

# Housekeeping

Welcome to the webinar “**Measuring Outcomes: Communications That Drive Real Impact**”, we will begin at 2:00 ET.



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## Questions

Take advantage  
by sending a note  
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## Follow-up

Expect recap  
materials sent in a  
follow-up email.

For anything else, please email us: [info@granicus.com](mailto:info@granicus.com)





# Measuring Outcomes

Communications That Drive Real Impact

October 24, 2019

# Today's **Speaker**

## **James** Abys-Smith

Customer Success  
Consultant

Granicus



Measuring Outcomes

# Communications That Drive Real Impact



# Leon County

Goal: Keep the community informed and safe as a hurricane barreled toward the county.

 **7,300** new subscriptions as a result of outreach

 **7X** increase in county app downloads

 **55%** engagement rate



The [daily Hurricane Irma email] became the battle rhythm for disaster communications. It set the tone each day, and it was the script for workers on our emergency hotline and elected officials.

- *Mathieu Cavell, Assistant to the County Administrator for Community Relations and Resilience*

 govDelivery




# Leon County

## Preparing residents for looming threat

Citizens Urged to Prepare as Hurricane Irma Approaches Florida

Email (HTML) | Email (Plain Text) | Text Message | Twitter | Facebook

From: Leon County BOCC <leoncountyfl@service.govdelivery.com>  
Subject: Citizens Urged to Prepare as Hurricane Irma Approaches Florida



### LEON COUNTY GOVERNMENT

Citizens Urged to Prepare as Hurricane Irma Approaches Florida

As Hurricane Irma approaches Florida with sustained winds of more than 175 miles per hour, Leon County Government and the City of Tallahassee remind citizens, agencies and organizations to be prepared and resilient. With southern Florida in the five-day error cone, now is the time to gather your disaster supplies, check your emergency plans and get the resources you need to stay informed.

While the path for Hurricane Irma remains uncertain, use the following information to keep you and your family safe.

**Stay Informed**  
Hurricane Irma is a slow-moving, powerful storm. To stay up-to-date on Leon County and the City of Tallahassee's preparedness actions, such as sand bag locations, shelter openings and preparedness tips, you have the following resources:

- **Download the Leon County Citizens Connect mobile application** - Completely redesigned, the Citizens Connect mobile app puts timely emergency notifications at your fingertips through push notifications on your smartphone or other device. Be the first to know about shelter locations, road closures and service changes by downloading the application on the Apple and Google Play stores.
- **Visit the Leon County Emergency Information Portal** - Hosting the same information as the Citizens Connect app, the Emergency Information Portal can be accessed on a desktop or a mobile browser by visiting [www.LeonCountyFL.gov/IE](http://www.LeonCountyFL.gov/IE).
- **Visit Talgov.com** - The City's website is a key resource for community response information, as well as details about City services.
- **Listen to 88.9 WFSU-FM** - Citizens can tune in to 88.9 FM for the most up-to-date information from local public safety officials. Featuring to-the-minute reporting, WFSU, Leon County and the City of Tallahassee remain committed to getting information out on the radio as soon as possible.
- **Call Big Bend 2-1-1** - If you need community information, services and support any day of the year, Big Bend 2-1-1 is reachable by dialing either 2-1-1 or (850) 617-6333.
- **Call (850) 606-3700 with questions** - Leon County Emergency Management staff is available to answer questions from what you should prepare, act and recover.

**Sandbag Locations**  
On Wednesday, Sept. 6, beginning at 10 a.m., the County and City will make sandbags available to the public at the following locations:

Leon County Imposes Countywide Curfew

# Before the Storm

Email (HTML) | Email (Plain Text) | Text Message | Twitter | Facebook

From: Leon County <leon@service.govdelivery.com>  
Subject: Leon County Imposes Countywide Curfew

**Leon County** **Hurricane Irma Daily Brief**

## Leon County begins communicating with residents to prepare for a crisis.

In accordance with the local Ordinance of Leon County, Florida, effective September 1st at 10 a.m., Leon County hereby imposes a countywide curfew as follows:

Beginning this curfew requires all Leon County residents and visitors to remain indoors during the prescribed times to allow first responders and emergency personnel to most effectively protect the safety of residents and property. The threat of hurricane force winds, downed trees and power lines also pose real risk to the public.

