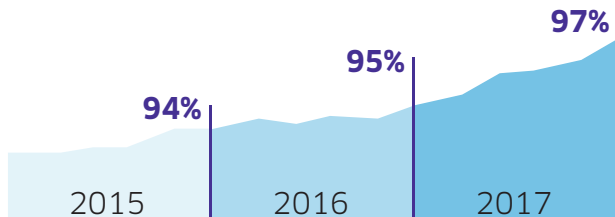


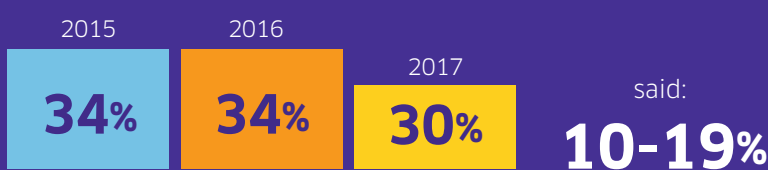
What's Next IN DIGITAL COMMUNICATIONS for Local Government

For three consecutive years, Vision surveyed local government staff to gauge the state of digital communications in local government. Comparing the results revealed some interesting trends.

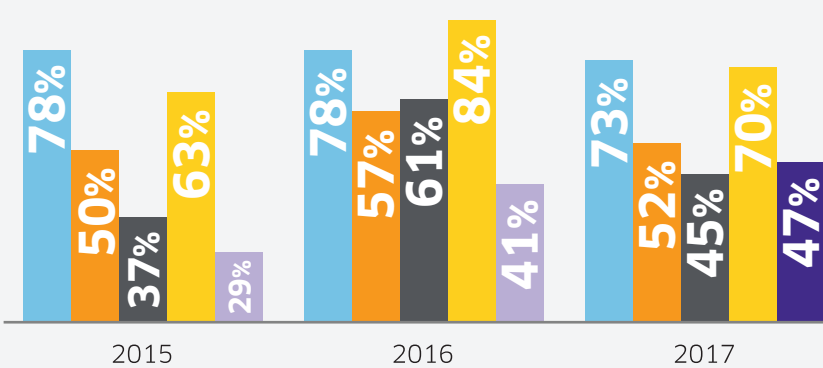
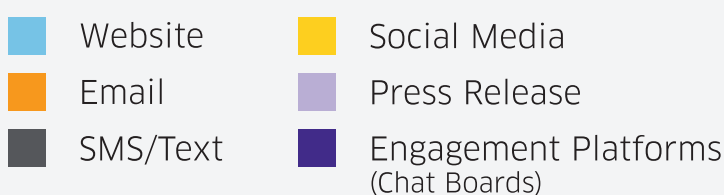
A growing number of local government staff believe local government has a responsibility **KEEP PACE WITH TECHNOLOGY**



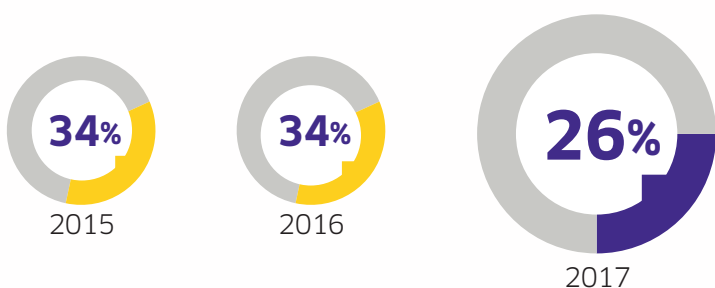
In order to keep up, most believe they'll need an annual **BUDGET INCREASE** of 10-19% over the next 5 years



Websites are predicted to be one of the **MOST EFFECTIVE CHANNELS** of communication **IN 5 YEARS**



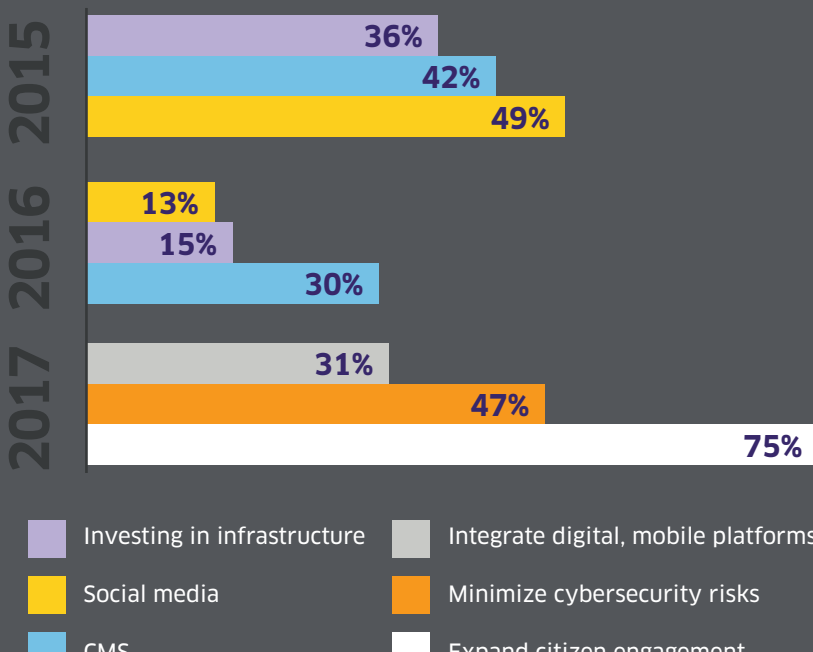
Yet only a small number believe their current agency website is **"HIGHLY EFFECTIVE" ONLINE**



And an underwhelming number of local government staff currently rank their agency as **"OUTSTANDING" IN EFFECTIVE CITIZEN ENGAGEMENT**

	2015	2016	2017
Outstanding	12%	5%	5%
Poor/Below Average	13%	12%	18%

This likely explains why expanding citizen engagement emerged as a **top priority** in 2017



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