



Powering and Empowering Government



The Future of Government Technology and Its Impact on Civic Experience



Webinar Logistics

- All attendees are on mute
- You may submit questions through chat
- There will be 10-15 minutes at the end of the presentation to answer submitted questions
- This webinar is being recorded and will be provided by email
- If you don't receive the email, reach out to marketing@civicplus.com





Introduction



Jonathan Rivers, Host
CivicPlus® Executive Assistant



Brian Rempe, Panelist
CivicPlus Chief Executive Officer



Ben Sebree, Panelist
CivicPlus Senior Vice President
Research & Development



Brenden Elwood, Panelist
CivicPlus Vice President Market
Research



Powering and Empowering Government

12,000+

Local Governments Inspire
our Solutions

100,000+

Administrative Users

340+ Million

Resident Users in the U.S.
and Canada





Agenda



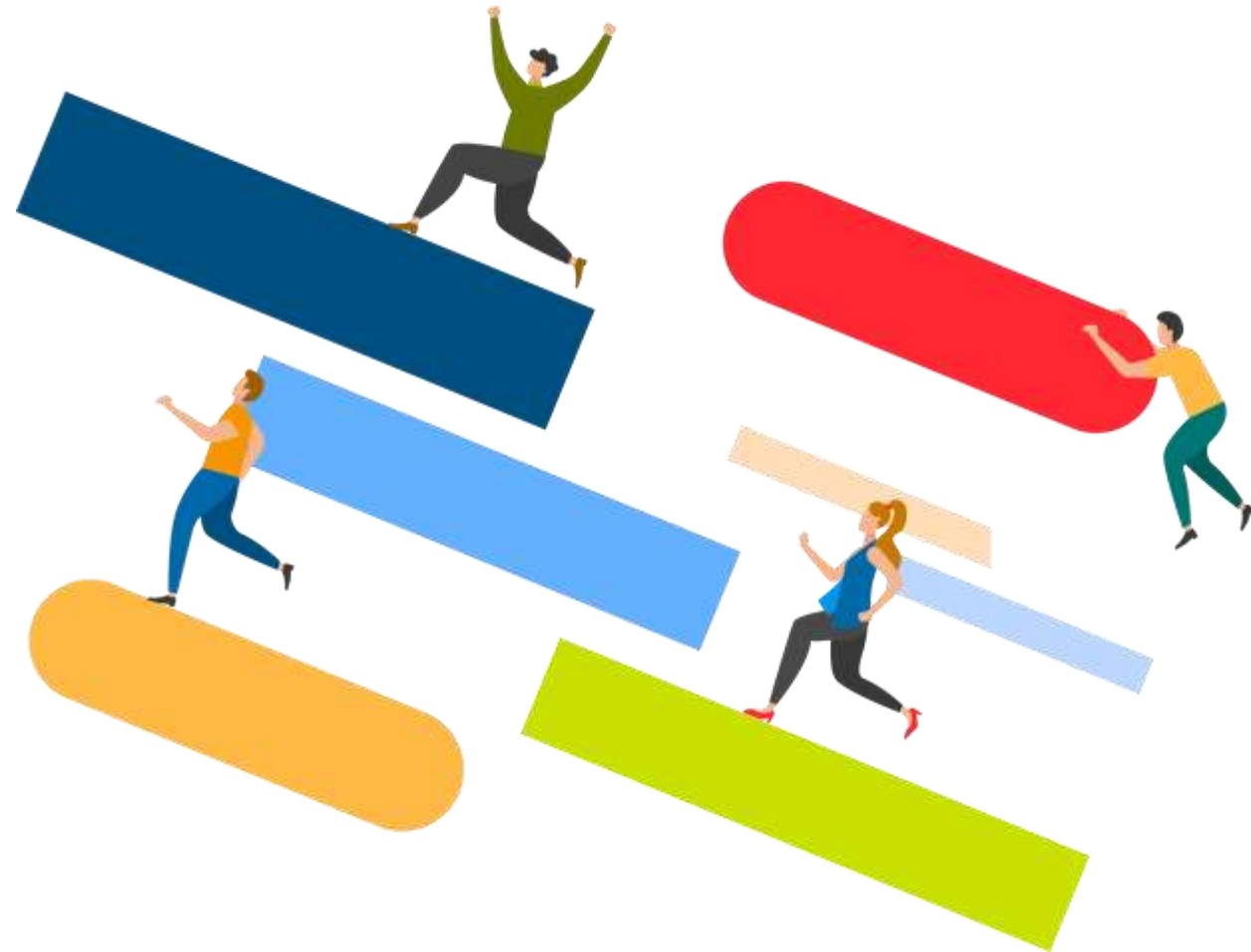
Future Trends Driving Innovation in Gov Tech



What are Civic Experiences and Why Do They Matter?