Even when the curfew period is not in effect, citizens should limit travel on public roadways to allow officials to conduct response and recovery efforts most effectively.


###

Follow Leon County Government on [Facebook](#) | [Twitter](#) | [YouTube](#)

850.606.3330 | [leon@leoncountyfl.gov](mailto:leon@leoncountyfl.gov) | [www.leoncountyfl.gov](http://www.leoncountyfl.gov)  
301 S. Monroe St., Suite 502, Tallahassee, FL 32301

Update your subscriptions, modify your password or e-mail address, or stop subscriptions at any time on your [Subscriber Preference Page](#)

This email was sent to [Email Address using Confidentiality Communications Cloud on behalf of Leon County Government] 301 S. Monroe St., Tallahassee, FL 32301, 850.606.3330



## PICKING UP THE PIECES

Following these specific guidelines when hauling hurricane-related debris and household garbage to the curb will make for a speedier removal process



Homeowners and businesses are being asked to haul debris into the following categories:

- HOUSEHOLD DEBRIS**
  - Roofing materials
  - Refrigerators
  - Washing machines
  - Stoves
  - Freezers
  - Refrigerators
  - Washing machines
  - Stoves
  - Freezers
- CONSTRUCTION DEBRIS**
  - Roofing materials
  - Refrigerators
  - Washing machines
  - Stoves
  - Freezers
  - Refrigerators
  - Washing machines
  - Stoves
  - Freezers
- VEGETATION DEBRIS**
  - Tree branches
  - Limbs
  - Stumps
  - Limbs
- HOUSEHOLD HAZARDOUS WASTE**
  - Oil
  - Antifreeze
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
- "WHIT" GOODS**
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
- ELECTRONICS**
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators
  - Refrigerators

**Price gouging**  
In a declared state of emergency, it is illegal to sell necessary goods or services at increased prices. If you believe a business or individual is price gouging, call the Attorney General's Office at 1-866-9-NO-SCAM (1-866-966-7226).

**Who to call**

- 9-1-1 for life-threatening emergencies or (850) 606-5800 for non-emergency public safety assistance.
- Citizen Information Line for the latest emergency updates, (850) 606-3700 or use 7-1-1 Florida Relay.
- Contact 2-1-1 Big Bend for 24-hour social services assistance by dialing 2-1-1 or (850) 617-6333.
- For City of Tallahassee Utility information, call (850) 651-6965.
- For Tallahassee Electric, call 1-888-602-1832.
- For Duke Energy call 1-800-228-8485.

2018 DISASTER SURVIVAL GUIDE

# Leon County

## Preparing residents for looming threat

Citizens Urged to Prepare as Hurricane Irma Approaches Florida

### During the Storm

From: Leon County BOCC <[leoncounty@leoncountyfl.gov](mailto:leoncounty@leoncountyfl.gov)>  
Subject: Citizens Urged to Prepare as Hurricane Irma Approaches Florida



Citizens Urged to Prepare as Hurricane Irma Approaches Florida

As Hurricane Irma approaches Florida with sustained winds of more than 175 miles per hour, Leon County Government and the City of Tallahassee remind citizens, agencies and organizations to be prepared and resilient. With southern Florida in the five-day error cone, now is the time to gather your disaster supplies, check your emergency plans and get the resources you need to stay informed.

While the path for Hurricane Irma remains uncertain, use the following information to keep you and your family safe.

**Stay Informed**  
Hurricane Irma is a slow-moving, powerful storm. To stay up-to-date on Leon County and the City of Tallahassee's preparedness actions, such as sand bag locations, shelter openings and preparedness tips, you have the following resources:

- Download the Leon County Citizens Connect mobile application - Completely redesigned, the Citizens Connect mobile app provides timely emergency notifications at your fingertips through push notifications on your smartphone or other device. Be the first to know about shelter locations, road closures and service changes by downloading the application on the Apple and Google Play stores.
- Visit the Leon County Emergency Information Portal - Hosting the same information as the Citizens Connect app, the Emergency Information Portal can be accessed on a desktop or a mobile browser by visiting [www.LeonCountyFL.gov/EE](http://www.LeonCountyFL.gov/EE)
- Visit [Tallahassee.com](http://Tallahassee.com) - The City's website is a key resource for community response information, as well as details about City services.
- Listen to 88.9 WFSL-FM - Citizens can tune in to 88.9 FM for the most up-to-date information from local public safety officials. Featuring to-the-minute reporting, WFSL, Leon County and the City of Tallahassee remain committed to getting information out on the radio as soon as possible.
- Call Big Bend 2-1-1 - If you need community information, services and support any day of the year, Big Bend 2-1-1 is reachable by dialing either 2-1-1 or (850) 617-6333.
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**Sandbag Locations**

