



The Rise of The Engagement Ecosystem

Welcome!

Today's Speakers



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Head of Business & Practice –
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Engagement Ecosystems

What we'll cover

- ✓ What is an Engagement Ecosystem?
- ✓ Who is it for?
- ✓ How to implement it
- ✓ Ecosystems in practice



Register for the **free hands-on Workshop!**

Learn how to develop an engagement ecosystem

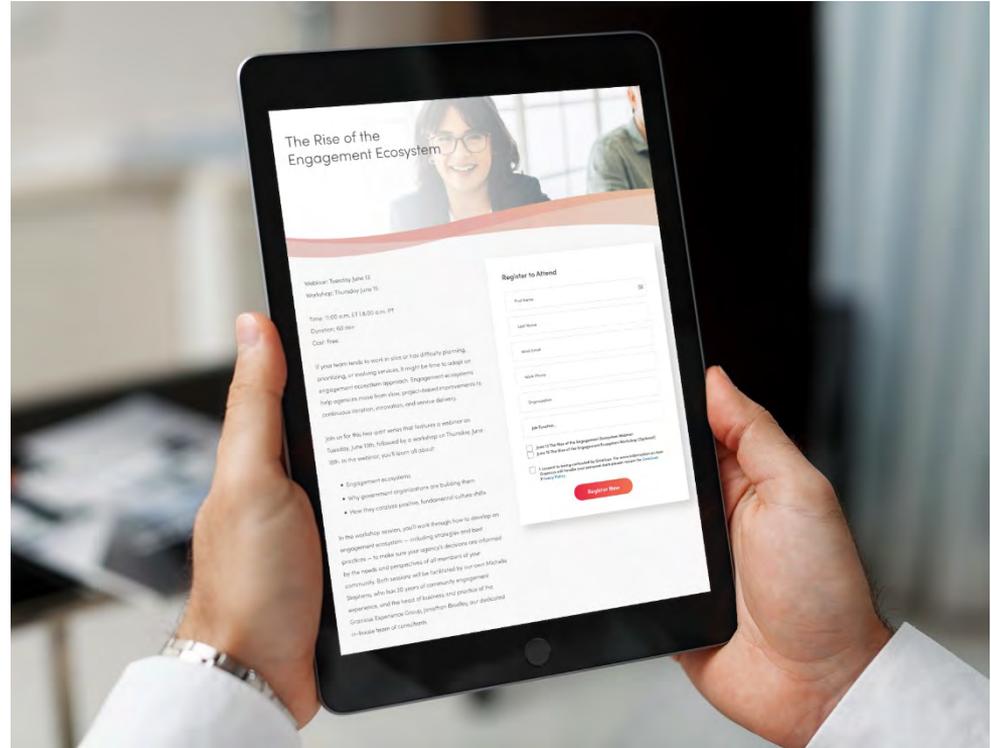
including strategies and best practices — to make sure your agency's decisions are informed by the needs and perspectives of all members of your community.

