



CO Special District Spotlight: Connect with Your Citizens with the Right Digital Solutions

February 6, 2018



This webinar will cover:

- **How to accomplish more with less** – With tight budgets, what are the top priorities?
- **The right tools for the right time** – Which tools are best for your mission?
- **How digital solutions can increase transparency** – What are the benefits of providing more information to your audience?
- **Improving customer service with online tools** – How can digital enhance the citizen experience?

Meet the Speakers



SHAWN PILLOW

Solutions Engineer,
Granicus



CHAVIN MUNIZ

Colorado Special Districts
Account Executive,
Granicus

We're 100% Dedicated to Government



SINGLE PLATFORM

No other company has our combination of products and services built for government



OPTIMIZED AUDIENCE

Leverage our reach to more than 170 million subscribers, often 30-40% of any geographic area.



UNIQUE INSIGHTS

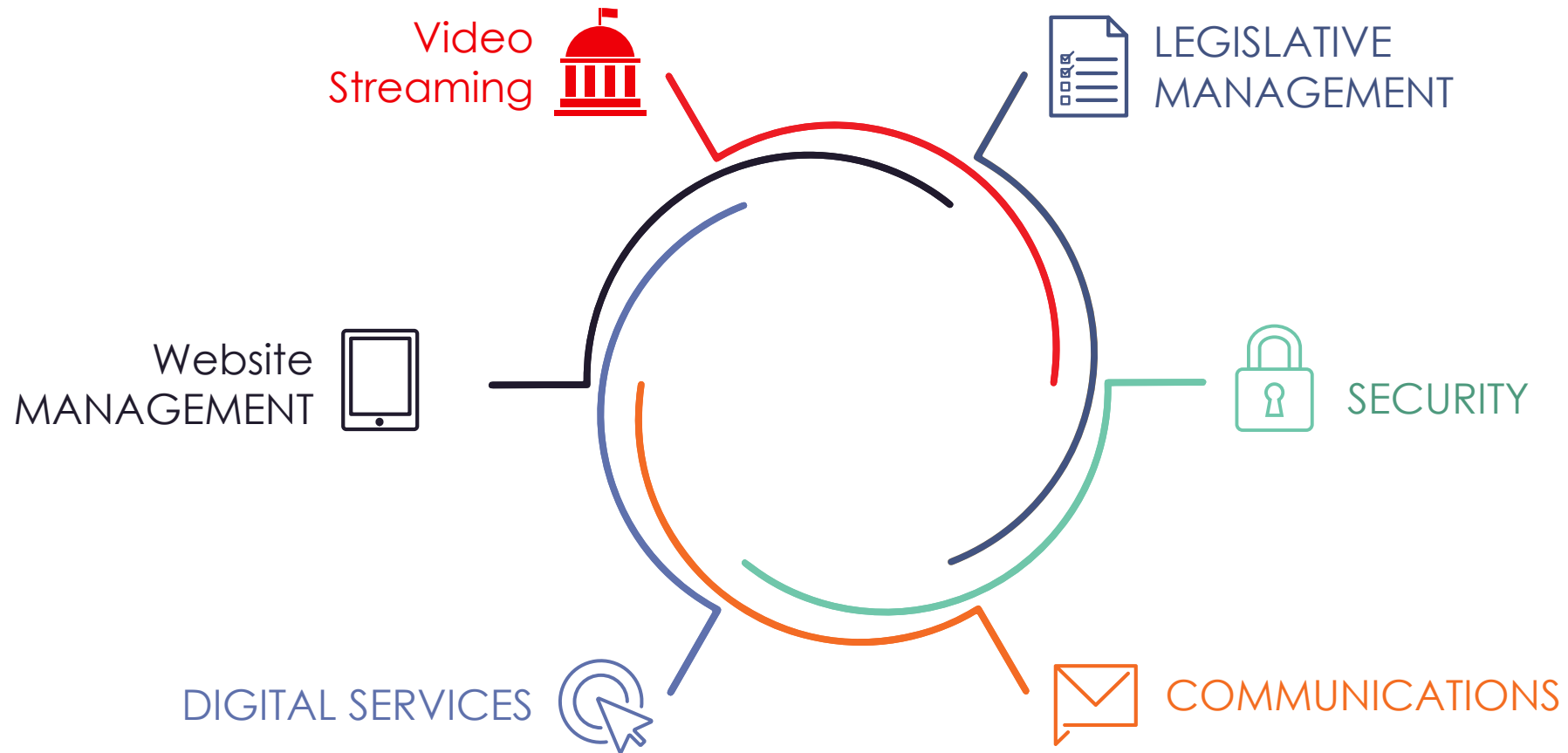
Drive results through our user data and our digital maturity model assessment.