On Wednesday, Sept. 6, beginning at 10 a.m., the County and City will make sandbags available to the public at the following locations:

### Leon County Imposes Countywide Curfew

Email (HTML) | Email (Plain Text) | Text Message | Twitter | Facebook

From: Leon County <[leon@service.govdelivery.com](mailto:leon@service.govdelivery.com)>  
Subject: Leon County Imposes Countywide Curfew



Leon County Emergency Management



### Leon County Imposes Countywide Curfew

In accordance with the local declared state of emergency issued on Tuesday, September 5 of this week, Leon County hereby imposes a countywide curfew as follows:

- Sunday, September 10 from 9 p.m. to Monday, September 11 at 7 a.m.
- Monday, September 11 from 9 p.m. to Tuesday, September 12 at 7 a.m.
- Tuesday, September 12 from 9 p.m. to Wednesday, September 13 at 7 a.m.

Issuing this curfew requires all Leon County residents and visitors to remain indoors during the prescribed times to allow first responders and emergency personnel to most effectively protect the safety of residents and property. The threat of hurricane force winds, downed trees and power lines also pose real risk to the public.

Even when the curfew period is not in effect, citizens should limit travel on public roadways to allow officials to conduct response and recovery efforts most effectively.

###

Follow Leon County Government on Facebook | Twitter | YouTube  
850.606.6300 | [leon@leoncountyfl.gov](mailto:leon@leoncountyfl.gov) | [www.leoncountyfl.gov](http://www.leoncountyfl.gov)  
301 S. Monroe St., Suite 502, Tallahassee, FL 32301

Update your subscriptions, modify your password or e-mail address, or stop subscriptions at any time on your [Subscriber Preferences Page](#).

This email was sent to Email Address using GovDelivery Communications Cloud on behalf of: Leon County Government - 301 S. Monroe Street - Tallahassee, FL 32301 - 850.606.6300

# The Hurricane Irma Daily Brief provided 15,000 stakeholders (residents, emergency staff, and more) with important updates.

Following these specific guidelines:

- **HURRICANE GEAR:** Make sure you have a supply of hurricane gear, including sandbags, batteries for flashlights, first aid kit, etc.
- **WATER:** Fill up your car's gas tank, and fill up your water supply. Fill up your car's gas tank, and fill up your water supply.
- **EVACUATION:** If you have a evacuation route, make sure you have a map of the route. If you have a evacuation route, make sure you have a map of the route.

Price gouging: Contact 2-1-1 (Big Bend) for 24-hour social services assistance by dialing 2-1-1 or (850) 617-6333.

Who to call: For City of Tallahassee Utility information, call (904) 931-0985.

Citizen Information Line for the latest emergency updates, 24 hours a day, 7-1-1

For Duke Energy call 1-800-228-8485.

# Leon County

## Preparing residents for looming threat

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Email (HTML) Email (Plain Text) Text Message Twitter Facebook

From: Leon County BOCC <leoncounty@service.govdelivery.com>  
Subject: Citizens Urged to Prepare as Hurricane Irma Approaches Florida

**LEON COUNTY GOVERNMENT**

Citizens Urged to Prepare as Hurricane Irma Approaches Florida

As Hurricane Irma approaches Florida with sustained winds of more than 175 miles per hour, Leon County Government and the City of Tallahassee remind citizens, agencies and organizations to be prepared and resilient. With southern Florida in the five-day error cone, now is the time to gather your disaster supplies, check your emergency plans and get the resources you need to stay informed.

While the path for Hurricane Irma remains uncertain, use the following information to keep you and your family safe.

Stay Informed

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## After the Storm

Leon County Imposes Countywide Curfew

Email (HTML) Email (Plain Text) Text Message Twitter Facebook

From: Leon County <leon@service.govdelivery.com>  
Subject: Leon County Imposes Countywide Curfew

Leon County, Florida, is in a state of emergency issued by the Governor of Florida. Leon County hereby imposes a countywide curfew as follows:

On Sunday, September 10 from 9 p.m. to Monday, September 11 at 7 a.m. and on Tuesday, September 12 from 9 p.m. to Wednesday, September 13 at 7 a.m.

