

What Citizens Want From Local Government Digital Services

A national research and advisory institute focused on technology policy and best practices in state and local government.

The Center for Digital Government (CDG) is a national research and advisory institute on information technology policies and best practices in state and local government. Through its diverse and dynamic programs and services, the Center provides public- and private-sector leaders with decision support, knowledge, and opportunities to help them effectively incorporate new technologies in the 21st century.

govtech.com/cdg



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What's Rock Solid?

- Over 25 years of industry experience
- Backed by a team of highly skilled professionals
- Serving cities and counties across North America
- Over 100 customers nationwide



Enterprise CRM

Implementation, development and support for centralized citizen engagement hub



Mobile Apps

Enterprise-level civic engagement mobile app platform for cities



Cloud-Hosted

Certified Microsoft Partner for Azure Hosting



Integrations

Integrates seamlessly with 50+ leading government tools



What's ELGL?

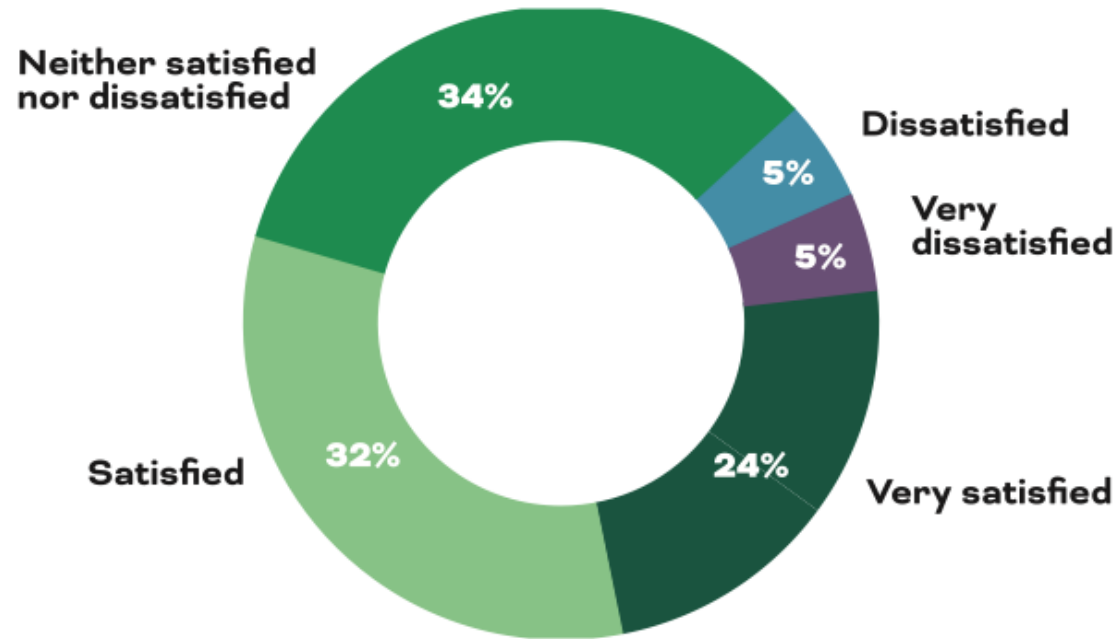


You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.