When: Thursday June 15

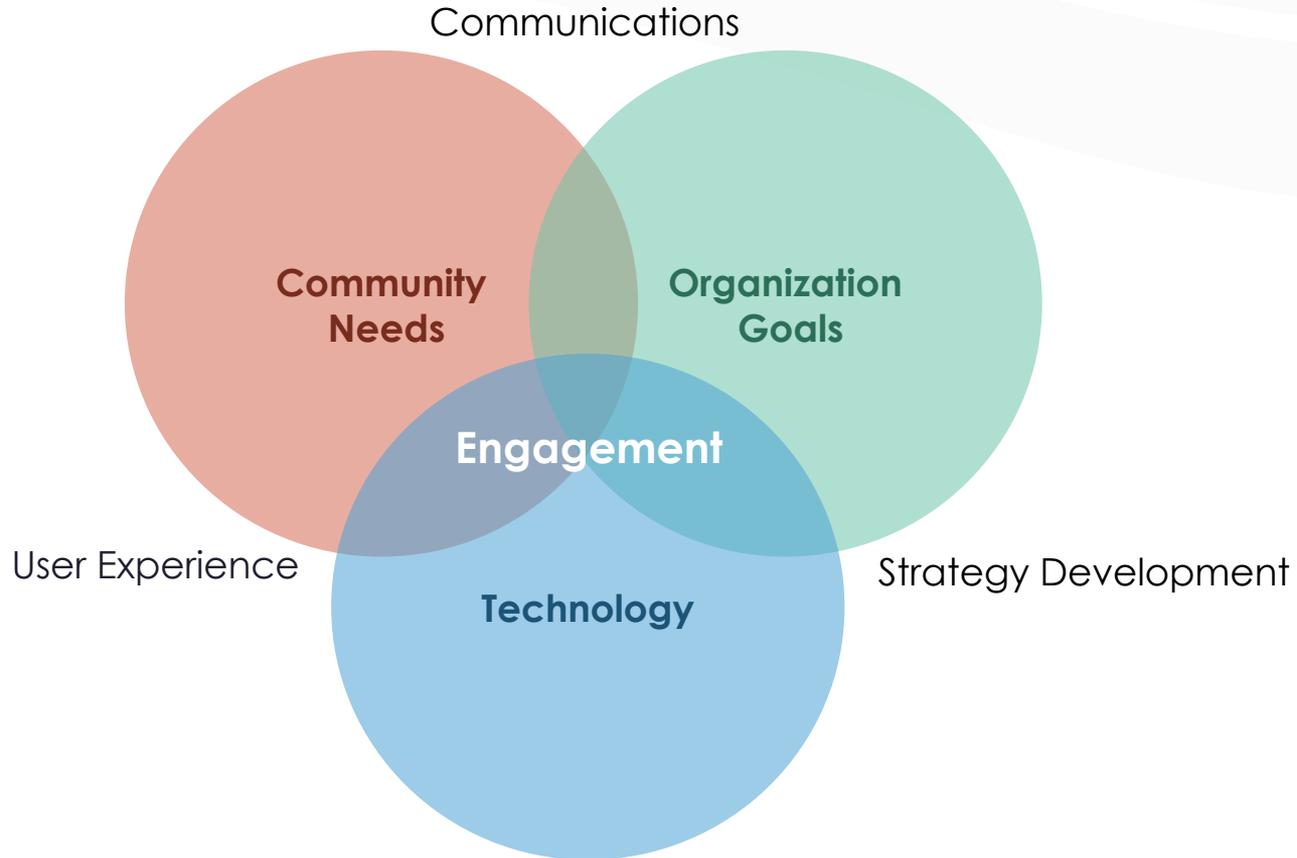
Time: 11:00 a.m. ET | 8:00 a.m. PT

Register here:

granicus.com/resource/webinar-rise-of-the-engagement-ecosystem/



What is an Engagement Ecosystem?



Why develop an Engagement Ecosystem?

When you consistently engage with your community, you'll...



Quickly & efficiently
answer questions

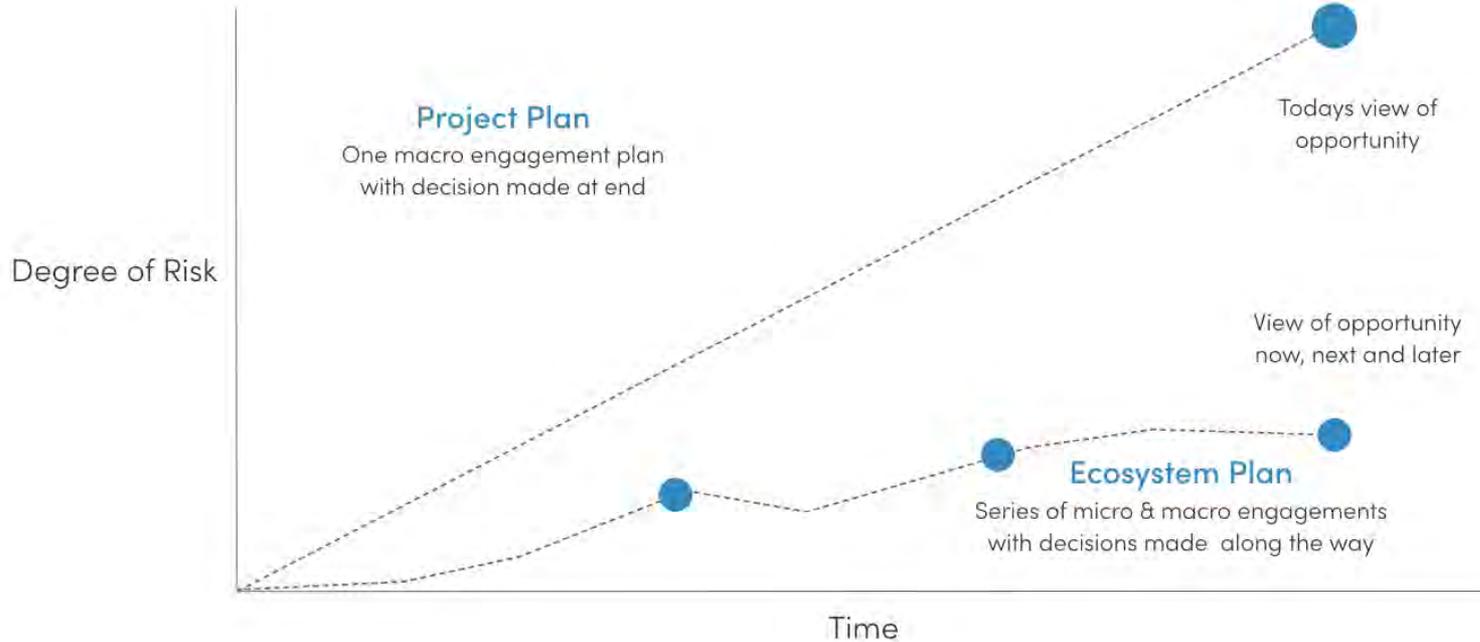


Gain insights



Drive outcomes that
align with your goals

Shifting Paradigms



CANNABIS ROADMAP TIMELINE 6-STEP PROCESS



EACH STEP WILL
INCLUDE COMMUNITY
ENGAGEMENT WITH
STAKEHOLDER
FEEDBACK

**STEP 6:
Review and Revise**

**TIMELINE =
LATE 2023 AND BEYOND**

Identify lessons learned,
process loopholes, revise
existing rules/ordinances,
rethink conditions of use permits

STEP 2: Decision Point

**TIMELINE =
FEB 2021 - APR 2021**

Is a consensus reached?
How do we define community
consensus?