Issuing this curfew requires all Leon County residents and visitors to remain indoors during the prescribed times to allow first responders and emergency personnel to most effectively protect the safety of residents and property. The three-day curfew period is limited to the hours of darkness. This curfew also poses a real risk to the public.

Even when the curfew period is not in effect, residents are urged to remain indoors and away from roads to allow emergency personnel to conduct response and recovery efforts most effectively.

Follow Leon County Government on Facebook | Twitter | YouTube

850-606-3300 | [leoncountyfl.com](http://leoncountyfl.com) | [www.leoncountyfl.gov](http://www.leoncountyfl.gov)  
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STAY INFORMED

## PICKING UP THE PIECES

**WRONG WAY**

**CROSSING THE LINE**

- Any debris placed from the sidewalk toward your property will not be picked up. Contractors cannot collect items on private property.

**PROPPING UP**

- Do not set debris against trees or poles. Doing so makes it harder for cleanup crews to scoop up the items.

Following these specific guidelines when hauling hurricane-related debris and household garbage to the curb will make for a speedier removal process

**HELPFUL HINTS**

- Limit curbside garbage to two 32-gallon containers or eight trash bags
- Share with neighbors
- Refrigerator and freezer doors must be secured with duct tape

**CORRECT WAY**

Homeowners and businesses are being asked to separate debris into the following categories:

- HOUSEHOLD GARBAGE**
  - Bagged trash
  - Discarded food
  - Packaging, papers
  - All garbage should be placed curbside the night before the scheduled weekly pickup.
- CONSTRUCTION DEBRIS**
  - Building materials
  - Brick
  - Lumber
  - Ceiling
  - Furniture
  - Mattresses
  - Plumbing
- VEGETATION**
  - Tree branches
  - Leaves
  - Logs
- HOUSEHOLD HAZARDOUS WASTE**
  - Oil
  - Batteries
  - Pesticides
  - Paints
  - Cleaning supplies
  - Compressed gas
- 'WHITE' GOODS**
  - Refrigerators
  - Washers, dryers
  - Freezers
  - Air conditioners
  - Stoves
  - Water heaters
  - Dishwashers
- ELECTRONICS**
  - Televisions
  - Computers
  - Radios
  - Stereos
  - DVD players
  - Telephones

**Price gouging**

In a declared state of emergency, it is illegal to sell necessary goods or services at increased prices. If you believe a business or individual is price gouging, call the Attorney General's Office at 1-866-9-NO-SCAM (1-866-966-7226).

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2019 DISASTER SURVIVAL GUIDE



## ASK YOURSELF

What are some events that could happen, for which having a plan, templates, or both could make your communications easier to develop and distribute?



# 3 Lessons for Emergency Communications

From Leon County, Florida

①

**Listen to citizens.** Understand information gaps to communicate better.

---

②

**Be prepared.** Have a comms kit with evergreen templates to address needs.

---

③

**Reach & expand.** Use email & social media to reach & expand impact.

# Virginia Medicaid

Goal: The Virginia Department of Medical Assistance Services (DMAS) needs to enroll Virginians in expanded health coverage before the deadline passes.

 **320K** Residents Enrolled  
(and counting)

 **355M** In budget savings

 **50K** More people reached



There's a lot of demand and need out there for this coverage.