Measuring Community Satisfaction



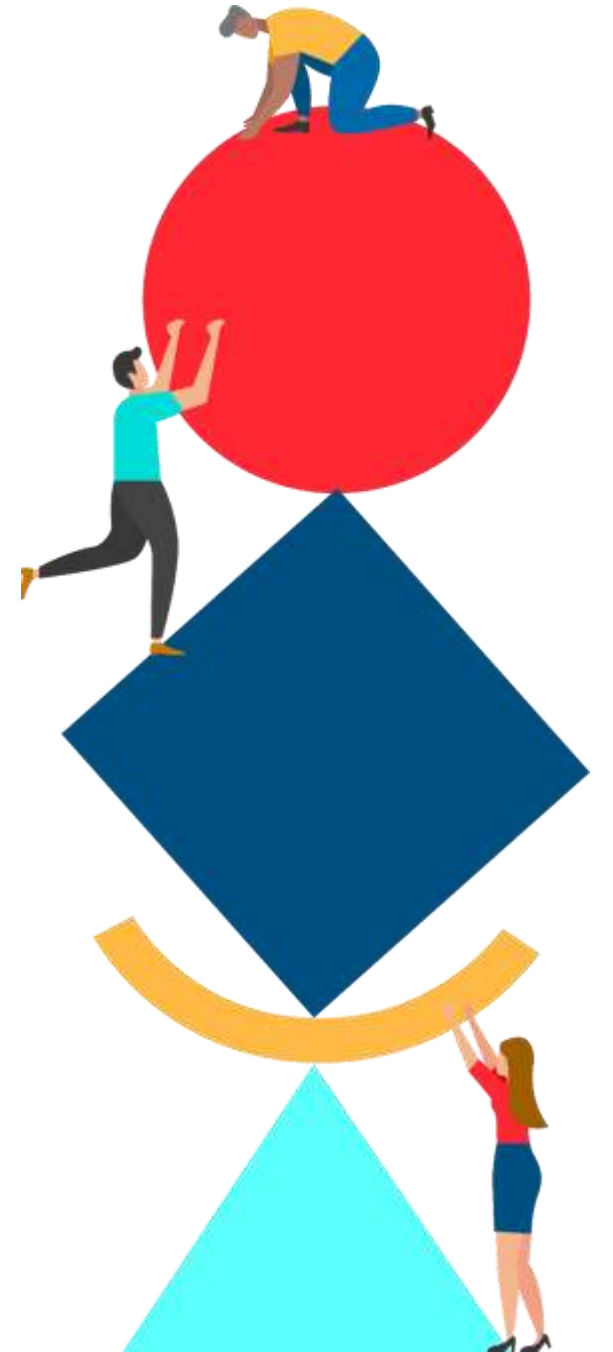


**Future Trends
Driving
Innovation in
Gov Tech**



Top Three Trends in 2023

1. Artificial Intelligence (AI)
2. Cybersecurity
3. Customer and resident experience





AI Opportunities for Local Government

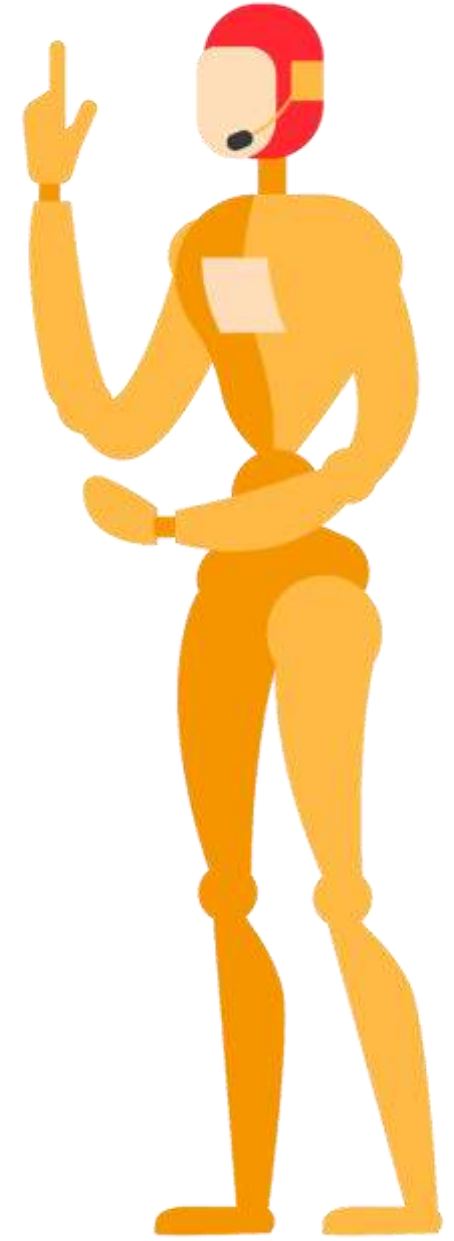
- Data analysis and insights
- Resident services and engagement
- Public safety and emergency response
- Smart infrastructure and utilities
- Planning and urban development
- Revenue optimization and fraud detection
- Sustainability and environmental management
- Traffic management and transportation planning
- Language translation and accessibility
- Fraud prevention and cybersecurity