STEP 1: Create a Starting Point

TIMELINE = SEP 2020 - FEB 2021

City Team understands and has created a
comprehensive plan laying the foundation that
includes legal, fiscal, regulatory, and
operational research and analysis

STEP 3: Prepare for Launch

**TIMELINE =
FALL 2021 - SPRING 2023**

Regulatory ordinance,
environmental review, policy
adoption, RFP, selection process for
prospective retailers and operators,
Cannabis Tax Measure (Nov 2022)

WE ARE HERE

STEP 5: Monitor, regulate

**TIMELINE =
LATE 2023 & BEYOND**

Monitor, regulate, cannabis retailers

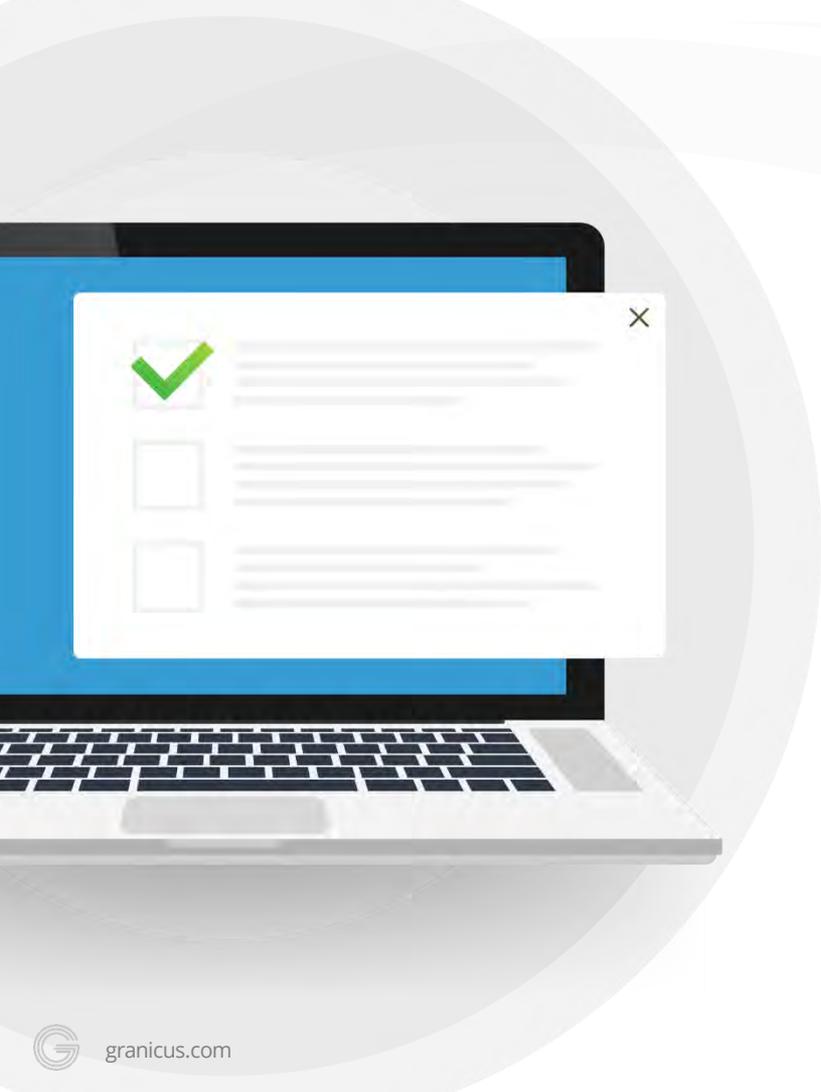


STEP 4: Launch!

TIMELINE = MID 2023

Permits issued, determine
market demand

City of Monterey: Roadmap to Commercial Cannabis



Poll: Is your agency or are you...

1. Dealing with a disgruntled community?
2. Having trouble prioritizing your roadmap?
3. Working in silos with no shared understanding of key community groups?
4. Have a history of poor program adoption and want to find out why?
5. All the above
6. None of the above

Engagement Ecosystem Phases



1. **Define** the ecosystem



2. **Design** the ecosystem



3. **Build** the ecosystem



4. **Nurture** the ecosystem



Define | Identify the most relevant trends

Government agencies have access to many data resources that help identify opportunities with the greatest impact:

