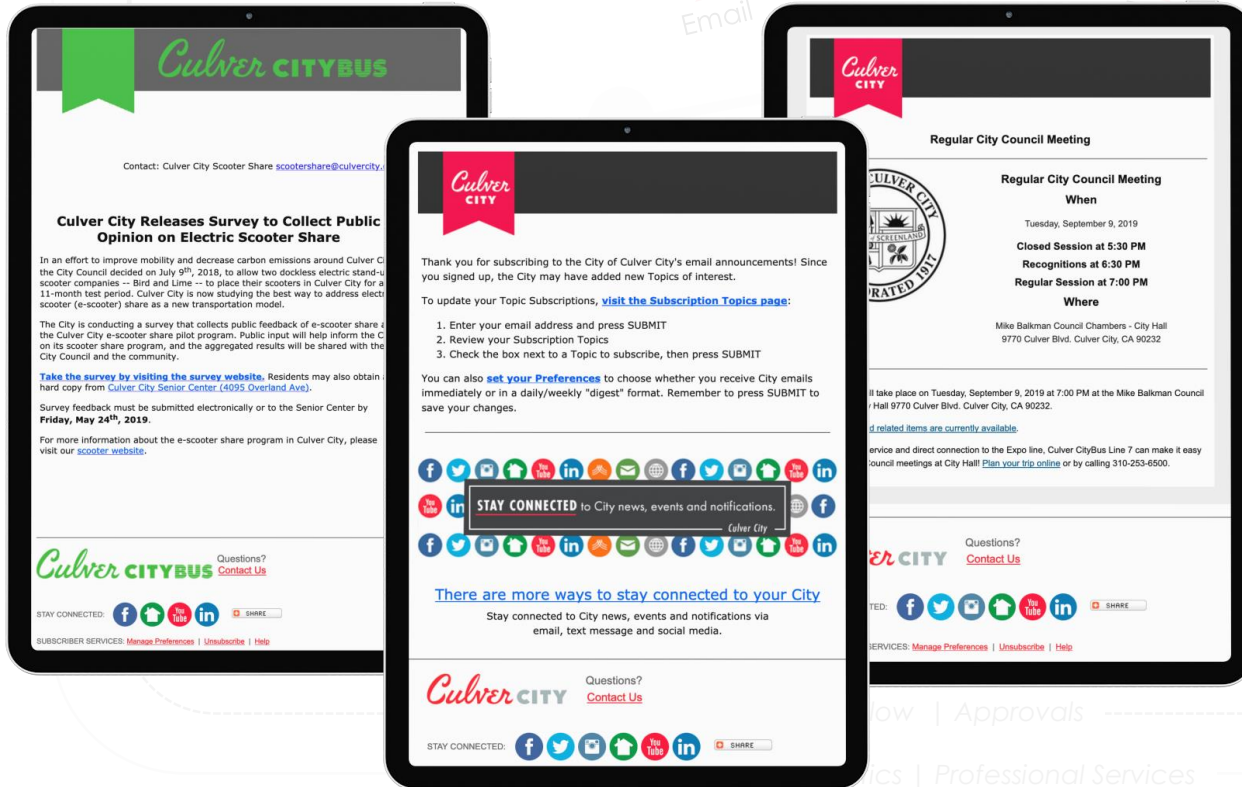
24,000

Resident being reached

57%

Engagement Rate

- ✓ Mass notifications to subscribers
- ✓ Targeted messages according to areas of interest
- ✓ Streamlined communications



 Resident

 Visitor

 Business

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# Culver City, California

Streamlining the entire meeting process



218

Videos created in the past 12 months

2.5

Average meetings per week

77

Board vacancies filled

- ✓ Streamlined Agenda Mgt
- ✓ Information Shared via Video + Indexing
- ✓ Vastly improved Boards & Commissions process