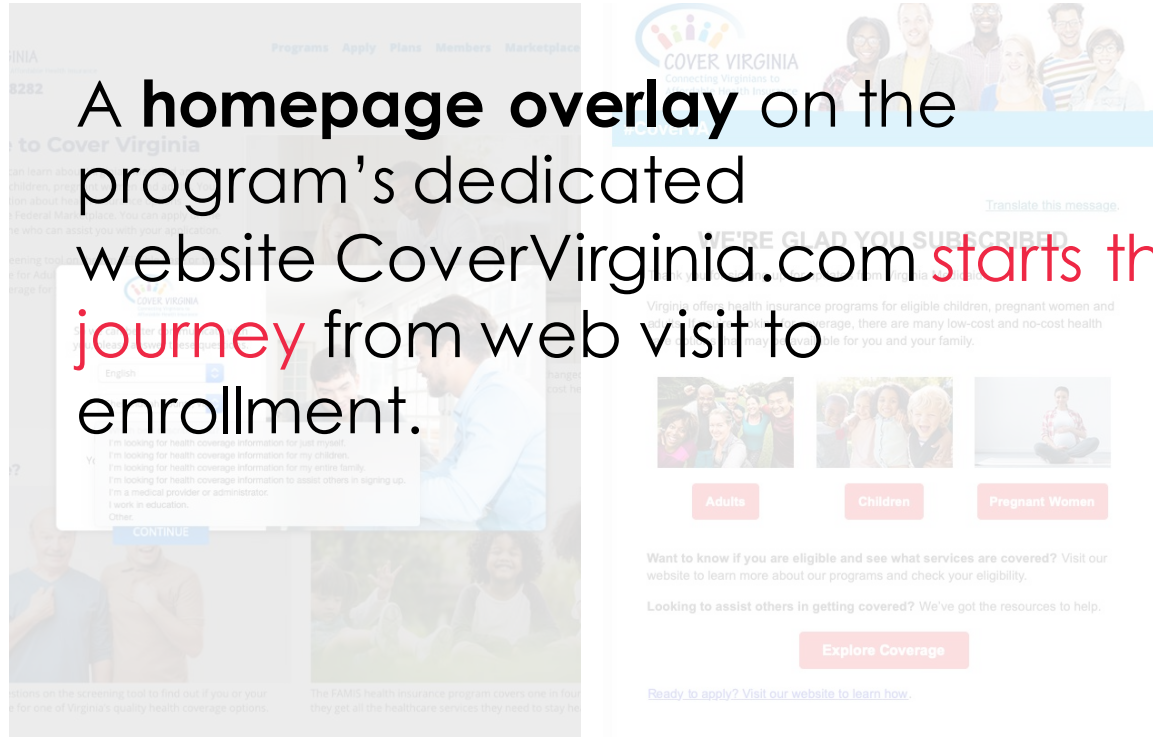
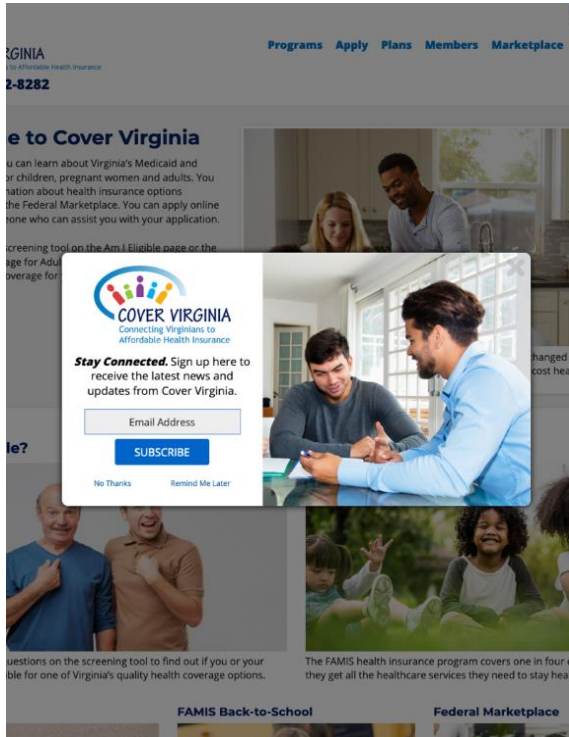
- Jennifer Lee, DMAS Director [Washington Post interview]

