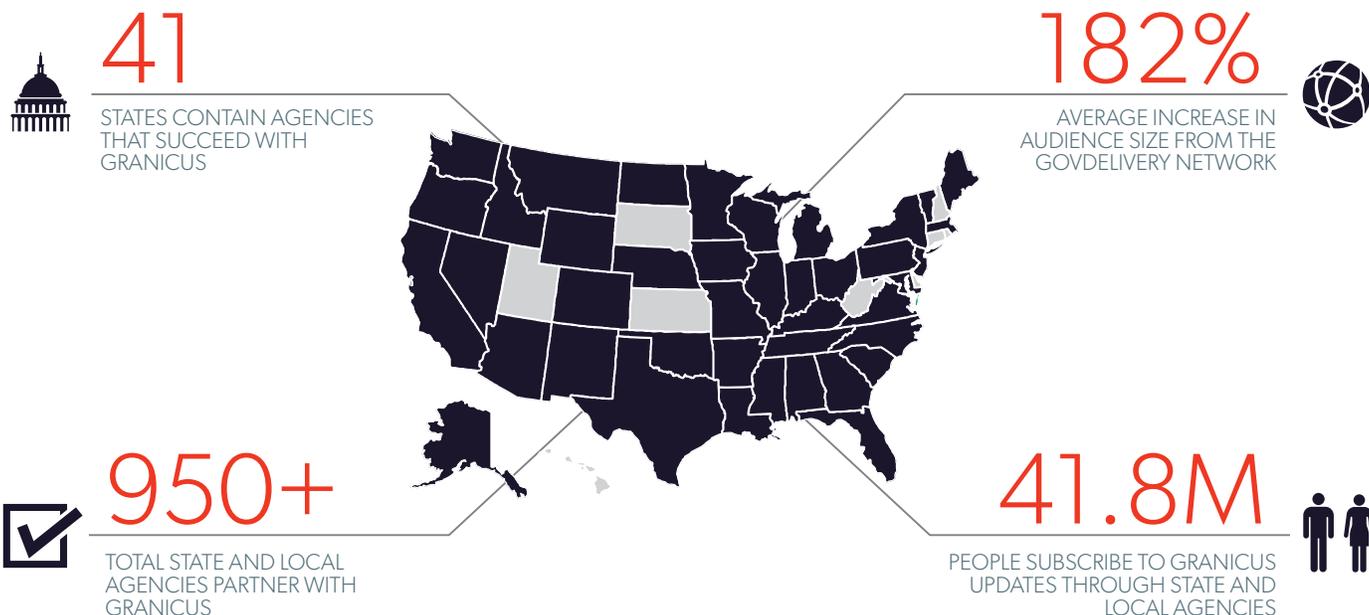


# SUCCESS STORY | STATE & LOCAL GOVERNMENT

Granicus partners with more than 3,000 government agencies around the world, helping them connect with their audience and get citizens to take action. Over 150 million people engage with Granicus partner agencies including FEMA, the State of Indiana, and the City of Charlotte, North Carolina.



## STATE AND LOCAL AGENCIES SUCCEED WITH GRANICUS



**King County** **KING COUNTY, WA** connects with more than 312,000 residents, internal employees, and businesses to drive increased customer satisfaction and increase internal efficiency. More than 322 staff members across 25 departments within the county use Granicus to send over four million total emails and text messages to their audience every quarter.



**BALTIMORE, MD** uses Granicus to engage with its residents and increase participation in local events, including job fairs, art exhibitions, public hearings, and board meetings. From the City Council to the Department of Health, over 15 departments send communications to more than 74,000 residents in the Baltimore area.



**TEXAS PARKS AND WILDLIFE (TPWD)** uses digital communication to drive participation in conservation programs and increase the revenue it generates from state park passes. When TPWD started sending regular monthly renewal notices for annual state park passes through Granicus, the renewal rate for those who were contacted by email was 7.1% higher, which over a six-month period translated to an additional \$52,000 in revenue.



**BAY AREA RAPID TRANSIT (BART)** connects with more than 140,000 riders and commuters in the San Francisco Bay Area, and provides real-time train arrival and maintenance updates based on each user's custom route preferences. BART uses Granicus to send over 30 million messages annually to ensure riders have the information they need to plan their trips, find nearby stations, and reach their destinations on time.

## FREQUENTLY ASKED QUESTIONS

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### 1 HOW WILL MY DEPARTMENT BENEFIT FROM UTILIZING GRANICUS?

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By tapping into an existing engaged audience base of over 150 million Granicus subscribers across federal, state, local, and European governments, you are able to instantly expand your outreach and increase your engagement.

### 2 WHY USE GRANICUS FOR OUTREACH INSTEAD OF OUTLOOK, LISTSERVS, OR OTHER COMMERCIAL EMAIL TOOLS?

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The time and effort you put into crafting your message is put to waste unless it resonates with your audience. Granicus is able to track and deliver metrics that show how engaged your audience is. We also provide automated list management allowing you to focus on crafting your messages and strategizing, instead of mundane tasks like contact list management. Granicus has the tools you need to effectively inform and engage your audience.



EMAIL



MOBILE



SOCIAL



WEB

### 3 HOW LONG DOES IT TAKE TO GET STARTED WITH GRANICUS?

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The Granicus intuitive platform is simple enough for non-technical users to easily navigate, while including advanced functionality for users who are accustomed to using cutting-edge communication and outreach tools. Users are typically ready to start engaging with their audience through Granicus with one hour of training.

**READY TO GET STARTED? CONTACT US.**