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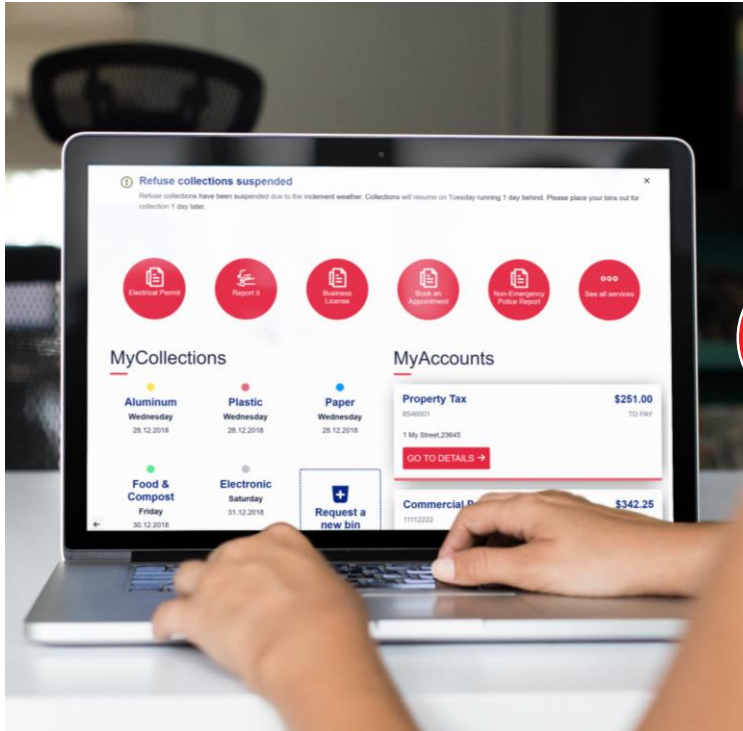
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# Announcing govService

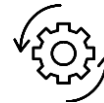
*Deliver an intuitive online citizen self-service experience & automate back-office operations to simplify management of inbound requests.*



Shift to Digital Service Delivery



Unify Existing Systems



Automate Task Management



Increase Revenue & Lower Costs

# Ready When You Are...

## govService Pre-Wired Services

### **PUBLIC SAFETY**

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- ✓ Discrimination Claim
- ✓ Non-Emergency Police Report
- ✓ Pet Registration & License
- ✓ Request a Uniformed Officer
- ✓ Request a Fire Safety Officer

### **BUSINESS PERMITS & LICENSES**

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- ✓ Alcohol Beverage Sale License
- ✓ Business Registration & License
- ✓ Business Tax Certificates
- ✓ Short-Term Rental Permit
- ✓ Taxi Company Permit

### **PLANNING & ZONING**

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- ✓ Fence, Deck, & Swimming Pool
- ✓ Driveway Permit
- ✓ Inspection Scheduling
- ✓ Sewer Permit
- ✓ Zoning Permit

### **BUILDING PERMITS**

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- ✓ Construction Permit
- ✓ Earth Change Permit
- ✓ Heating, Ventilation and Cooling (HVAC) Permit
- ✓ Plumbing Permit
- ✓ Sign Permit

### **OUTDOOR RECREATION**

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- ✓ Field Rental Request
- ✓ Fishing Permit
- ✓ Park Vendor Permit
- ✓ Picnic Area Reservation
- ✓ Special Use Permit

### **HUMAN SERVICES**

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- ✓ Change of Address
- ✓ Court Records Request
- ✓ Employment Application
- ✓ Freedom of Information Act Request
- ✓ Marriage License Application

