SIOUX CITY | SEPTEMBER 18-20 | 2024

STRONGER TOGETHER

ANNUAL CONFERENCE & EXHIBIT

Navigating the Digital Shift: Transforming Local Governance in the 21st Century

Jessica Bauer, Event Manager
Lucas Casey, Director of Sales

gWorks

♥ Handouts and presentations are available in the event app. ♥

Navigating the Digital Shift: Transforming Local Governance in the 21st Century

gWorks

Empowering Public Leaders to Build Smarter Government & Stronger Communities

Visit us at gWorks.com

Speakers

Jessica Bauer, CMP

Event Manager, gWorks

Lucas Casey, MPA

Director of Sales, gWorks

gWorks empowers the public sector with technology for thriving communities.

2,500
Clients

98%
Client retention

170
Clients in Pennsylvania

OUR MISSION

- Enable and empower public leaders
- Build smarter governments and stronger communities
- Use cloud solutions to remove friction
- Leverage simple, integrated technologies

The **all-in-one** cloud platform with custom solutions to fit your unique civic needs

Document Storage
Managed by Storage Hub

Work Orders & Operations
Managed by Operations Hub

Payroll & Human Resources
Managed by HR Hub

Asset & Property Mapping
Managed by Maps Hub

Accounting & Budgeting
Managed by Finance Hub

Citizen Engagement
Managed by FrontDesk

gWorks

Embracing technological advancements for improved service delivery and transparency

- Overcoming challenges in citizen engagement
- Encouraging community adoption
- The necessity of long-term planning

Visit us at gworks.com

Who do you serve?

That is, what do you call the people you serve?

(Be nice!)

Engaging the Public in Public Management

- Local government's job is to provide public goods and services to… citizens? … customers? … partners?

- Public expectations change depending on the role a member of the public is assuming:

  - **Citizen** - Participating in decision making and "sharing responsibility for determining course of government"

  - **Customer** - Seeking discrete goods or services

  - **Partner** - Involved in "doing the work" of government

Citizen, Customer, Partner

Engaging the Public in Public Management

John Clayton Thomas

Embracing Technological Advancements

"Embracing technology is no longer an option, but a vital imperative for government agencies"   - Lorna Stark, KPMG

Service Delivery and Transparency

- Clear and open communication with residents
- Examples from the COVID-19 pandemic (e.g., Zoom meetings)

Reshaping Traditional Processes

- Enhanced transparency in budgeting and financial management
- Benefits of integrated software systems

Citizen

- **Role as Citizen** : Participating in decision making and "sharing responsibility for determining course of government"

- **Example** : Public input and hearings on policy, budgets, visioning, etc.

- **Expectations of Citizens** : Driven by legal requirements

- **Digital Engagement Tools** : Online access and notifications of meeting agendas and minutes, audio/video, codes and policies, budgeting, etc.

Upcoming ▾ | All Categories ▾

...le Day
...y is offering recycling for large items, yard debris, an... 08/22/2022
📅 No event   ≡ City

Community Storm Shelter
Storm Shelter Information   08/22/2022
📅 No event   ≡ City

1st Street Closed Today
Road Construction today
📅 No event

MINUTES · CITY   📄 Download PDF

OCTOBER 21ST - BOARD MEETING
Event Date/Time Aug 21, 2022 7:30 PM ·
Location Keystone Town Hall 105 Main Street

GENERAL NOTICE

The Role of Citizen Engagement in Reigniting Community Participation

Year after year we continue to see disengagement of residents and citizens with their government.

29%

of residents and citizens have attended a local government meeting

Source: Pew Research Study, 2018

15-27%

of eligible voters cast a vote

Source: Brennan, 2020

gWorks | Building Resilient Communities

Customer

- **Role as Citizen** : Seeking discrete goods or services in exchange for payment

- **Example** : Water and sewer services, trash and recycling pickup, recreation programs, etc.

- **Expectations of Customers** : Driven by comparisons to the for-profit marketplace, demanding more of local gov all the time

- **Digital Engagement Tools** : Online account management, billing, payment, receipts, etc.