-Buckminster Fuller

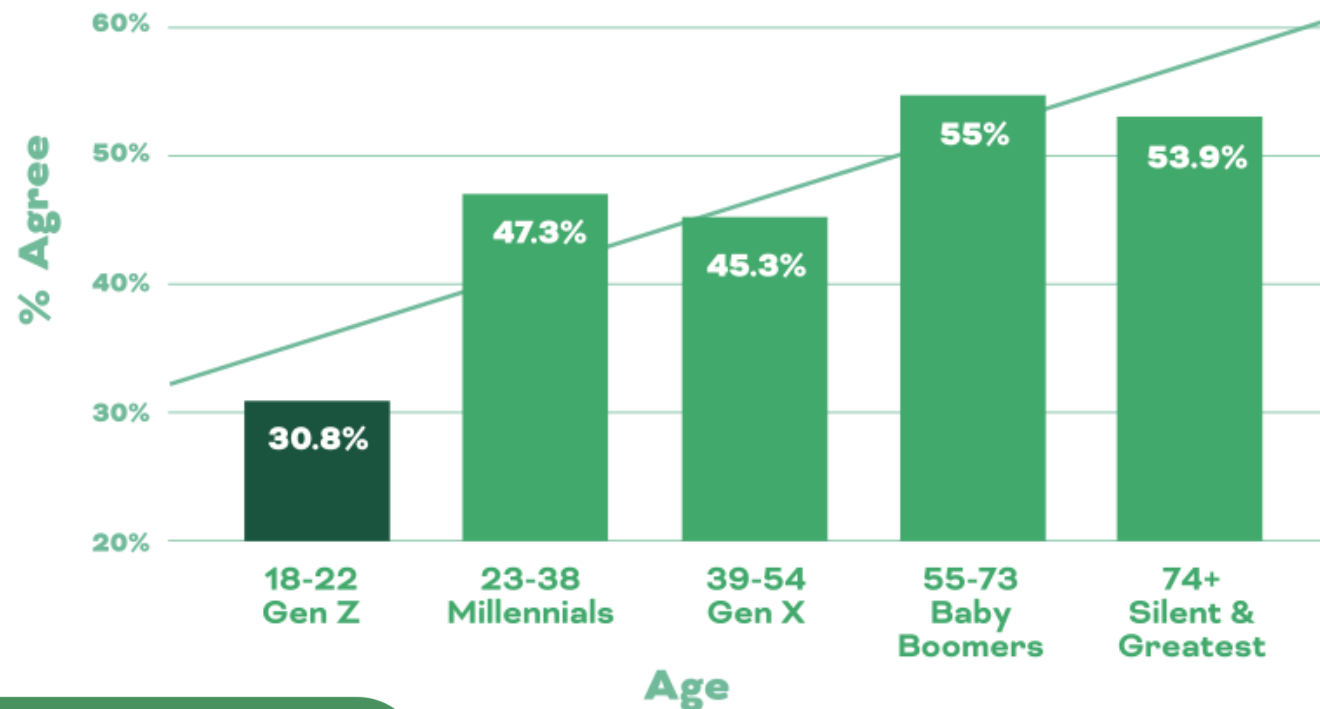
Satisfaction with Local Government Services

How satisfied are you with your access to local government services?



Ease of Communication with Local Government

**Percent of citizens who agree with the following statement:
"I can communicate with my Local Government easily"**



Local Government Leadership Priorities

Counties

- 1.** Address or increase responsiveness to crises affecting citizens and businesses
- 2.** Expand, simplify and/or improve access to services
- 3.** Improve citizen/business engagement with government

Cities

- 1.** Address or increase responsiveness to crises affecting citizens and businesses
- 2.** Expand, simplify and/or improve access to services
- 3.** Expand economic opportunities

Local Government CIO Priorities

Top 10 City Technology Priorities 2020

1. Cybersecurity
2. Citizen Experience/E-Services provision
3. Disaster Recovery/Continuity of Operations
4. Business Intelligence/Analytics
5. Hire and Retain IT Personnel
6. Data Governance
7. Increased Agency/Department/IT Collaboration
8. Infrastructure Modernization
9. Cloud Computing
10. Mobility: Mobile Applications

Top 10 County Technology Priorities 2020

1. Cybersecurity
2. Citizen Experience/E-Services provision
3. Hire and Retain IT Personnel
4. Business Intelligence/Analytics
5. Disaster Recovery/Continuity of Operations
6. Data Governance
7. Infrastructure Modernization
8. Cloud Computing
9. Budget and Cost Control/Increased Agency/Department/IT Collaboration
10. Shared or Collaborative Services

