Welcome to the "7 Metrics to Strive For" webinar, we will begin at 2:00 ET.

Housekeeping

Twitter

Follow @Granicus and use **#Granicus19** to share what you learn.

Resources

We will email you a copy of the Benchmark report later today.

Questions

Our expert will take questions at the end. Submit questions through the **Q&A** section.

Recording

The recording and slide deck will be **emailed** to you next week.

For anything else, please email us: info@granicus.com

7 Metrics to Strive For

Civic Engagement Benchmark Report

Laurel Anderson
August 29, 2019

Today's **Speaker**

Laurel **Anderson**

Vice President of
Product Management

Granicus

Let's Talk Data

Data is plentiful for government practitioners. With near-infinite website and email metrics, along with all the data that modern solutions can deliver, we have more information than ever. But what is a good number? And how do you act on the data?

Email Engagement Keeps Rising

TREND 01

For three consecutive years, engagement with government email has increased steadily.

And for both key metrics that Granicus measures:
- median rate (of over 10 billion government emails) and the
- top 20% (average of the top fifth of elite government communicators).

In fact, 2019 brought a 10% growth rate for engagement compared to 2018.

| Engagement Rate	2019		2018		2017
Median	52%	∧	47%	∧	45%
Top 20%	66%	∧	61%	∧	60%

U.K. Engagement **Hits All-Time High**

Email engagement rates in the U.K., much like the U.S., have been increasing over the past few years.

Great Britain, however, has landed all-time highs for both median and top 20% engagement rates. Their numbers are 11-12% higher than in 2018.

| Engagement Rate	2019		2018		2017
Median	67%	∧	55%	∧	50%
Top 20%	79%	∧	68%	∧	66%

granicus.com
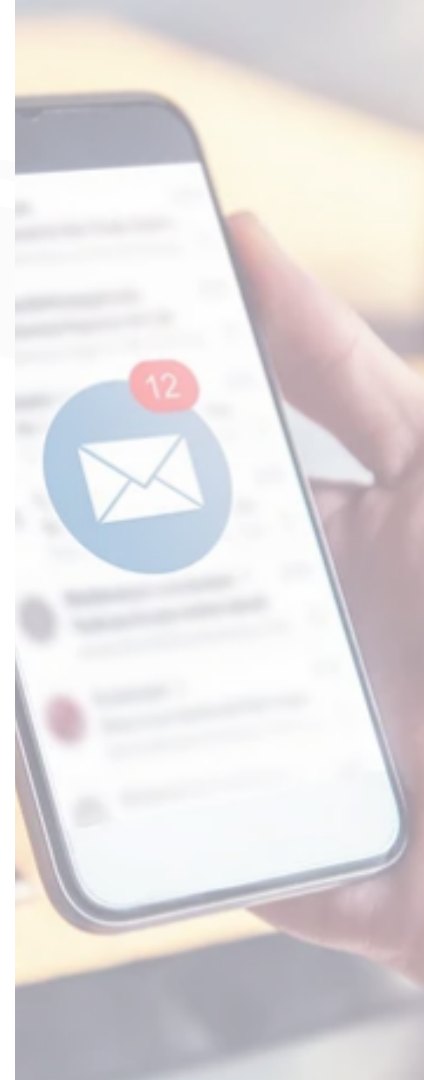
Citizens Are Mobilizing

Traditional desktop computers are still the dominant access point for government websites.

But they continue to lose ground to mobile devices, which have become more popular for discovering and engaging with government content.

Website Traffic By Device		2018/19		2017/18
Desktop		52.8%	V	53.7%
Mobile		41.6%	∧	40.1%
Tablet		5.6%	V	6.2%
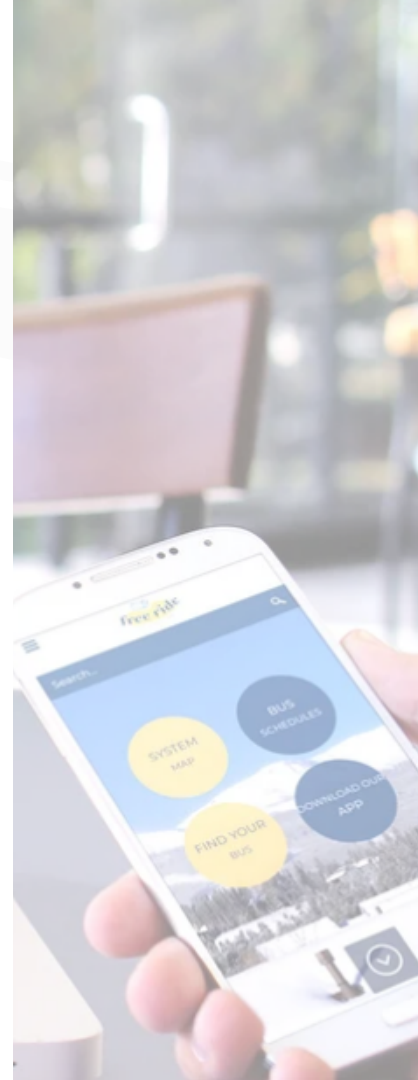
Citizen Journeys Start With Search

TREND 04

How do citizens find content on government websites? An overwhelming majority of visits begin with their search engine of choice.