TRUSTED BY 3,000+ GOVERNMENT

ORGANIZATIONS AROUND THE WORLD

Granicus: Purpose-built for government



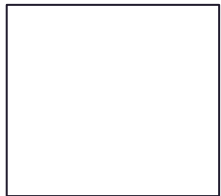
What We've Learned About Special Districts



SD'S VARY IN
SCOPE, SERVICES,
FINANCES



A NEED TO
CONTINUALLY
IMPROVE
EFFICIENCY



OPERATE
AUTONOMOUSLY
FROM LOCAL
GOVERNMENT



DO MORE WITH
LESS – FEWER
RESOURCES



A NEED TO
IMPROVE
TRANSPARENCY &
AWARENESS

How can we help?



BE
COMPLIANT



BE
TRANSPARENT



BE
PROACTIVE



Be Compliant

- Meetings and decisions must be open to the public
- Agendas and minutes must be posted – and quickly
- Approval rules for new entities or new levies must be followed precisely
- Contracts must be awarded with full transparency
- Meet all accessibility requirements





Be Transparent

Little Hoover Commission provides standards for Special District websites, they recommend:

Operations: Full annual meeting calendars and meeting agendas 72 hours in advance

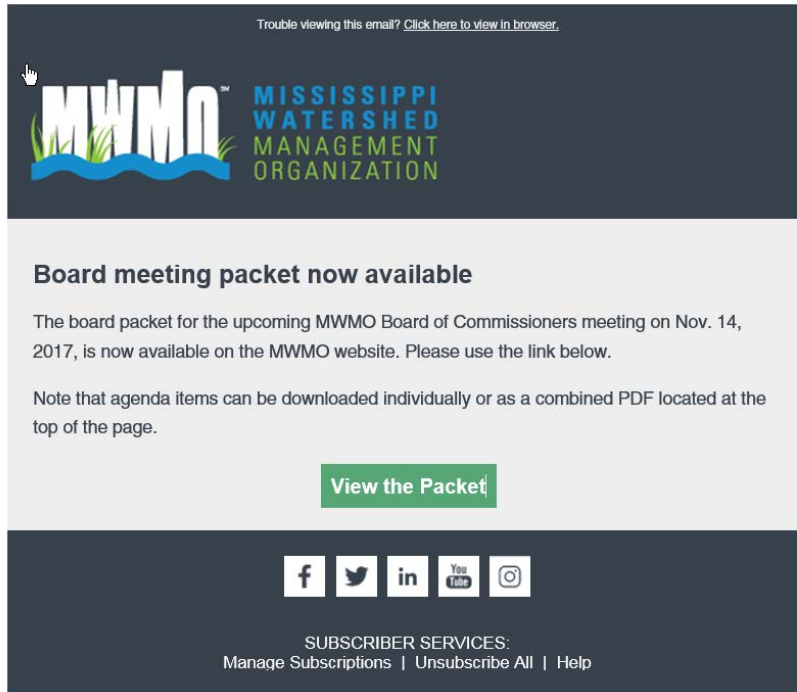
Finances: Annual budget, compensation details, reserve fund investments, state financial reporting

Communications: Ways to receive communications from and respond to district members

Information should be up to date, correct, and easy to find by area residents



Be Proactive



Reach Out: Promote what is going on, what's on the agendas, big decisions and big projects. Secrecy breeds distrust.

Listen: Ask for feedback and concerns early and often. Early identification of concerns and opposition makes it more manageable.

Communicate Strategically: Control the narrative with regular, professional communications that share successes and address concerns. Bring news to citizens instead of waiting until they seek it out.