PREFERENCES FOR ACCESSING LOCAL GOV SERVICES

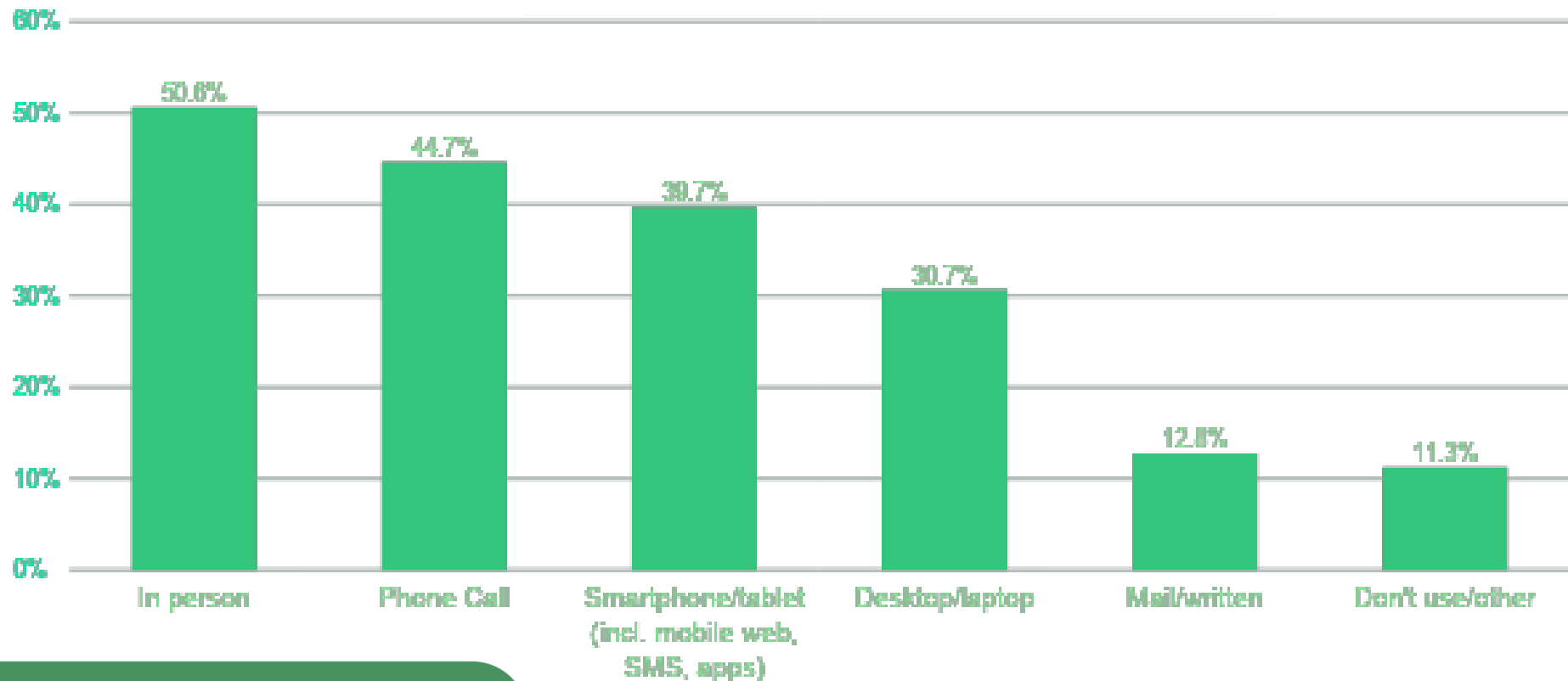


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Customer Preference

What are your preferred methods for accessing local government services?