OPEN BILLS (5)   PAYMENT HISTORY (14)

📅 All ▾   All Status ▾   A

[W72023] Water Bill
Due: $57.00
Due Date: 09/08/2023
Billed Date: 08/25/2023

CART

⊖ [W72023] Water Bill $57.00
⊖ [12345] Building Permit $100.00
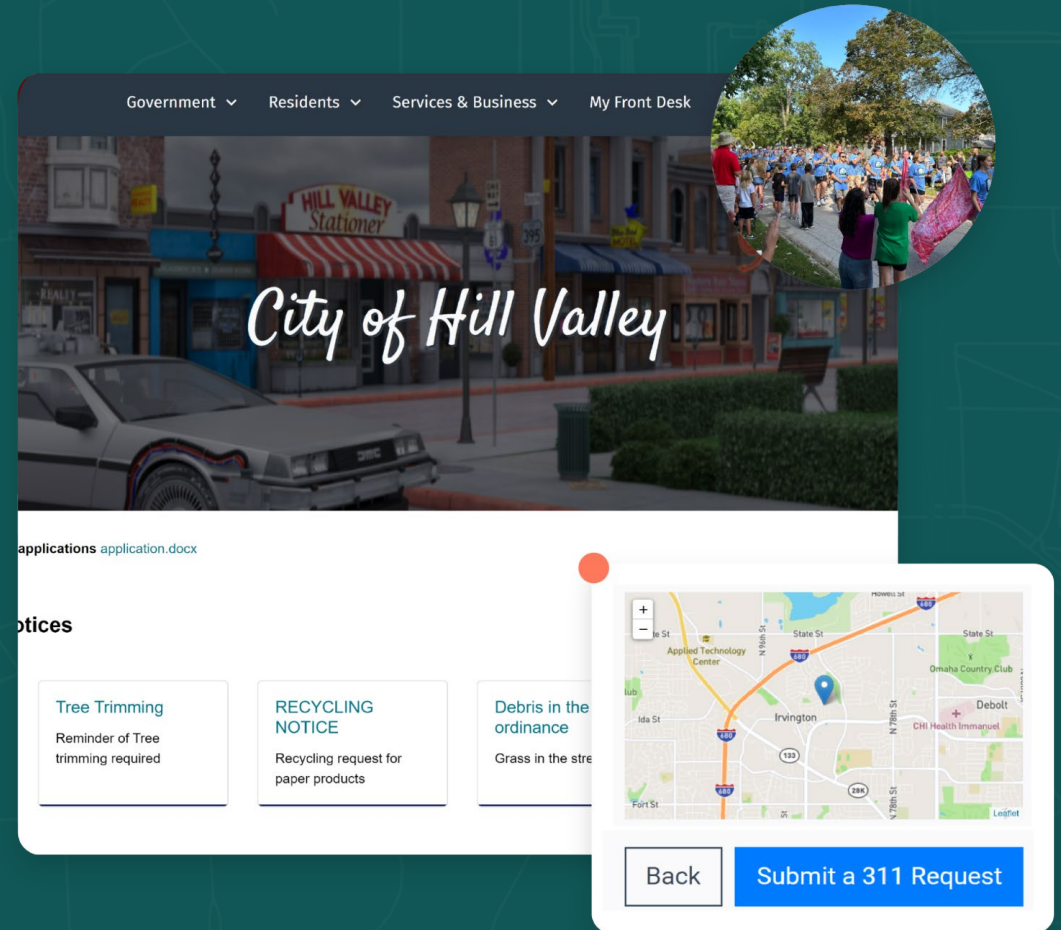
from Cart   **Pay Now**

Total: **$157.00**

Proceed to Checkout

Partner

- **Role as Citizen** : Involved in "doing the work" of government

- **Example** : Reporting potholes, sorting recyclables,

- **Expectations of Partners** : Driven by need and opportunity to contribute, community values, self‑interest

- **Digital Engagement Tools** : Citizen 311, Survey/opinion polling and outreach, etc.

How to support growth of civic participation and encourage public sector engagement from citizens

STARTING POINTS

- Social media

- Hosting city council meetings virtually

- Open the channels of two way communication

- Make it easier for citizens to reach their local government officials

CITIZEN ENGAGEMENT SOFTWARE

- Enhance the online experience for citizens and increase communication

- Provide all tools needed to encourage communication between a local government and citizens

- Ability to make posts and updates on a centralized page

- Capabilities to send out text and email alerts

- Receive 311 citizen requests and address needs promptly

The integration of tech may create a more responsive and transparent government.