1

Talking to
people

2

Feedback from
call centers

3

Reviewing
social media

4

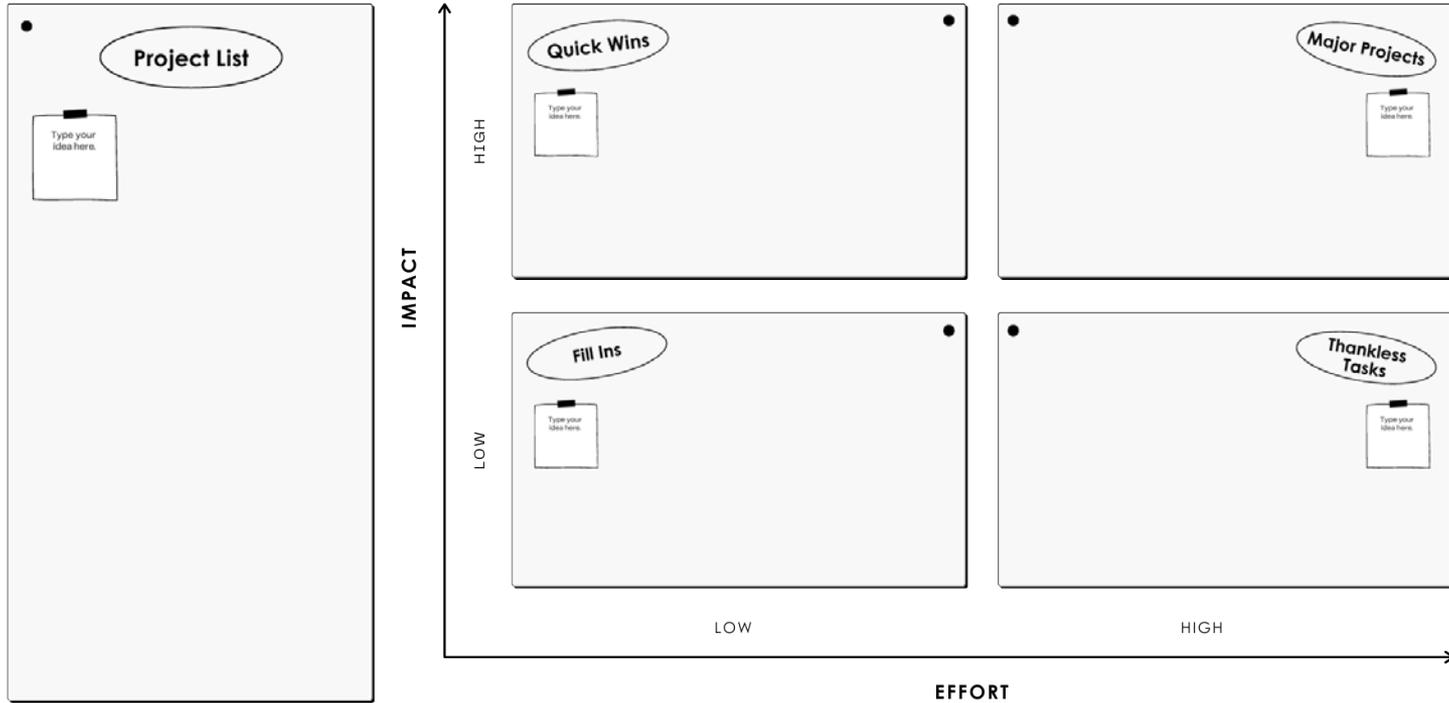
Analyzing
website data

5

Running
community
visioning projects



Define | Prioritize volume streams





Define | Crystallize value positions

Example #1

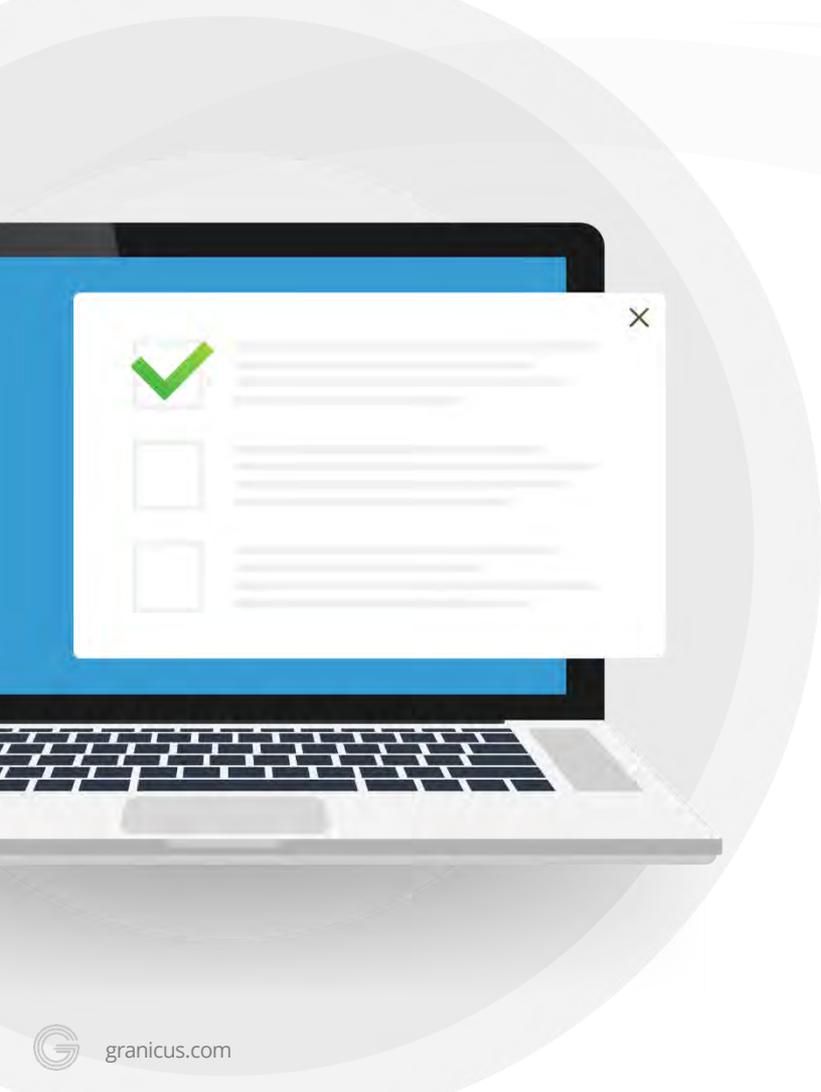
Ease of access

Regardless of their interaction with us, customers should experience the simplest path to getting something done and clearly understand what's needed, including the options and entitlements available.

Example #2

Deliver customer value

All products and services offered by the organization should deliver adequate value to customers. They should also be effective, responsive, and reliable, resulting in the best outcome.



Poll: User Journeys...