Access to government services is omnichannel

3 out of 5 service users
selected two or more
mediums

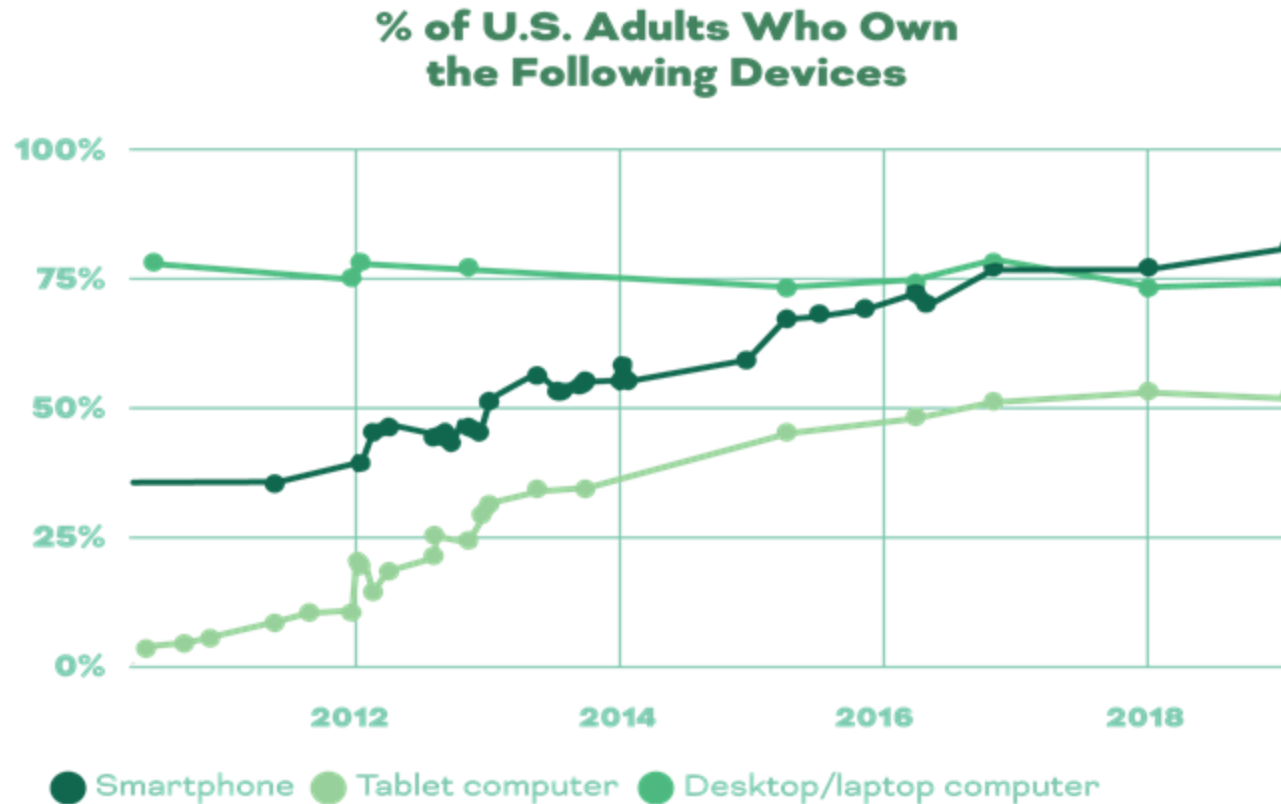
60%

Access to government services is digital

62% of service users like to reach for a smartphone, tablet, or computer

62%

Market Trends: Digital Device Ownership



SOURCE: PEW RESEARCH MOBILE FACT SHEET

Market Trends: Digital Device Ownership

Digital is here! Have a plan for prioritizing digitization of service.

Omnichannel accessibility accommodates customer preferences.

Don't lock doors or cut phone lines! People use multiple methods for access.