Choosing the Right Tools

- Social media limitations
- Cloud-based software programs

Features in Technology

- Citizen engagement (text and email notifications)
- Reporting tools, payment options & collaboration features
- Leveraging the right tools

Seamless Integration

Denver staff was losing precious hours tracking forms and corresponding payments until they found there was an easier way

Denver
Population: 1942 (2022)
Elevation: 948 ft

Denver's experience highlights the power of digitizing city processes

By moving to an all in one online engagement platform, Denver was able to:

- Transition Parks & Recreation forms online

- Save nearly 7 hours on manual payment entries

- Increase registrations with over 320 forms processed

- Create additional forms for various city services

- Enhance accuracy with mandatory fields

- Reduce City Hall traffic and interruptions

Streamline Citizen Engagement

Walters staff struggled with collecting online payments and relaying communication to their residents until they found there was an easier way

Walters

Population: 2381 (2022)
Elevation: 1066 ft

Walter's experience highlights the power of consolidating features and leveraging the right tech tools

By moving to an all in one online engagement platform, Walters was able to:

- Enable instant text and email notifications
- Provide a self - service portal for bills and payments
- Reduced phone calls, walk - ins and manual payment entries by 15%
- Modernized operations with public notices and forms
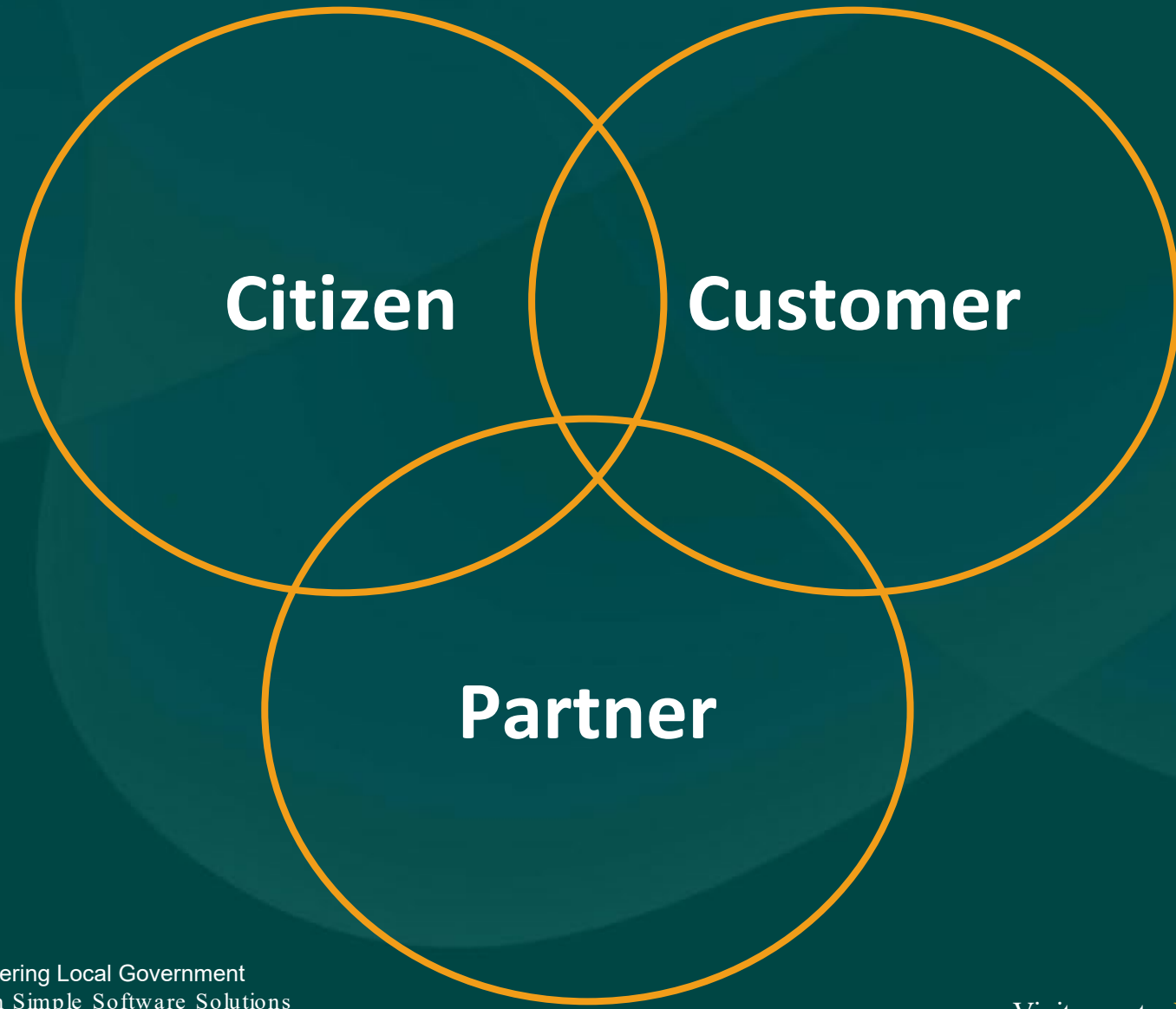
Thank you!

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Empowering Local Government
through Simple Software Solutions