1. I use them all the time in my current role
2. I'm aware of what a user journey is, but I'm not sure how it applies to my current role
3. I'm aware of what a user journey is, but they don't apply to my current role
4. What is a user journey?



Transforming Federal Customer Experience and Service Delivery To Rebuild Trust in Government

A Presidential Document by the Executive Office of the President on 12/16/2021



PUBLISHED DOCUMENT

Start Printed Page 71357

Executive Order 14058 of December 13, 2021

Transforming Federal Customer Experience and Service Delivery To Rebuild Trust in Government

By the authority vested in me as President by the Constitution and the laws of the United States of America, it is hereby ordered as follows:

Section 1. Purpose. Our Government must recommit to being “of the people, by the people, [and] for the people” in order to solve the complex 21st century challenges our Nation faces. Government must be held accountable for designing and delivering services with a focus on the actual experience of the people whom it is meant to serve. Government must also work to deliver services more equitably and effectively, especially for those who have been historically underserved. Strengthening the democratic process requires providing direct lines of feedback and mechanisms for engaging the American people in the design and improvement of Federal Government programs, processes, and

DOCUMENT DETAILS

Printed version:

PDF

Publication Date:

12/16/2021

Agency:

Executive Office of the President

Document Type:

Presidential Document

Presidential Document Type:

Executive Order

E.O. Citation:

E.O. 14058 of Dec 13, 2021

E.O. Notes:

See: EO 13571, April 27, 2011; EO 13707, September 15, 2015; EO 13985, January 20, 2021

Document Citation:

86 FR 71357

[CX HOME](#)

CUSTOMER EXPERIENCE

HUMAN-CENTERED DESIGN FOR CX



A human-centered approach to government that puts people first

Human-centered design (HCD) is a practical problem-solving method that involves a human perspective in an iterative process to develop solutions to real people's needs. A typical HCD process includes discovery, design, delivery, and measurement stages. HCD is a flexible, disciplined method that draws on social science methodologies like behavioral science, anthropology, and psychology.

LEARN MORE

- [Executive Order on CX](#)
- [OMB Circular A-11 Section 280](#)
- [High Impact Service Providers](#)
- [Customer Experience Projects](#)
- [Our HCD approach to CX](#)

Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation"
(OMB Control Number: XXXX-XXXX)

TITLE OF INFORMATION COLLECTION: XXX

PURPOSE OF COLLECTION:

What are you hoping to learn / improve? How do you plan to use what you learn? Are there artifacts (user personas, journey maps, digital roadmaps, summary of customer insights to inform service improvements, performance dashboards) the data from this collection will feed?

XXX

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey
- User Testing

ACTIVITY DETAILS

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of Social Media
- Telephone
- In-person
- Mail
- Other, Explain

2. Who will you collect the information from?

Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with. Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them(e.g., anyone who provided an email address to a call center rep, a representative sample of Veterans who received outpatient services in May 2019, do you have a list of customers to reach out to (e.g., a CRM database that has the contact information, intercept interviews at a particular field office?)



2022 CYCLE

Approaching retirement

Social Security benefits and Medicare are two of the bedrock Federal programs in the United States, almost universally enrolled. Yet, irrespective of income, education level, and race, navigating retirement claiming timing and Medicare enrollment processes are time consuming, confusing, complex, and often require back-and-forth with these two programs.

[Learn more](#)



2022 CYCLE

Facing a financial shock

Because of complex and burdensome application and payment systems, millions of American families miss out on help getting food, health insurance, and other supports to build better lives for themselves and their children when facing a financial shock like an unexpected medical bill, the loss of income, raise in rent or loans coming out of deferment.

[Learn more](#)



2022 CYCLE

Recovering from a disaster

Those who have lived through a natural disaster are facing one of the most difficult experiences they've ever encountered: attending to their families' most basic needs while experiencing trauma, stress, and multiple bureaucratic processes. In these most vulnerable moments, survivors expect the government to step up.

[Learn more](#)



2022 CYCLE

Having a child and early childhood

There were 3,605,201 births in the United States in 2020. 42 percent of these were covered by Medicaid. With almost a quarter of



2022 CYCLE

Navigating transition to civilian life

Separating service members face reorienting their civilian lives around key domains, including: education, employment, health,