AI Risks and Mitigations

- Data privacy and security
- Bias and discrimination
- Resident trust in new AI technology
- Technical risks
- Regulatory risks
- Internal expertise





Cybersecurity

By 2025, humanity's collective data will reach 175 zettabytes.

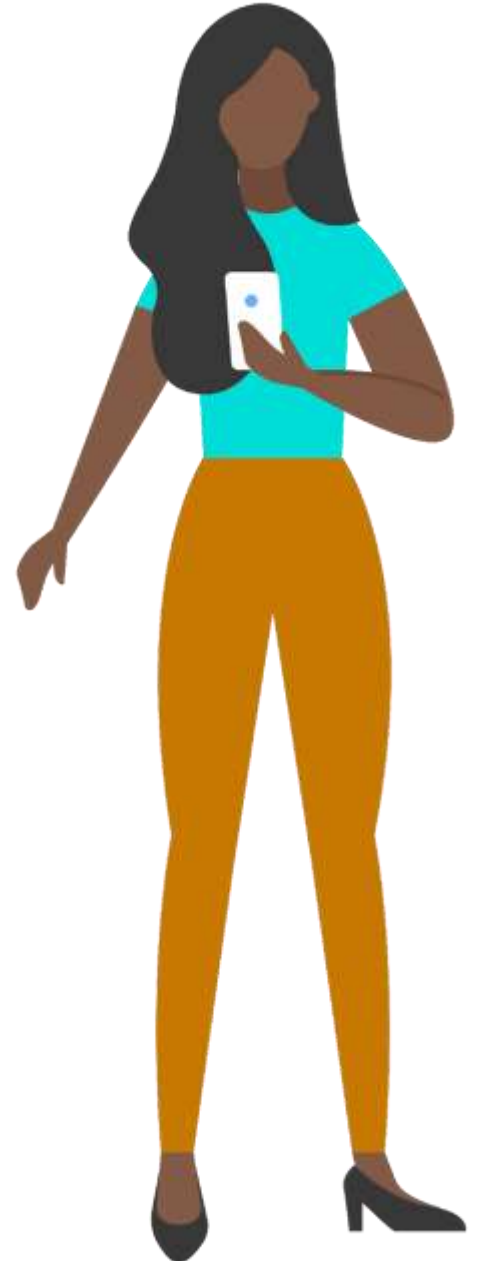
[source](#)





Evolving Cybersecurity Challenges

- Increasing number of attacks
- Regulatory compliance
- Digital transformation
- Supply chain risks



How Digital Interactions Are Impacting Interactions Between Residents and Their Local Government





Customer/Resident Experience

1. Increasing expectations
2. Digital transformation
3. Data-driven decision-making
4. Changing demographics
5. Resident engagement