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THE AGE EQUATION: GEN Z

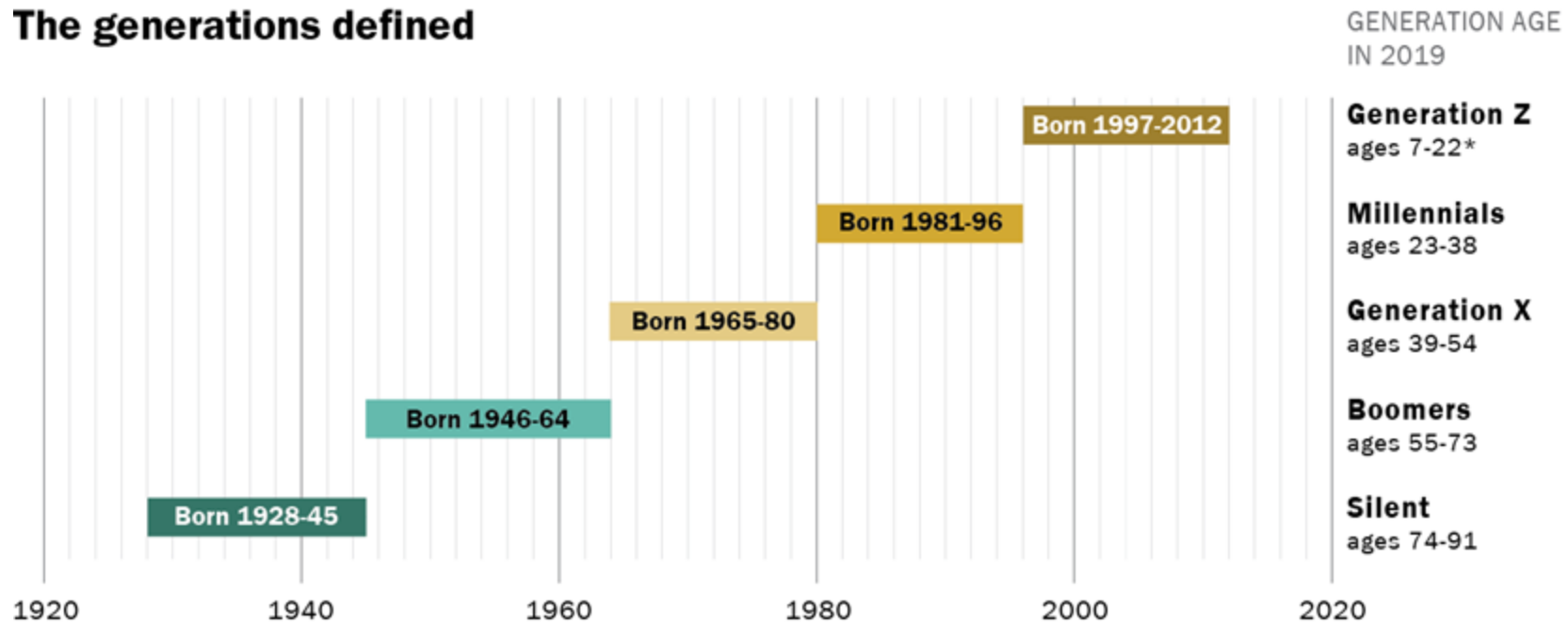


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Breakdown of Generations

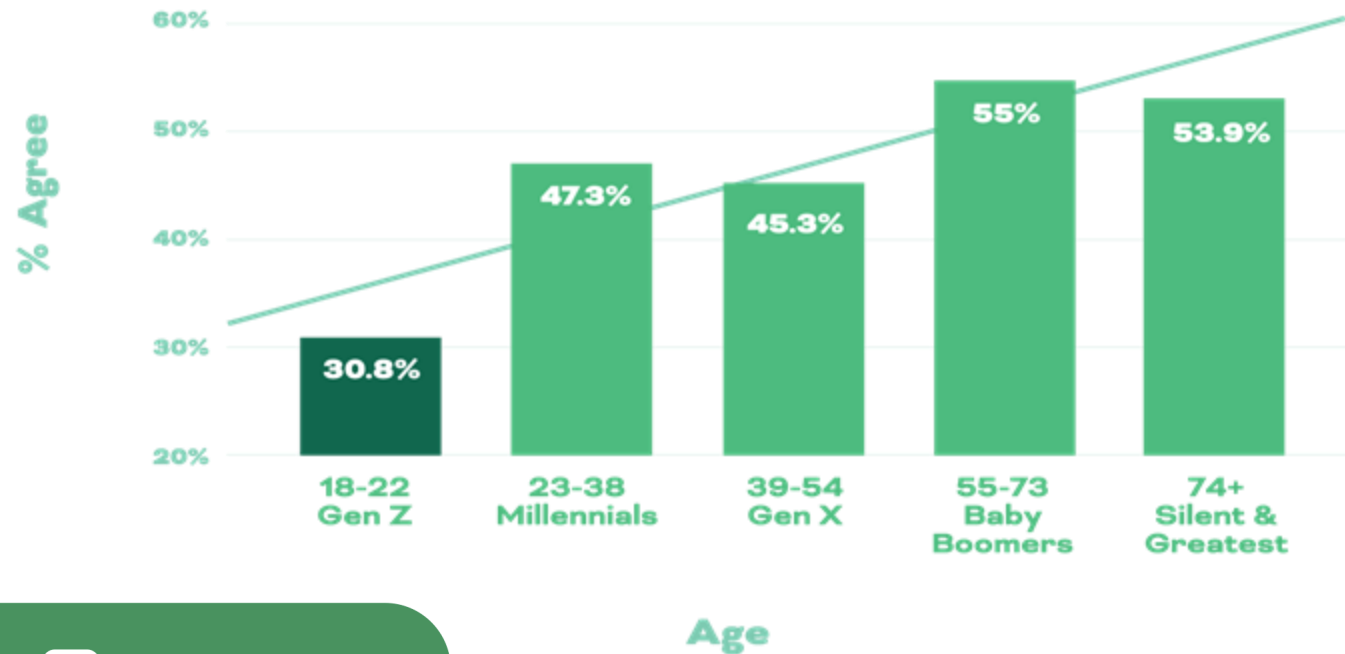
The generations defined



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

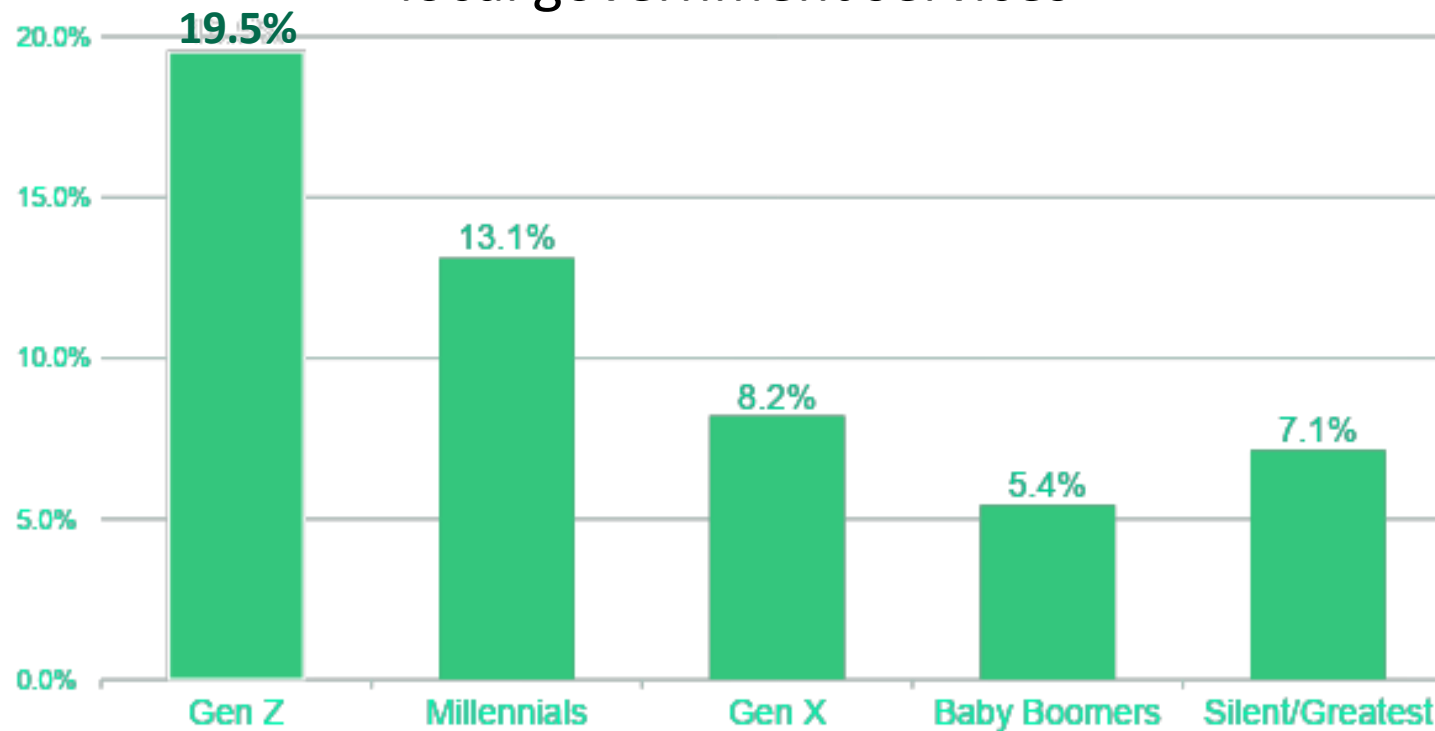
PEW RESEARCH CENTER

Percent of citizens who agree with the following statement: "I can communicate with my Local Government easily"



GEN Z and Local GOV

Percent of generation dissatisfied with access to local government services



GEN Z and Local GOV

Nearly 2x as likely to feel their local government is not tech savvy

- 1 in 4 Gen Z'ers do not feel they can communicate with local gov in the way they prefer

Gen Z is 20% of the population!