2020 CYCLE

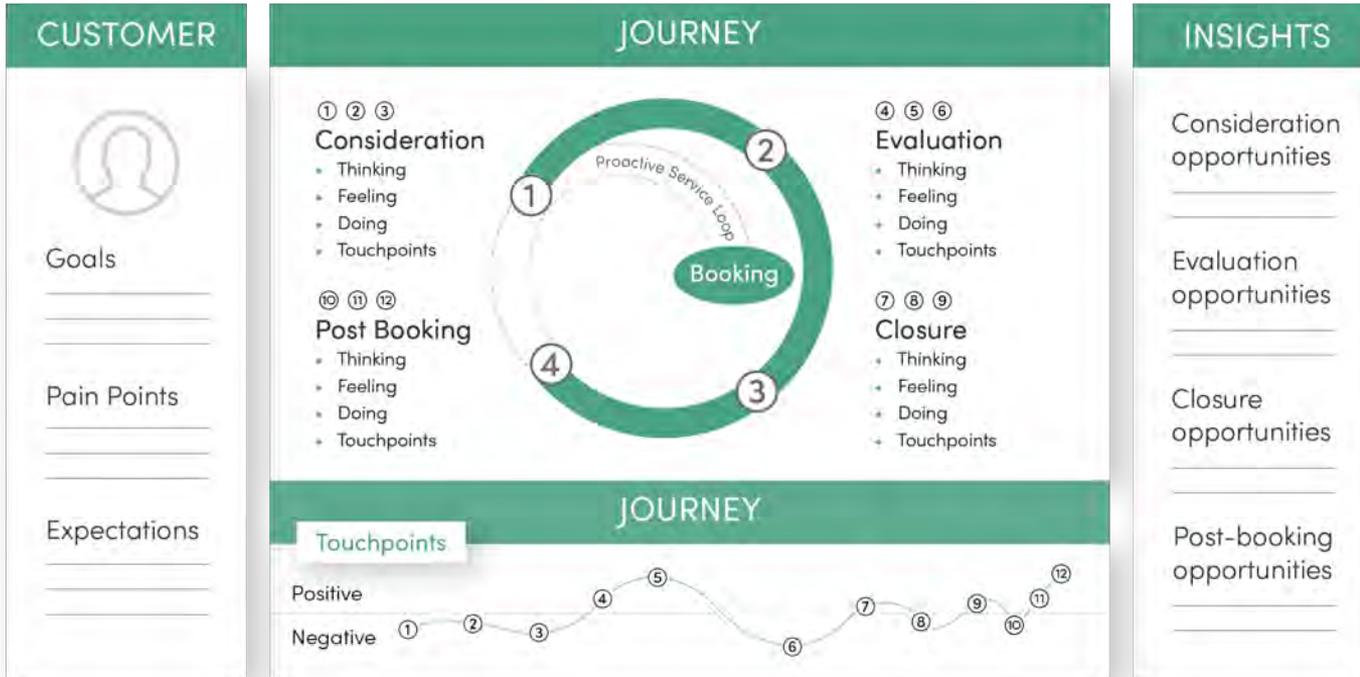
Recovering from a disaster

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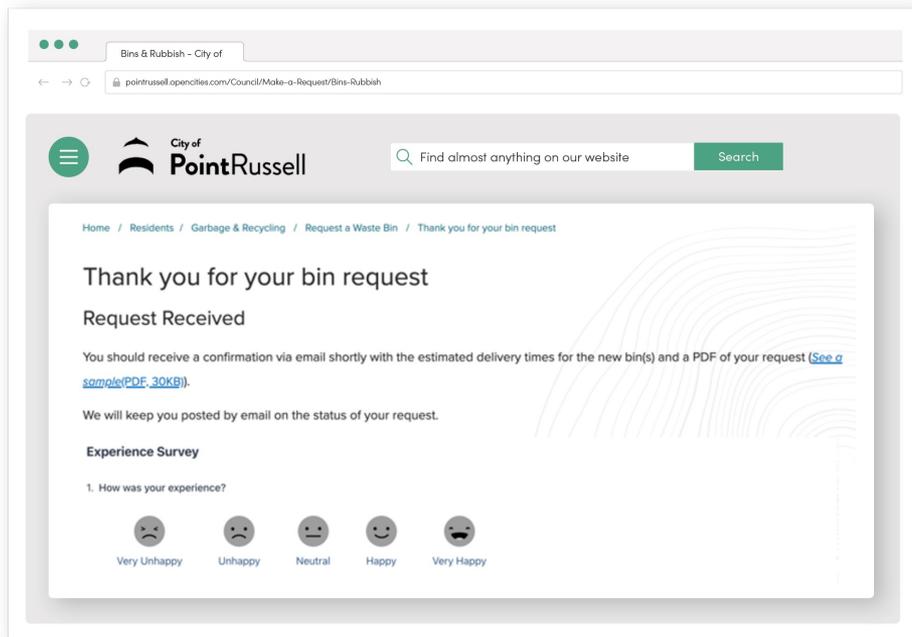


Design | Map the user journey





Build | Seamless Experience



Outcomes Delivered

- Identify bugs, UX issues and operational bottlenecks as soon as they happen.
- Track and quantify progress on impact after addressing issues.
- Triage emerging issue before they become bigger problems
- Validate hypothesis for poor features / service adoption



Nurture | Communication

The most integral part of building and using your ecosystem are the shared success metrics that create a common language for you and your team to truly embed a customer-centric mindset and ensure the delivery of meaningful growth.

1

Ease of service

Measured by asking customers how easy (or difficult) it was to interact or complete a service transaction.

2

Satisfaction with service

Measured by asking how satisfied (or dissatisfied) customers were with the service they experienced.

3

Trust in service

Measured by asking how much customers trust services to work in their best interests.



Nurture | Agile Ethos

Creating a flexible operating model is critical to achieving success with an engagement ecosystem. The model must be capable of:



Continuously rolling out new improvements



Maintaining a “50-foot view” of the value proposition



Addressing failures



Exploring new areas and pivoting the focus along the way

Use Cases | City Manager

Job to be done: When a city manager is making decisions about program priority, they want to make sure their choice serves the community so they can avoid public scrutiny and drive successful adoption.

CSAT Survey

1. Overall, how satisfied are you with your most recent interaction with council?

Extremely satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Extremely dissatisfied

Submit

Benchmark satisfaction

1. What are the most essential changes you would like to see occur in Futureville over the next 20 years?

Please add your comment here... 0/255

SUBMIT

Supplement community visioning

Outcomes Delivered

- ✓ Get a rapid and rich understanding of community needs
- ✓ Confidently plan and prioritize roadmap
- ✓ Respond to service issues faster
- ✓ Validate hypothesis for poor program adoption

Use Cases | Comms

Job to be done: When a Communications Director is developing a brand, messaging or campaign strategy, they want to understand their audience so that it is representative, impactful, and actionable for them.