 govDelivery



# Virginia Medicaid

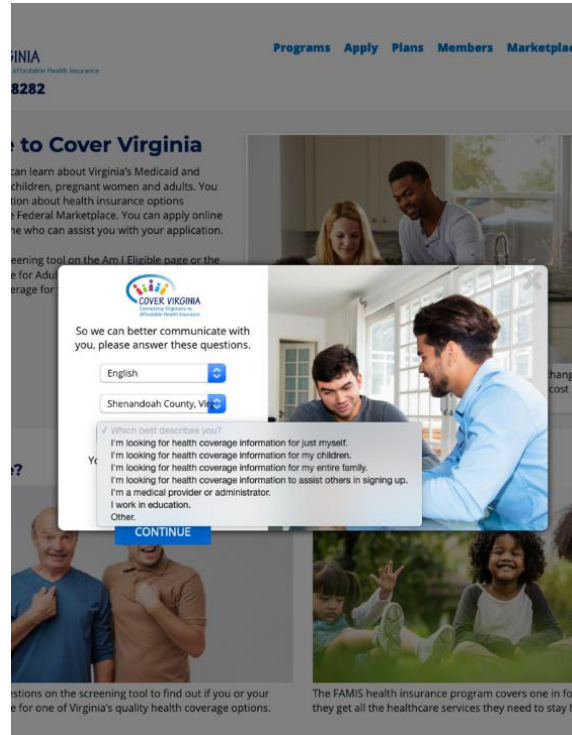
Improve health coverage for residents



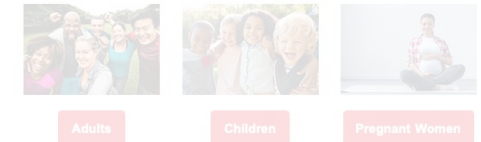
# Virginia Medicaid

Improve health coverage for residents

The overlay captures relevant details for a more impactful digital experience,



and routes residents to important next steps.



Want to know if you are eligible and see what services are covered? Visit our website to learn more about our programs and check your eligibility.

Looking to assist others in getting covered? We've got the resources to help.

Explore Coverage

[Ready to apply? Visit our website to learn how.](#)

# Virginia Medicaid

Improve health coverage for residents

An encouraging **automated welcome email**, part of an automated drip series, keeps Virginians **engaged and informed**.



#CoverVA

[Translate this message.](#)

## WE'RE GLAD YOU SUBSCRIBED

Thank you for signing up for updates from Virginia Medicaid.

Virginia offers health insurance programs for eligible children, pregnant women and adults. If you're looking for coverage, there are many low-cost and no-cost health care options that may be available for you and your family.



Adults



Children



Pregnant Women

Want to know if you are eligible and see what services are covered? Visit our website to learn more about our programs and check your eligibility.

Looking to assist others in getting covered? We've got the resources to help.

[Explore Coverage](#)

[Ready to apply? Visit our website to learn how.](#)



## ASK YOURSELF

What are the different types of people you communicate with, and in what ways could you shape your messaging to their reality to make a bigger, better impact?

# 3 Lessons for Deadline Driven Campaigns

From Virginia DMAS

1

**Target personas.** Segment a mass audience into meaningful personas.

---

2

**Design journeys.** Build value into every citizen touchpoint, online to offline.

---

3

**Set agile goals.** Attach goals to milestones to make sure you're on track. If not, adjust.



# Michigan Comes Together for Kids

Goal: When summer break creates a gap in meals for many children, the Michigan Department of Education fills it with a summer food program.



**3.4M**

meals fuel a better summer for kids



**2.8M**

email messages sent since 2015



**30%**

message open rate



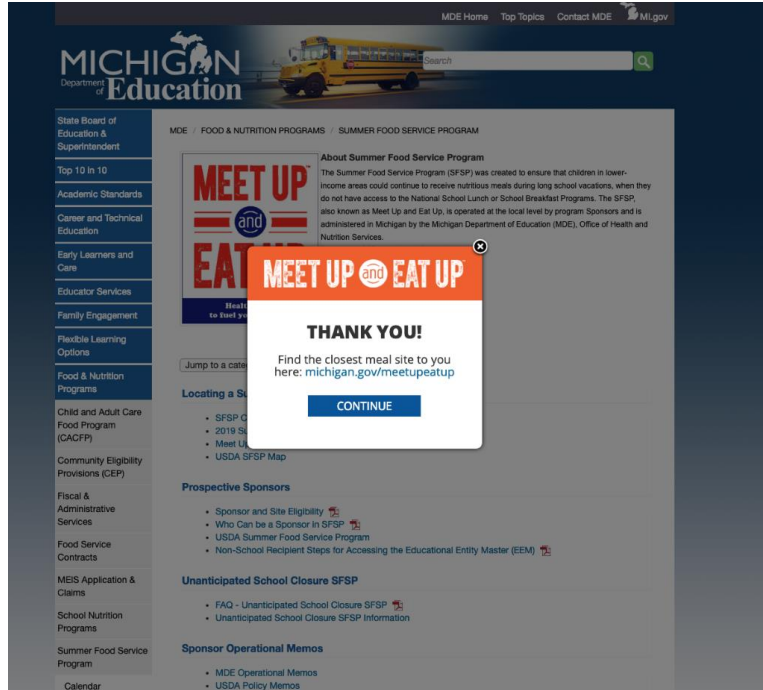
[We] hope they know how important they are to us because we want to ensure they are well-fed while we are out of school. We hope they have a chance to socialize with their friends in a safe, fun space and meet new kids through the program.