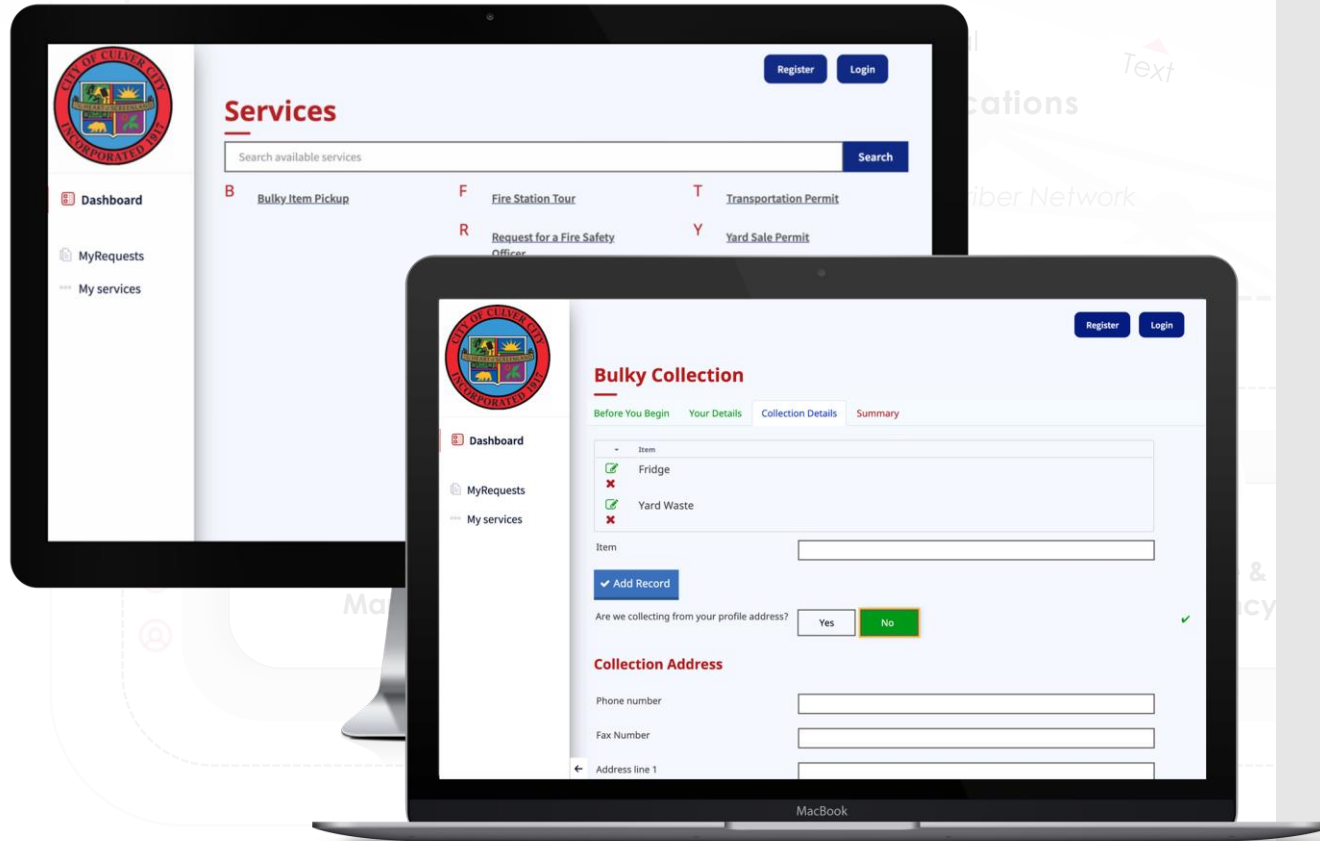
# Culver City, California

Automating services for citizens



Services Coming soon...

- Online Services
  - Fire Station Tour
  - Yard Sale Permit
  - Request for Fire Safety
  - Bulky Item Pickup
  - Transportation Permit
  - Business Registration
- Single Integrated Citizen Portal
- ✓ Transformative digital interaction
- ✓ Reduced work load
- ✓ Unprecedented Integration



Example mock ups of what it might look like

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**Subscriber Network**  
A network of 200M citizen subscribers



### **govAccess**

Transactional websites designed for today's citizen



### **govService**

Online citizen self-service solutions & operations automation



### **govMeetings**

Meeting agendas, video and boards management



### **govDelivery**

Targeted email, text and social media communications



### **govRecords**

Paperless records management



## **Granicus Experience Group**

A strategic team of experts delivering managed services

# The Results...for Culver City & You

## The Granicus Difference...

### Digital Transformation

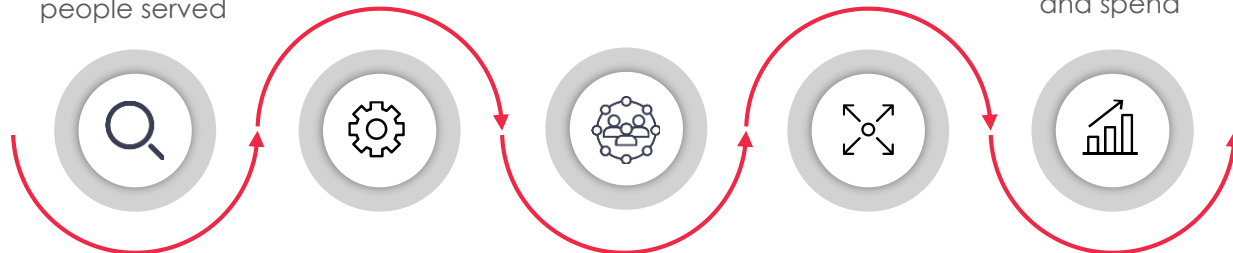
Providing simplified access to info and services for staff, citizens and all people served