Takeaways

Local gov is designed for 55+.

To serve younger generations, a shift is needed.

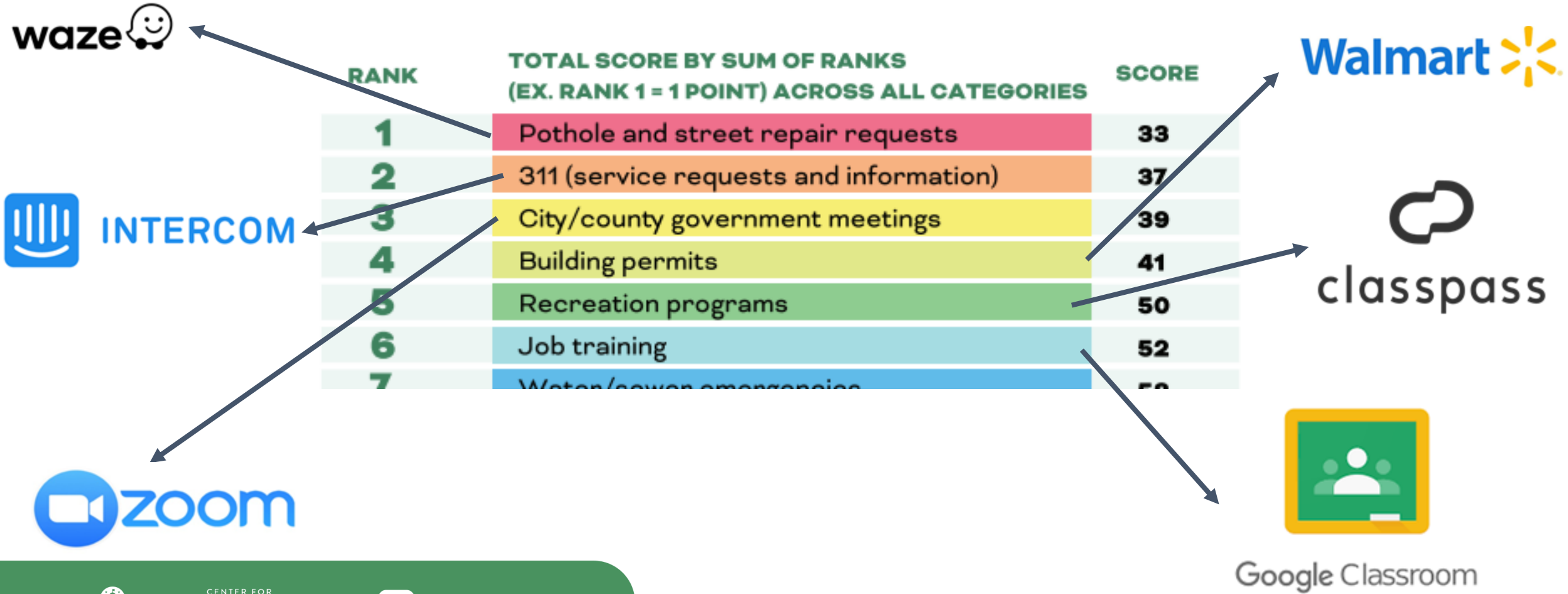
How can we make local gov accessible for all people?



What services should my local government prioritize?

RANK	TOTAL SCORE BY SUM OF RANKS (EX. RANK 1 = 1 POINT) ACROSS ALL CATEGORIES	SCORE
1	Pothole and street repair requests	33
2	311 (service requests and information)	37
3	City/county government meetings	39
4	Building permits	41
5	Recreation programs	50
6	Job training	52
7	Water/sewer emergencies	58
8	Planning and zoning	59
8	Library	59
10	Public health	61
11	Utility Billing	62
11	Courts	62
13	Police	65
14	Fire/EMS	72
15	Parks and facilities	90

What services should my local government prioritize?



What does “omnichannel” mean to my community?



Listen to your community:

- Community surveying
- Demographic data
- Ask the question
- Talk to the school district
- Adjust & refine
- Different voices for different platforms

Questions & Answers