What would you like to see more of in the podcast?

Interviews

Current Affairs

Council Vision

Submit

View Results

Crowdsource content creation

Engagement

- Squeaky wheels
- Typical consumer
- Hard to Reach

Digital Savvyness

- Laggard
- Familiar with tech
- Tech-savvy

Council Sentiment

- Disguntled - Hates council
- Neutral
- Appreciates council

Use input to segment community & personalize comms

Outcomes Delivered

- ✓ Understand and quantify community pain points
- ✓ Easily receive and share community stories
- ✓ Uncover themes to verify and refine positioning
- ✓ Identify key segments and what matters to them

Use Cases | Planners

Job to be done: When Planners oversee development proposals, they want to ensure they meet community input requirements so that projects gain community support and receive city / council approval.

Climate Action

1. Which clean energy source would you like to see Futureville invest in?

Wind

Solar

Geothermal

Submit

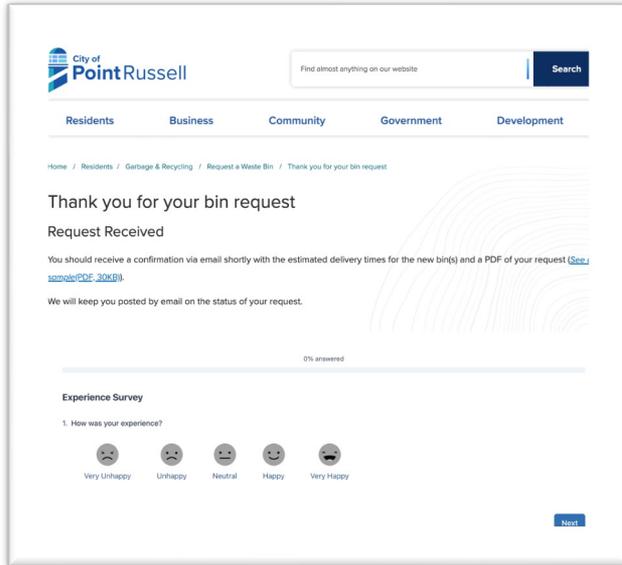
Build a database of community preferences

Outcomes Delivered

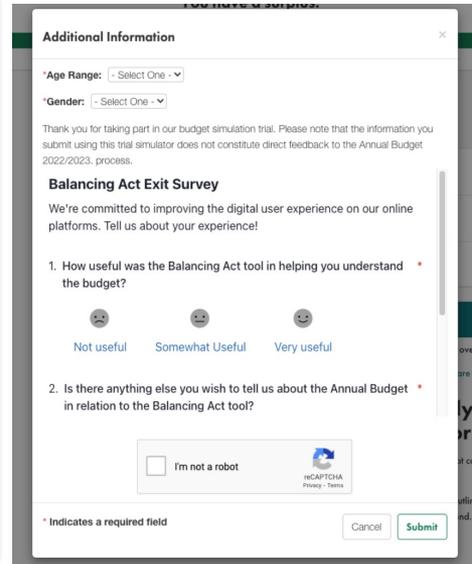
- ✓ Get a rapid and rich understanding of community preferences to inform strategy
- ✓ Confidently plan and prioritize development milestones
- ✓ Validate hypothesis for growth
- ✓ Streamline the population of reports and proposals

Use Cases | Digital Teams / IT

Job to be done: When digital teams make a change to the website or service offering, they want to use data to assess the impact and optimize it over time so that they can make decisions that improve the end-user experience.



Measure sentiment on key workflows



Test & learn new technology

Outcomes Delivered

- Identify bugs, UX issues and operational bottlenecks as soon as they happen.
- Track and quantify progress on impact after addressing issues.
- Triage emerging issue before they become bigger problems
- Validate hypothesis for poor features / service adoption

Success in action | Manchester CT

Redesigning Our Website Together



We are in the process of building and testing plans for a better [Town website](#). Your feedback and input are crucial in helping us create a user-friendly, inclusive, and accessible website for all in the community. Take a moment to explore the project page and let your voice be heard!

Below, you'll find a Share Your Ideas board where you can add your thoughts and ideas on the future of the Town's website openly with other participants and the website redesign project team.

SHARE YOUR IDEAS



Share your ideas with the Town

almost 2 years ago

What ideas do you have for the future Town website? What do you love most about the current website? What do you think needs to be changed on the current website?

You can **vote** on the ideas submitted if you agree with them. If you haven't yet, **Sign Up** to add your idea.

***The purpose of this board is to share your ideas with the Manchester community. If you'd like to report a specific problem or complaint please use one of our helpful reporting tools: 'Mark it' or 'Citizen Request System' by [clicking here](#).

To add your idea
[Sign In / Register](#)

DKaff
almost 2 years ago

Add a Search feature

Add a search feature so we can find embedded information. For example, search for 'sidewalk' to find the multi-year plan for adding new sidewalks.

DKaff
almost 2 years ago

Post pesticide and herbicide applications on Manchester public property and right of ways

Post pesticide and herbicide applications on Manchester public property and right of ways (i.e., Publish [Pesticide and Herbicide Applications](#) to list).

Project Timeline



Kick-off

Kick-off with our website vendor [OpenCities](#).

