Cultivate a Happier and Engaged Community through Transformed Digital Solutions

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
<table>
<thead>
<tr>
<th><strong>Purpose</strong></th>
<th><strong>Built for Government</strong></th>
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<tbody>
<tr>
<td>All Levels: Municipality, City, County, State, Federal</td>
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<thead>
<tr>
<th><strong>14</strong> FEDERAL AGENCIES</th>
<th>And 200 offices use to improve government transparency and engage citizens</th>
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<tbody>
<tr>
<td><strong>50</strong> STATES</td>
<td>and locales in Canada, U.K. &amp; Europe are part of the Granicus community</td>
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<tr>
<td><strong>4,200</strong> ORGANIZATIONS</td>
<td>across the globe use Granicus’ solutions every day to improve government</td>
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<tr>
<td><strong>200M+</strong> SUBSCRIBERS</td>
<td>in the Granicus Subscriber Network elect to receive targeted government communications</td>
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<tr>
<td><strong>45</strong> OF THE 50</td>
<td>most populous U.S. cities use Granicus tools including New York, Chicago &amp; Los Angeles</td>
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<tr>
<td><strong>5M+</strong> GOVERNMENT</td>
<td>legislative media files are being accessed by citizens per year</td>
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<tr>
<td><strong>97%</strong> RETENTION RATE</td>
<td>with best-in-class customer care and support teams</td>
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<tr>
<td><strong>12B+</strong> MESSAGES SENT</td>
<td>annually via email alone</td>
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<tr>
<td><strong>1Petabyte</strong> LEGISLATIVE FILES</td>
<td>stored in secure and redundant data centers</td>
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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
- **23 Fortune 500 Companies**
- **5 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
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
Culver City, California
Community Feedback

GET INVOLVED

Search all topics

202 Page views per day
26 Topics discussed

✓ 2 Way Interactive Feedback
✓ Provides a “pulse” on community needs
✓ Civic Engagement
Culver City, California

Giving citizens the messages they want when they want them

Culver City Releases Survey to Collect Public Opinion on Electric Scooter Share

In an effort to improve mobility and decrease carbon emissions around Culver City, the City Council decided on July 17, 2020, to allow two dockless electric scooter companies — Bird and Lime — to place their scooters in Culver City for a 11-month test period. Culver City is now discussing the best way to address dockless scooter (scooter-share) share as a new transportation model.

The City is conducting a survey that collects public feedback on dockless scooters. The survey is available online at CityofCulverCity.com/scooter. Public input will help inform the City's decision on scooter-share program, and the aggregated results will be shared with the City Council and the community.

Take the survey by visiting the survey website. Residents may also obtain hard copies from Culver City Senior Center (20550 Overland Ave), City Hall, and community centers.

For more information about the dockless scooter program in Culver City, please visit the scooter website.

Regular City Council Meeting

Thank you for subscribing to the City of Culver City’s email announcements! Since you signed up, the City may have added new topics of interest. To update your topics subscriptions, visit the Subscription Topics page:

1. Enter your email address and press SUBMIT
2. Review your Subscription Topics
3. Check the box next to a Topic to subscribe, then press SUBMIT

You can also set your Preferences to choose whether you receive City emails immediately or in a daily/weekly digest format. Remember to press SUBMIT to save your changes.

There are more ways to stay connected to your City
Stay connected to City news, events and notifications via email, text message and social media.

Mass notifications to subscribers
Targeted messages according to areas of interest
Streamlined communications
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
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
- ✅ Discrimination Claim
- ✅ Non-Emergency Police Report
- ✅ Pet Registration & License
- ✅ Request a Uniformed Officer
- ✅ Request a Fire Safety Officer

### BUSINESS PERMITS & LICENSES
- ✅ Alcohol Beverage Sale License
- ✅ Business Registration & License
- ✅ Business Tax Certificates
- ✅ Short-Term Rental Permit
- ✅ Taxi Company Permit

### PLANNING & ZONING
- ✅ Fence, Deck, & Swimming Pool Permit
- ✅ Driveway Permit
- ✅ Inspection Scheduling
- ✅ Sewer Permit
- ✅ Zoning Permit

### BUILDING PERMITS
- ✅ Construction Permit
- ✅ Earth Change Permit
- ✅ Heating, Ventilation and Cooling (HVAC) Permit
- ✅ Plumbing Permit
- ✅ Sign Permit

### OUTDOOR RECREATION
- ✅ Field Rental Request
- ✅ Fishing Permit
- ✅ Park Vendor Permit
- ✅ Picnic Area Reservation
- ✅ Special Use Permit

### HUMAN SERVICES
- ✅ 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 Officer
- Bulky Item Pickup
- Transportation Permit
- Business Registration

- Single Integrated Citizen Portal

✓ Transformative digital interaction
✓ Reduced work load
✓ Unprecedented Integration
Granicus Experience Group
A strategic team of experts delivering managed services
The Results...for Culver City & You

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.

The Granicus Difference...

✓ 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.

ℹ️ Collect a happy hour invite as you exit this preso
DON'T FORGET

Please rate our session in the ICMA conference app.