Leverage Granicus Technology



AGENDA MANAGEMENT



Compliant



Transparent



CIVICA CMS



Compliant



Transparent



GRANICUS VIDEO



Compliant



Transparent



COMMUNICATIONS CLOUD



Proactive



TARGETED MESSAGING SERVICE



Proactive



INTERACTIVE TEXT



Proactive

Case Study



Metropolitan Council Minnesota



Compliant

Regular,
accessible
agendas and
indexed videos
of meetings

The screenshot displays the Metropolitan Council's website agenda for a meeting on Wednesday, April 26, 2017, at 9:00 AM. The agenda is organized into several sections:

- AGENDA**
 - I. CALL TO ORDER**
 - II. APPROVAL OF AGENDA**
 - III. APPROVAL OF MINUTES** (April 12, 2017 Metropolitan Council Meeting)
 - IV. PUBLIC INVITATION** (Invitation to interested persons to address the Council on matters not on the agenda. Public comment on the agenda items has occurred in the respective committee public session or limited to a three-minute presentation.)
 - V. BUSINESS** (Note: Items listed under the Consent Agenda will be enacted by one motion with no separate discussion. If discussion on an item is desired, the item will be removed from the Consent Agenda for separate consideration.)
 - Joint Report of the Environment, Transportation, Community Development, and Management Committees
 - 2017-16: 2017 United Budget Amendments (Real County 001-400-1214) will call
 - VI. CONSENT AGENDA** (Note: Items listed under the Consent Agenda will be enacted by one motion with no separate discussion. If discussion on an item is desired, the item will be removed from the Consent Agenda for separate consideration.)
 - 2017-16: Approval of 2017 and 2018 Fiscal Year Budgets
 - 2017-17: Cottage Grove Planning Regional Park Master Plan and Consent to Esplanade, Washington County (Jan Youngquist 001-400-1526)
 - 2017-17: Land Exchange and Boundary Adjustment for Iron Creek West Regional Trail, Anoka County (Liz Youngquist 001-400-1526)
 - 2017-18: Future Reassessment Consideration for Cook Creek Regional Trail, Anoka County (Dale Jensen 001-400-1534)
 - 2017-18: Legal Contracts for Park Management Workers' Compensation Claims (Dale Jensen 001-400-1534)
 - 2017-18: Program Amendments to System of the Metropolitan Council Land Use Advisory Committee (Dale Jensen 001-400-1537)
 - 2017-18: City of Ramsey Woodlands AIA Addition Comprehensive Plan Amendment, File No. 20002-7 (Patrick Boyer 001-400-1438)
 - 2017-18: City of Ramsey Woodlands AIA Addition Comprehensive Plan Amendment, File No. 20002-8 (Patrick Boyer 001-400-1438)
 - VII. REPORTS OF STANDING COMMITTEES**
 - A. Community Development**
 - 2017-30: Updated Metropolitan Urban Service Area Implementation Guidelines (Liz Berges 001-400-1886)
 - B. Environment**
 - 2017-31: Green Infrastructure Pilot Grant (Dale Smith 001-400-1526)
 - 2017-32: Blue-Hill Market Wastewater Services Agreement Amendment (Dale Smith 001-400-1526)
 - C. Management**
 - 2017-33: Southwest Light Rail Transit (Green Line Extension) Amendment #2 to the Legal Services Contract (NAPS) with Hossainian, LLP (Dale Smith 001-400-1428)
 - D. Transportation**
 - 2017-34: Contract Award for Bloomington, Edina, and Roseville Transit Service (John Hagan 001-400-1714)
 - 2017-35: 2017-2020 TIP Amendment (South County T18) (T14) (MCA) (T2) (MCA) 14 Interaction Improvement Project (John Hagan 001-400-1536)
 - VIII. OTHER BUSINESS**
 - IX. REPORTS**
 - A. Council Members**
 - B. Chair**
 - C. Regional Administrator**
 - D. Board Counsel**
 - X. ADJOURNMENT**
 - 27: Joint Business Item, presented at this or more committees prior to being presented at Council
 - 28: Action Item for the Council and Committee the same week
 - 29: Additional materials included for items on published agenda
 - 30: Additional business items added following publication of agenda
 - 31: Backup materials available at the meeting

The bottom of the page features a newsletter sign-up form, social media links, and contact information for the Metropolitan Council.