OpenCities provides the website and forms functionality modern governments need to transform their digital customer journey, without custom coding. As a SaaS platform that powers millions of resident interactions around the world, OpenCities leverages rich usage data and machine learning to continuously evolve the customer experience.

OpenCities enables Governments of every size to deliver world-class digital experiences, by re-imagining how councils procure, deliver and evolve their website & online services.



Research & Discovery

- Launch Community Survey
- Launch IA Testing Survey
- Garner Feedback & Insights from the community, key stakeholders, and town staff.



Design & Migration

In this phase, the OpenCities vendor will conduct design/content workshops to address our current website's challenges. OpenCities will then begin the content migration process.



Training

Training on the new CMS (Content Management System) and optimizations of webpages will begin.



Launch!

The new town website is set to launch this Spring 2022!

View the Current Site

[Click Here to Visit townofmanchester.org](#)



EngagementHQ

Don't guess. Know.

Feature Showcase | Project Finder

The screenshot displays the Shire of Murray website interface. At the top left is the Shire of Murray logo, which consists of a stylized landscape with green hills and a blue river. To the right of the logo is a search bar with the placeholder text "Find almost anything on our website" and a blue "Search" button. Below the logo and search bar is a blue navigation bar with the following menu items: Home, Service Centre, What's On, Residents, Business, and Shire And Council. The main content area features a "Do it Online" section with a sub-menu containing "Events", "News", "Public Notices", "YourSay!", and "Pinny Pictures". Below this sub-menu are six service tiles, each with an icon and a brief description:

- Pay Rates/Invoices**: Pay your rates or invoices
- Request / Apply for It**: Complete online applications here
- Report It**: Seen something out of the ordinary? Report it online
- Rates**: View rating information including payment options, concessions, objections and appeals
- Bin and Verge Collections**: View your bin and verge collection days, transfer station information and more
- Agendas, Minutes and Appendices**: Download agendas, minutes and appendices for past and upcoming Council Meetings

Feature Showcase | Engagement Embeds

The screenshot displays the City of Point Russell website interface. At the top left is the logo for the City of Point Russell. To its right is a search bar with the placeholder text "Find almost anything on our website" and a "Search" button. Below the search bar is a navigation menu with the following items: "Health & Safety", "Education & Employment", "Government", "Visitors", "Business", and "Residents".

The main content area features a breadcrumb trail: "Home / New Library Centre". The title of the page is "New Library Centre". Below the title, it states "Submissions closed on 14 July 2021, 12:00 PM".

The text of the article reads: "After extensive research, documentation and planning, Council has endorsed the Library Redevelopment Plans for community consultation." Below this text is a video player. The video player has a blue progress bar at the bottom showing "0:00" and various control icons (play, volume, settings, full screen). To the right of the video player is a "Timeline" section with three entries:

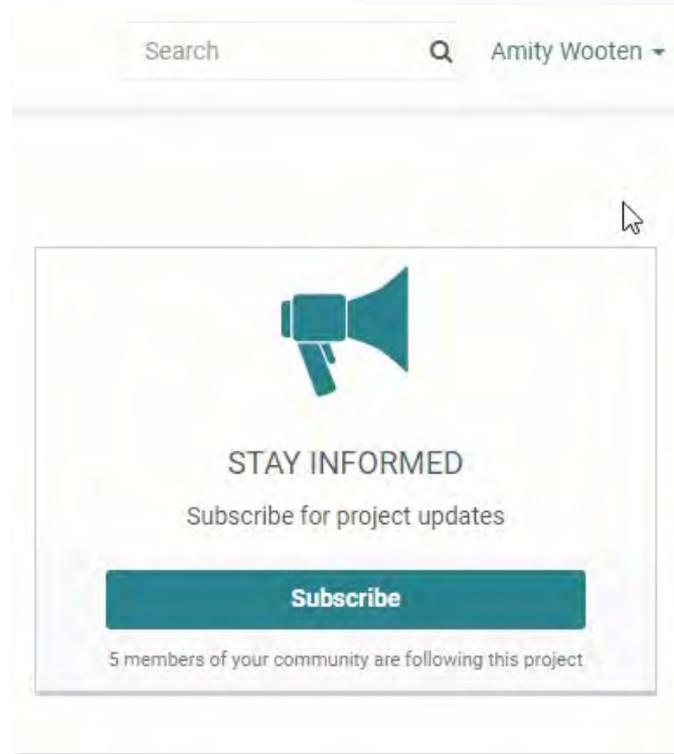
- [What designs do you like or dislike?](#)
July 2017
- [What other features should we build?](#)
September 2017
- [Feedback on Designs & Plans](#)
October 2017

The video player also includes a small thumbnail image showing an interior view of a modern library space with people.

Feature Showcase | OpenCities Connector

The screenshot shows the homepage of the City of Point Russell website. At the top right, there are social media links for Facebook, Twitter, and My Account, along with a language dropdown menu set to ENGLISH. The City of Point Russell logo is on the left. A search bar with the placeholder text "Find almost anything on our website" and a "Search" button is positioned below the logo. A navigation menu contains five items: Residents, Business, Community, Government, and Development. The main content area features the headline "Your home on the coast. How can we help?" and four blue buttons: "Election Information", "Attend a City Meeting", "Waste and Recycling Collections", and "Public Transit Status". The background of the page is a scenic view of a coastline with a lighthouse.

Feature Showcase | govDelivery Connector





Thank you!