**What Are Civic
Experiences and
Why Do They
Matter?**



Civic Experiences

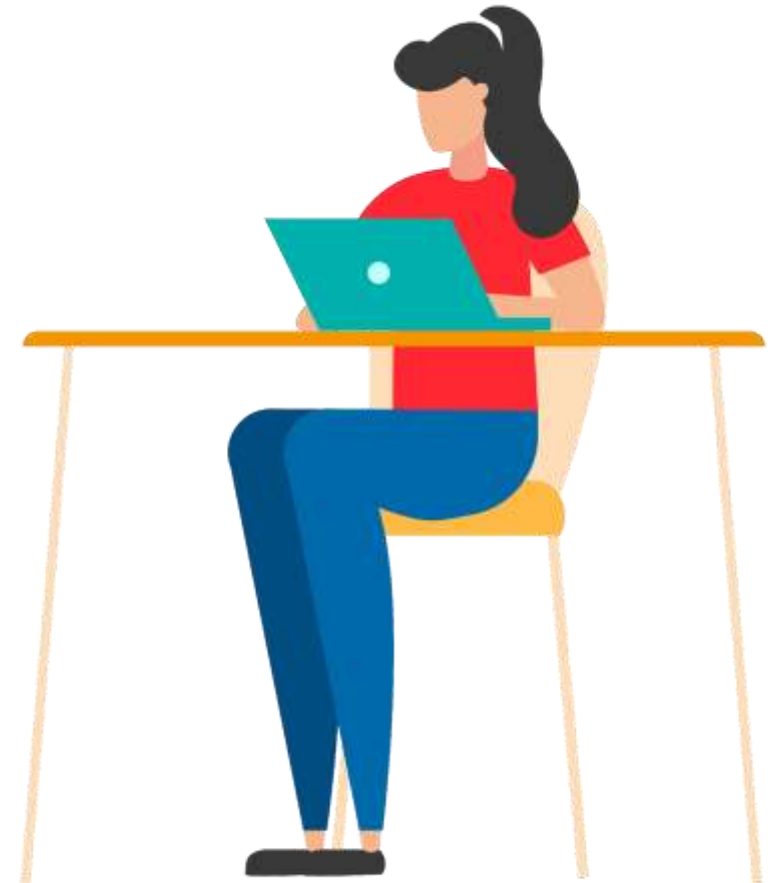
Interactions between local governments and their residents; crucial to a community's success, efficiency, and revenue generation potential



Civic Experience ≠ Citizen Engagement

Engagement = Active civic **participation**

Experience = **Interactions** with obtaining services





Benefits of Improving the Civic Experience

- Increased job satisfaction among government staff and operational efficiency
- Increased trust and satisfaction for governments and their leaders by residents
- Increased revenue





**Technology
Builds Trust in
Communities**



Demonstrating Commitment to Our Customers

To better understand our customers' needs, we set out to learn what matters to the people within the communities we serve.

Working with a third-party research agency, we conducted several national online surveys over the course of a year to explore satisfaction and trust.

Over 14K participants have responded to date.





“How Satisfied Are You With Your Local Government?”

Percent of those who are extremely
or very satisfied overall, n=14,046

~ 49%



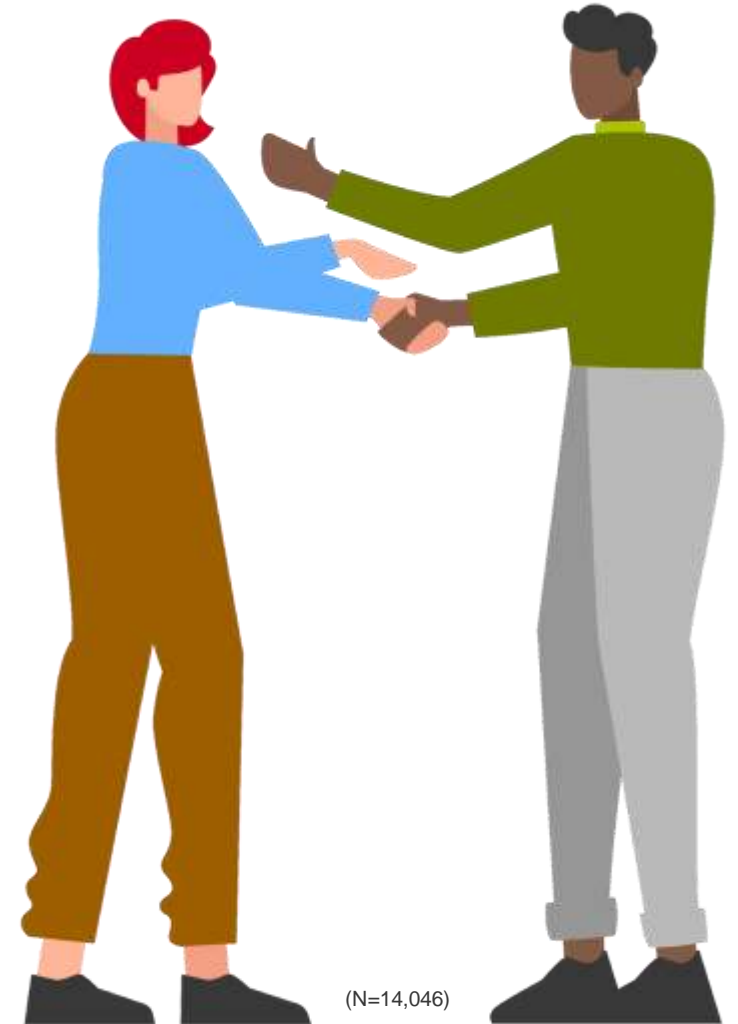
“Do You Trust Your Local Municipality?”