Compliant

Pre and post-meeting
agenda
access;
streaming and
on-demand
indexed video
viewing

metro council.granicus.com/MediaPlayer.php?view_id=28&clip_id=2767

METROPOLITAN COUNCIL

METROPOLITAN COUNCIL MEETING
Wednesday, November 8, 2017
390 Robert Street North | Council Chambers | 4:00 PM

AGENDA

- I. CALL TO ORDER
- II. APPROVAL OF AGENDA
- III. APPROVAL OF MINUTES
October 25, 2017 Metropolitan Council Meeting
- IV. PUBLIC INVITATION
Invitation to interested persons to address the Council on matters not on the agenda. Public comment on the agenda items has committees (each speaker is limited to a three-minute presentation).
- V. BUSINESS
Joint Report of the Management, Transportation, and Community Development Committees
1. 2017-214 JT 2017 Unified Budget Amendment – Fourth Quarter Amendment (Paul Conery 651-602-1374) **Roll Call**
- VI. CONSENT AGENDA
Note: Items listed under the Consent Agenda will be enacted by one motion with no separate discussion. If discussion on an item is removed from the Consent Agenda for separate consideration.
1. 2017-223 Southwest Light Rail Transit (Green Line Extension) Contract Award for Phase III Archaeological Data Recovery (K... 3886)
2. 2017-232 Third Amendment to Contract 16P018 with Apollo Video Technology (Geri Sutton 651-602-1672)
3. 2017-233 2017 Small Bus Procurement – Metro Mobility and Transit Link Replacement (Paul Colton 651-602-1668)
4. 2017-234 Southwest Light Rail Transit (Green Line Extension) Amendment #3 to the Legal Services Contract (16P030) with G Alexander 612-373-3880

Metropolitan Council

- I. CALL TO ORDER
- II. APPROVAL OF AGENDA
- III. APPROVAL OF MINUTES
- IV. PUBLIC INVITATION
- V. BUSINESS
- VI. CONSENT AGENDA
- VII. REPORTS OF STANDING COMMITTEES
- I. City of Edina Mixed Use Center (MXC) Districts – Density and Height Comprehensive Plan Amendment, Review No. 20413-11
- I. Industrial Pre-treatment Incentive Program Contract Approvals