Direct traffic — when a visitor types in a URL or uses a browser bookmark — accounts for just over a quarter of website visits.

Website Traffic By Source

Organic		63%
Direct		28%

Referral		6%
Social		3%

Citizens Want Digital Services

When a typical citizen visits a government website, what are they trying to accomplish? In this comparison of top tasks sought out on city and county websites, service-related tasks are most common.

Citizens want to apply for a job, pay utilities, pay property taxes, and more.

Online Citizen Tasks, Ranked by Popularity

CITY WEBSITES
Public Works & Planning
Parks & Rec
Utility Billing
Jobs
Calendar of Events
Building Permits
City Council
Online Payments
Waste & Recycling
Business License
Police
Bids & RFPs
Contact Information
City Code
Fire
Library

COUNTY WEBSITES
Property Taxes
Courts (Circuit, Superior, District)
GIS Maps/Land Information
Jobs
Sheriff's Office
Vital Records
Online Payments
County Clerk Information
Human Services
Jail
County Board
Parks & Rec
Waste & Recycling

granicus.com
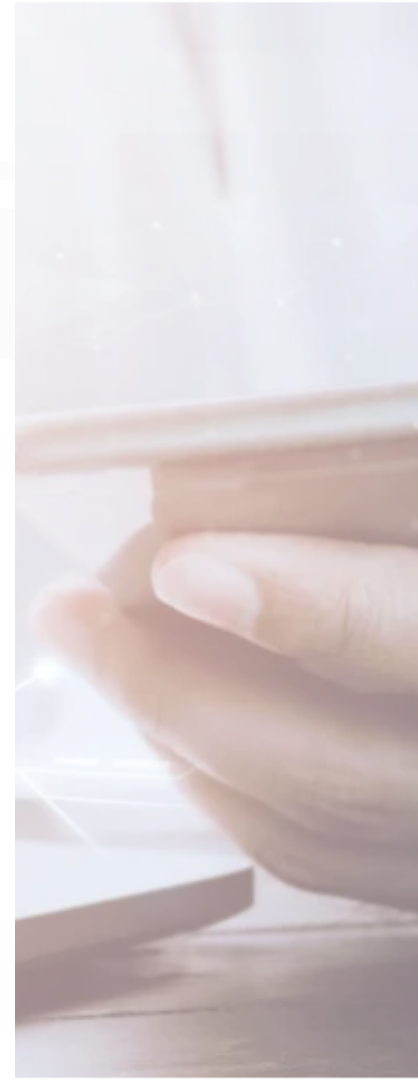
Local Govs Manage 352 Board Seats

Many counties and municipalities rely on their local commissions, boards, and committees to advise policy and program development.

This year's data (shared for the first time in 2019) reveals an average of 44 boards, with 8 seats per board, and 41 applications per board seat vacancy.

Board Averages for Cities & Counties

Number of Boards		**44**	(Counties average 57 Boards. Cities Average 31)
Number of Seats		**8**	per board
Number of Applicants		**41**	per board vacancy

Local Govs Run 36 Public Meetings Monthly

Across the country, local governments manage dozens of public meetings per month. Behind the scenes, clerks and meeting managers are preparing agendas, adding supporting documents, seeking approvals, and ensuring that every meeting runs smoothly.

But, with an average of 36 public meetings per month, that requires significant effort.

Average Meeting Workload

Meetings		**36**	meetings per month
Votes		**240**	average votes recorded per meeting
Time		**700**	hours spent annually managing public meetings

Questions?

If you haven't already, submit them now

2019 BENCHMARK REPORT FOR
Civic Engagement

Upcoming Webinars

Save these Dates

Sept. 11 | 2:00 ET

The Art & Science of Modern Websites for Government

Sept. 17th | 2:00 ET

How Smart Clerks Win Hearts & Work Better With Local Leaders

Sept. 26th | 2:00 ET

Right Message, Right Time: How A-List Gov Communicators Drive Results

Learn more, visit granicus.com/events/