### Civic Engagement

Increased transparency, impacting more lives

### Measurable Results

to clearly demonstrate success of initiatives, programs and spend



### Connected Call-to-Action

to enable citizen self-service and reduce the total cost of services

### Customizable Processes

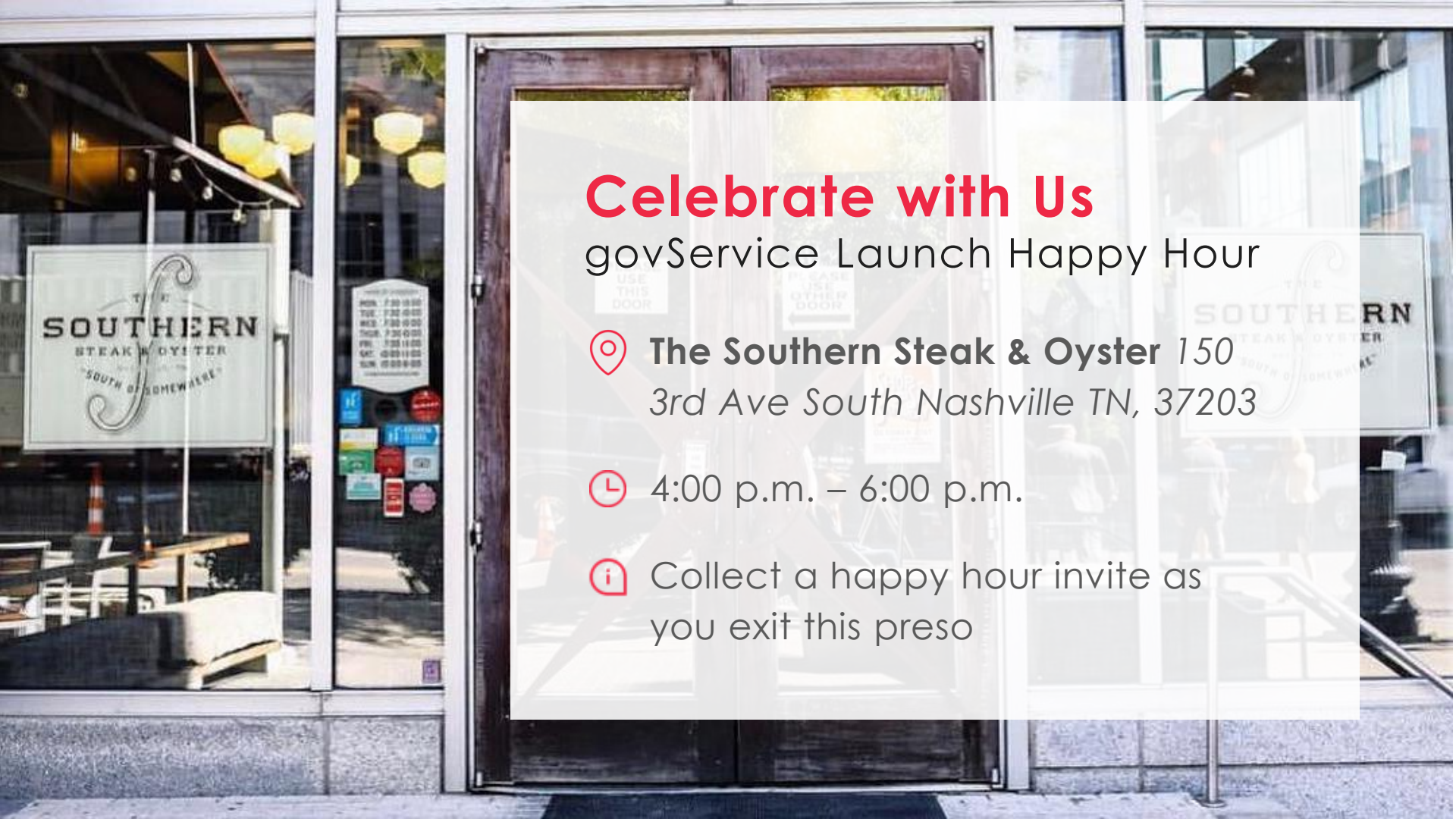
Collaborative, easy to use SaaS that streamline work & support change

*...modern technology, connecting people & government.*

- ✓ Purpose built for government with Federal grade security
- ✓ Platform of unified solutions
- ✓ Network of 200M citizen subscribers
- ✓ Strategy backed by 30+ years experience
- ✓ Cloud-based scalability & continually evolving solutions




# Questions




## Celebrate with Us

### govService Launch Happy Hour

 **The Southern Steak & Oyster 150**  
*3rd Ave South Nashville TN, 37203*

 4:00 p.m. – 6:00 p.m.

 Collect a happy hour invite as  
you exit this preso



**DON'T FORGET**

Please rate our  
session in the ICMA  
conference app.