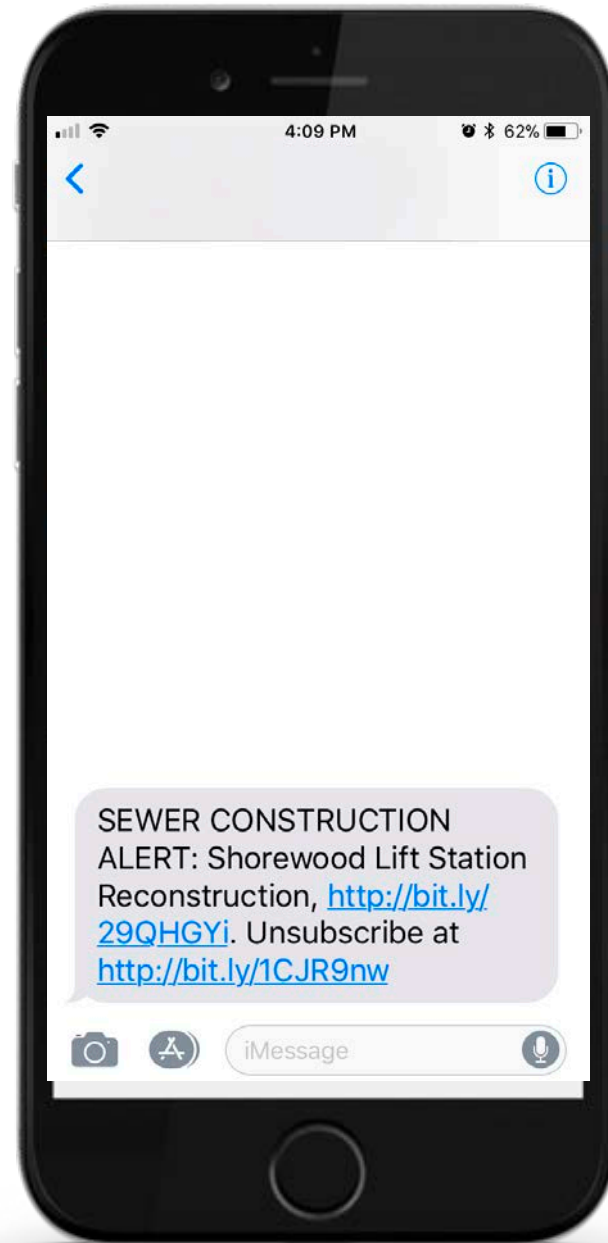
Transparent

Easy to find
information on
budgets,
committees,
decisions, news



Proactive

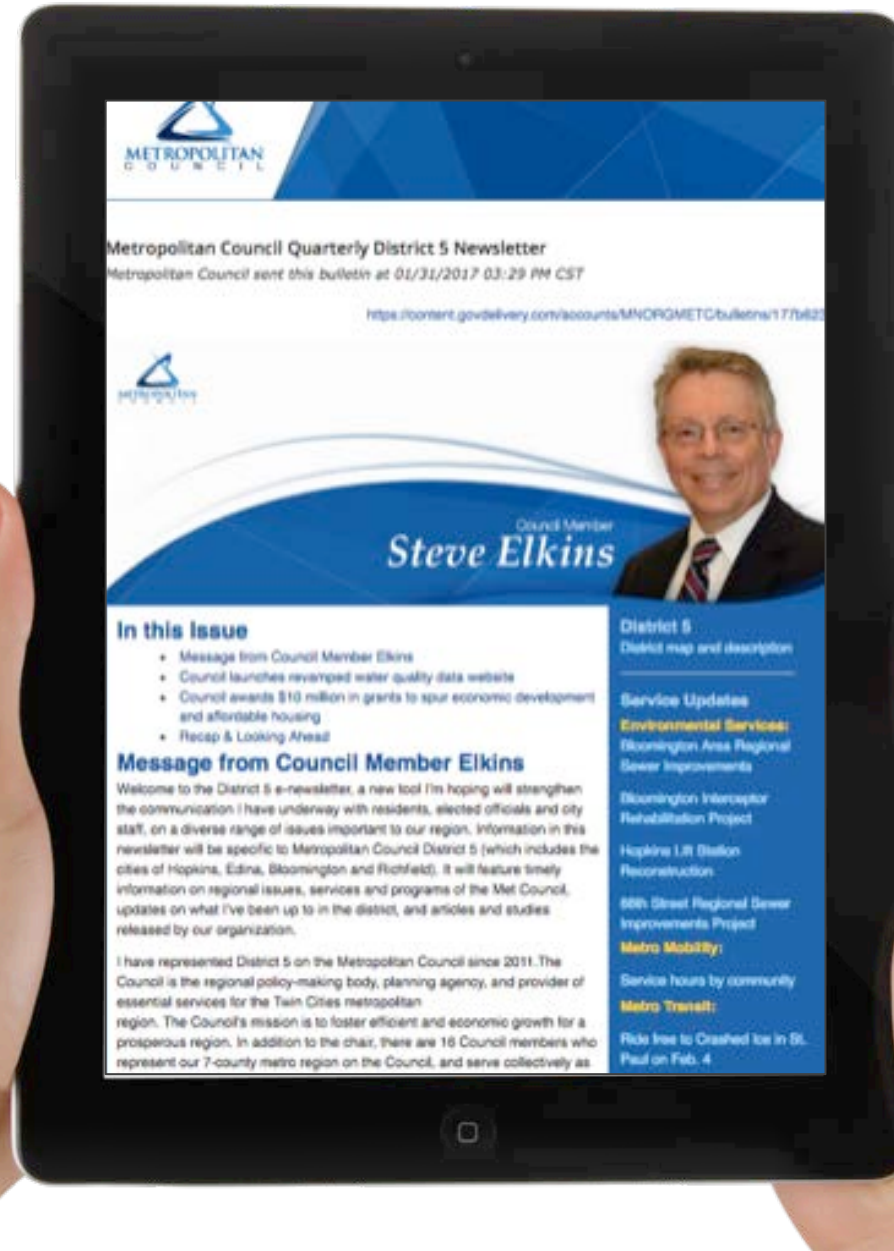
Met Council Text Message





Proactive

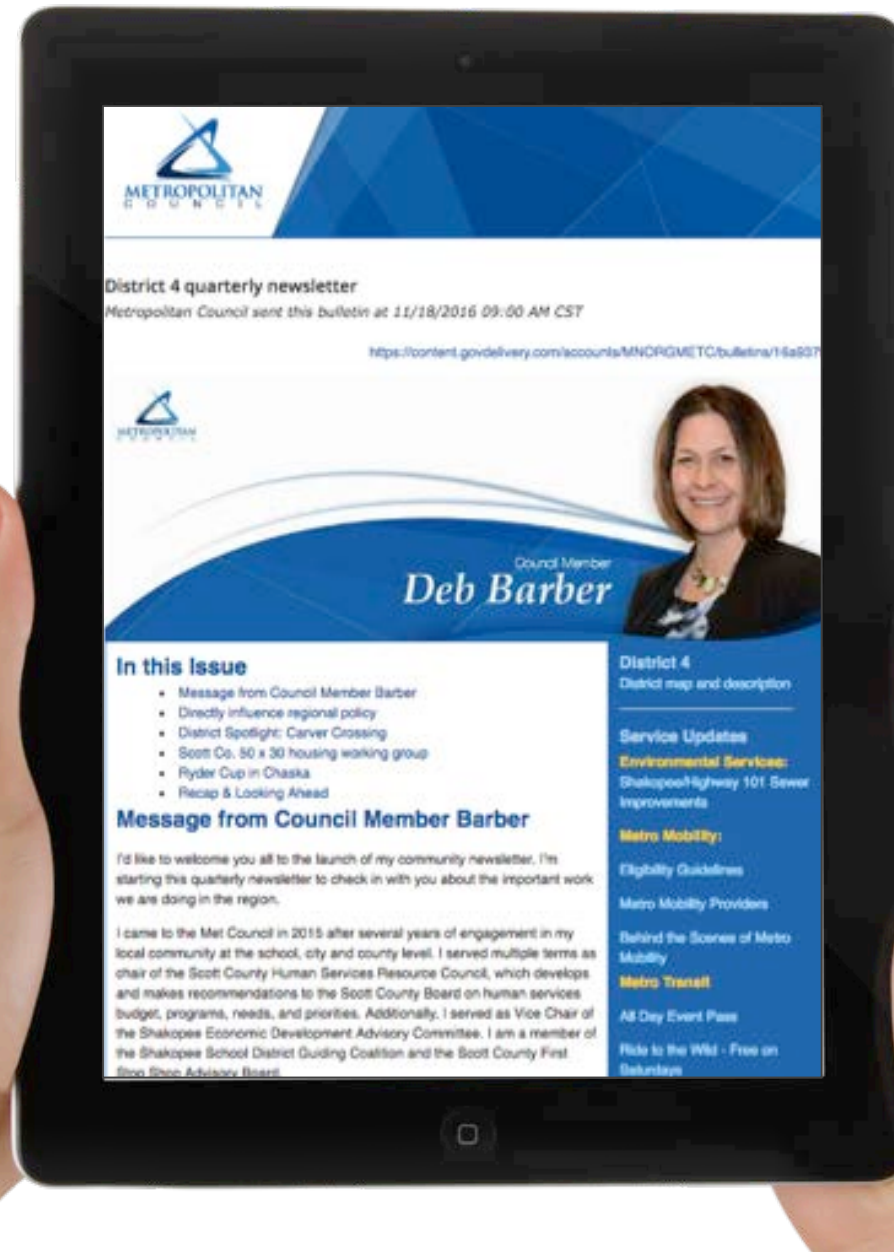
Metropolitan Council Member Steve Elkins launched an e-newsletter in January 2017 to “strengthen the communication I have underway with my residents...on a diverse range of issues important to our region”





Proactive

But Elkins wasn't the first to roll it out. District 5 Council Member Deb Barber launched in November 2016 to "check in with you about the important work happening in our region."