- Julie Humphrey, Food Service Director



# Michigan Comes Together for Kids

Keep 500,000 children from going hungry



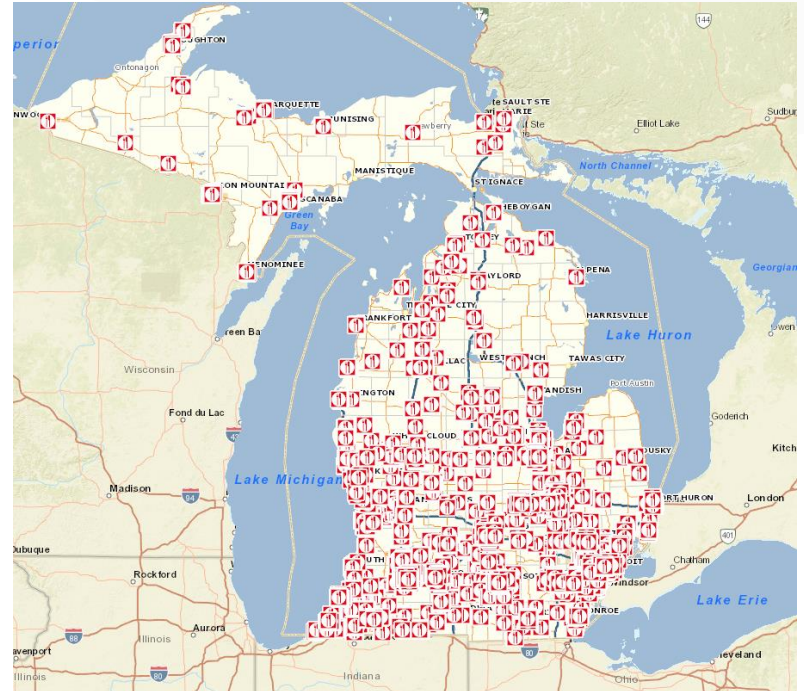
The screenshot shows the Michigan Department of Education website. The main content area is titled "MICHIGAN Department of Education" and "FOOD & NUTRITION PROGRAMS / SUMMER FOOD SERVICE PROGRAM". A prominent overlay reads "MEET UP and EAT UP" with a "THANK YOU!" message and a "CONTINUE" button. The overlay text says: "THANK YOU! Find the closest meal site to you here: [michigan.gov/meetupeatup](http://michigan.gov/meetupeatup)". The background page includes sections for "About Summer Food Service Program", "Locating a Site", "Prospective Sponsors", "Unanticipated School Closure SFSP", and "Summer Operational Memos".

After being greeted on the website with an **overlay**, subscribers to “Meet Up and Eat Up” were given the next step in their journey: Find a meal site.

# Michigan Comes Together for Kids

Keep 500,000 children from going hungry

An **online map** makes it easy for residents to find a local food donation location.



## ASK YOURSELF

What inter-agency or inter-governmental partnerships could you foster and develop to help get the word out to more citizens?

# 3 Lessons for Social Impact Campaigns

From Michigan

- 1 Don't go it alone.** Partner with relevant gov agencies to increase impact.
- 2 Capitalize on interest.** Use subscriber overlays on key webpages.
- 3 Remember human impact.** Email subject lines with “Feed a Child” performed better than “Find a Donation Site.”



## Questions?

If you haven't already, submit them now

# Upcoming Webinars

Save these Dates



**Oct 30<sup>th</sup> | 2:00 ET**

CIO/CTO Virtual Summit -  
Roadmap for Digital Transformation



**Nov 13<sup>th</sup> | 2:00 ET**

A Proactive Approach to Public Meetings (*Spoiler: Your Phone Will Stop Ringing*)



**Nov 20<sup>th</sup> | 2:00 ET**

11 Simple Tweaks for Stellar Government Emails

Learn more, visit [granicus.com/events/](https://granicus.com/events/)

