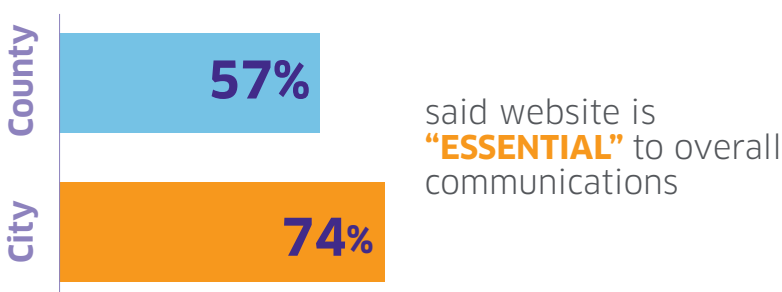


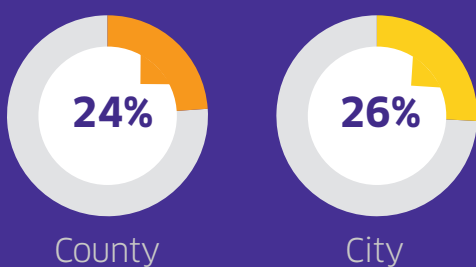
What's Next IN DIGITAL COMMUNICATIONS for Local Government

For three consecutive years, Vision surveyed local government staff to gauge the state of digital communications in local government. Comparing the results revealed cities and counties think differently about technology.

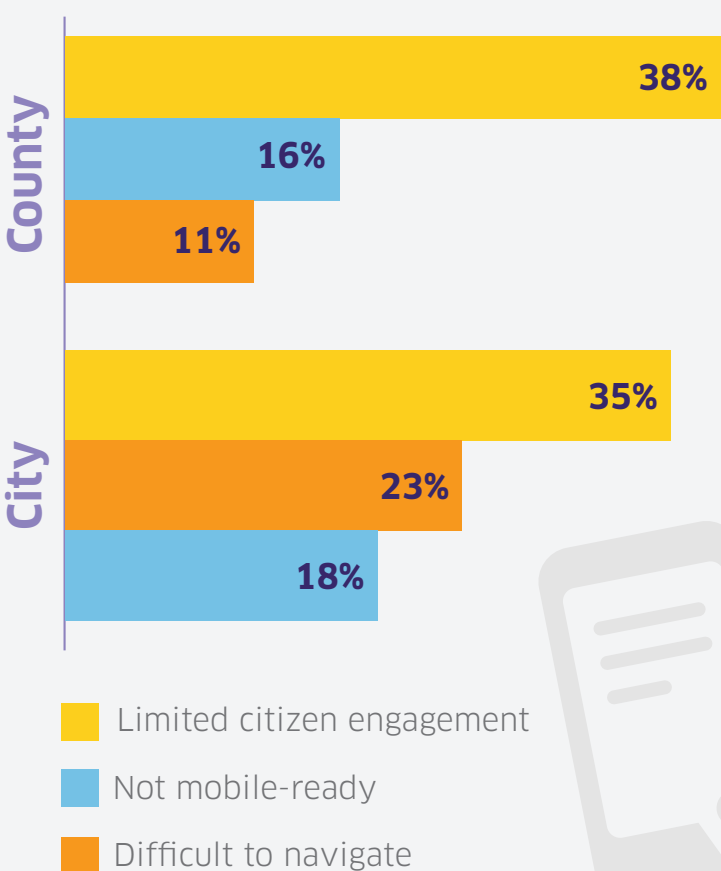
Municipalities place **HIGHER IMPORTANCE** on their websites



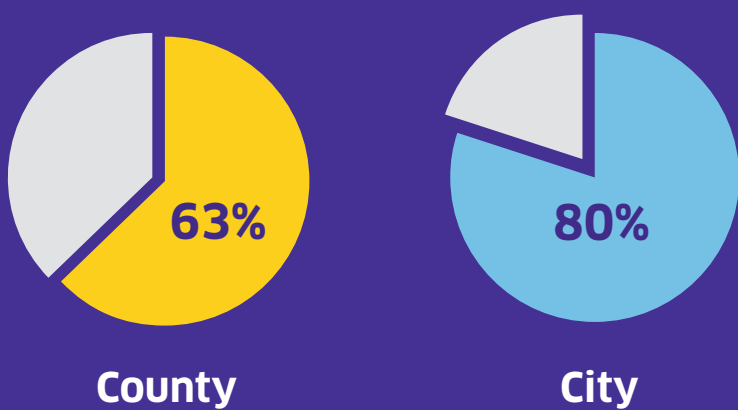
But an underwhelming number believe their current agency website is **"HIGHLY EFFECTIVE"** online



Both cite **"LIMITED CITIZEN ENGAGEMENT"** as the biggest issue with their current websites



Yet **"EXPANDING CITIZEN ENGAGEMENT"** was far less of a priority for counties



One area they agree: Both struggle with **ACCESSIBILITY**.

1 in **3** counties



1 in **4** municipalities



had **"NO KNOWLEDGE"** of accessibility/WCAG 2.0 guidelines

How are you preparing for **what's next?**

VISION

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