Gain citizen input to inform decision-making



metro council.granicusideas.com



SHAWN PILLOW

Solutions Engineer, Granicus



About the Communications Cloud



The only network that connects 180 million people to federal, state, and local governments.

BROAD REACH

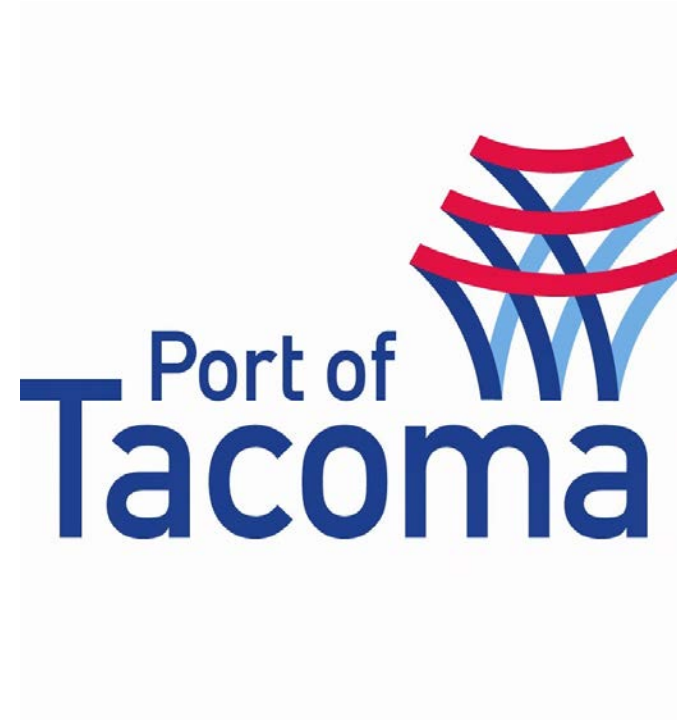
- 180 Million subscribers across 1,800 federal, state and local government agencies
- 50,000 new people sign up to get updates from government every day through Granicus


DRAMATIC IMPACT AT SCALE

- Growth: Expand your audience to amplify your message
- Relevance: Cross-promote content to deepen engagement

Engagement in Action

- **23K Subscribers**
- **40% Engagement Rate**
- **151K Subscriber Impressions**
- **268% Growth Impact from GovDelivery Network**
- **252 Unique Subscription Topics**



- E-Newsletter
- Social Media
- Employment
- Commission Meetings
 - Commission Meeting Agendas
 - Commission Meeting Minutes
 - Commission Meeting On-Demand
- Port Updates
 - Available properties
 - Financial information
 - Operation status & emergency alert
 - Strategic plan updates
 - e-Newsletter: Pier Side
 - News releases 
 - Port tours

Engagement in Action



- **65K Subscribers**
- **52% Engagement Rate**
- **9.4M Messages Sent**
- **59% Growth in Subscribers Over Last 12 Months**
- **10 Subscriptions per Subscriber**

The image shows a screenshot of a mobile application interface. On the left, a "RIDER ALERTS" section is visible, with a blue header and a grey background. It includes a "System Status / Advisories" title, a "Last update: 12/5/2017 11:57:18 AM" timestamp, and a list of three items with red square bullet points. The first item discusses "Current Route Detours" for routes 1, 31, 42, 110, 211, 346, 347, 510, and 840. The second item mentions a "Start Date Change" for a "Second Construction Phase to Close APT Service In Irving, Effective Monday, November 20, 2017". The third item is about "Spring Valley Customers Encountering Delays During System Upgrade, Effective Monday, November 20, 2017". Below these items, there is a "Always Be Alert" section and a footer with the text "Please report any suspicious activity to DART Police at 214-512-3456".

On the right, a "News & Events" sign-up form is overlaid. It features the DART logo, the heading "News & Events", and the text "Sign up for email updates to get notifications about DART News and Events." Below this is a white input field with the placeholder text "Enter your email address" and a dark blue "SUBSCRIBE" button. At the bottom of the form are two links: "No Thanks" and "Remind Me Later".

Thank you