16%

Have complete trust in their local municipality

6%

Do not trust them at all





A Majority Are in the Middle

58% Only have "some" level of trust in their local government.
(N=14,046)

Our research suggest that when engagement is up, so is trust.

This is how we make government work better.

This is how we validate our solutions do what we say they do.

56% Will think more highly of their community leadership with access
(N=5,020)



Make Improvement Investments Visible

Increases trust, which is directly correlated to ROI – the more trust there is, the more support for tax initiatives and positive perceptions about how their tax dollars are being spent.

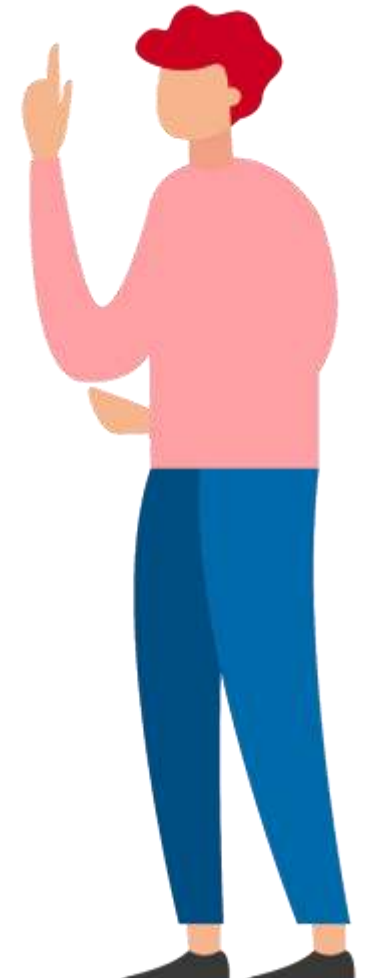
In fact, when asked, 69% (n=5,020) said they would support tax dollars being spent on an app that allowed them to share issues directly with their local government.





Final Suggestions for Building Trust

- Leaders need to invest in gaining a deeper understanding of what their community wants.
- Plenty of science out there on the benefits of "operational transparency."
- The public also thinks more highly about municipal leaders that "show the work".
- Stimulate engagement with the public and show them the work is being done, and trust will increase.





Amherst, MA

"CivicPlus has helped us improve relationships with our community members **and build trust** in a number of ways. First and foremost would be our town website. We're able to keep communications and information current and accessible. Having a trusted place to check information and combat any misinformation that was out there is really important. It was especially important over the course of the pandemic to have a trusted source of information for our community members."

- Communications Manager & Community





Shreveport, LA

"The challenge is getting rid of the siloes that local governments naturally create. If we can de-silo government and create a more connected and responsive city that uses open data and is more transparent, our citizens will trust us more. Where CivicPlus is going, building solutions to help de-silo governments and offering integrated systems out-of-the-box is incredible."

- Chief Technology Officer and Director of Smart City Efforts





Sandy City, UT

"We are proud of our residents for engaging with us especially via our My Alert system that is key in the event of an emergency. We have seen our community engagement grow to nearly 36,000 sign ups in the past 4 years. Our 'Connect With Us' web hub was built to make it easy for citizens to go to one location for all of the ways they can connect with Sandy City."

- Sandy City Communication Director





Questions?



Thank You Connect with CivicPlus



[@CivicPlus](https://www.linkedin.com/company/civicplus)



[@CivicPlus](https://twitter.com/CivicPlus)



[@CivicPlus](https://www.facebook.com/CivicPlus)

