



# Transforming County Services: From Projects to Products



*Insights from Franklin County, Ohio*

August 15, 2024



# Today's Webinar

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## *Transforming County Services: From Projects to Products*

- Introduction
- Past: The Challenges of Transitioning
- Present: Current Realities and Implementation
- Future: Goals, Advice, and Lessons Learned
- Questions

# Today's Speakers

*Meet our government experience experts*



**Sarah Gray**

**GX Concourse Manager**

GX Foundry at  
Franklin County Data Center



**John Proffitt**

**Chief Digital Officer**

GX Foundry at  
Franklin County Data Center



**Luke Norris**

VP Platform & Digital  
Transformation,  
Granicus



# Past: The Challenges of Transitioning

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## *Where do we even start?*

"The shift wasn't just technological—it was a cultural transformation."

## The Catalyst

Why? is the most powerful  
question

# Projects v Products

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*Shifting from checking boxes to building relationships*



Projects have a beginning, middle, and end. It's about checking boxes of deliverables and moving on.

Product ownership is about

- getting curious about what people's problems are
- continuously being there to help develop solutions that solve those problems

## Designed for citizens, not agencies

The prior design was setup around the names of the various agencies, using their terminology and organized structurally as the county itself is organized. And that makes precisely zero sense to the public, who **do not know local government jargon** and just want to get stuff done with us, not learn our lingo, structures, or elected officials' names. This new site is setup around services, using language that is accessible to the general public.

### The Goal

# Design for Citizens. Not for Agencies

if you want to license your dog, you have to go to the Animal Control agency, right? Yes, we have an Animal Control agency, but they don't do dog licensing, because... *reasons*. Does that make sense? Another example... did you know marriage licenses come from the Probate Court, and not from the "General Division" of our courts?

- **Question:** Why should the public have to know these things?
- **Answer:** *They don't*—if we design digital services for *them* and not ourselves.

So this new site is the beginning of an overhaul that will plow under more than 40 independent agency websites over the next couple years, bringing all county-based services under one digital roof, and representing those services in ways that will make a ton more sense to the public.

## The Approach

Change management is  
relationship management.



## Present: Current Realities and Implementation

***Move at the speed of trust – even when it's frustrating***



## The Why

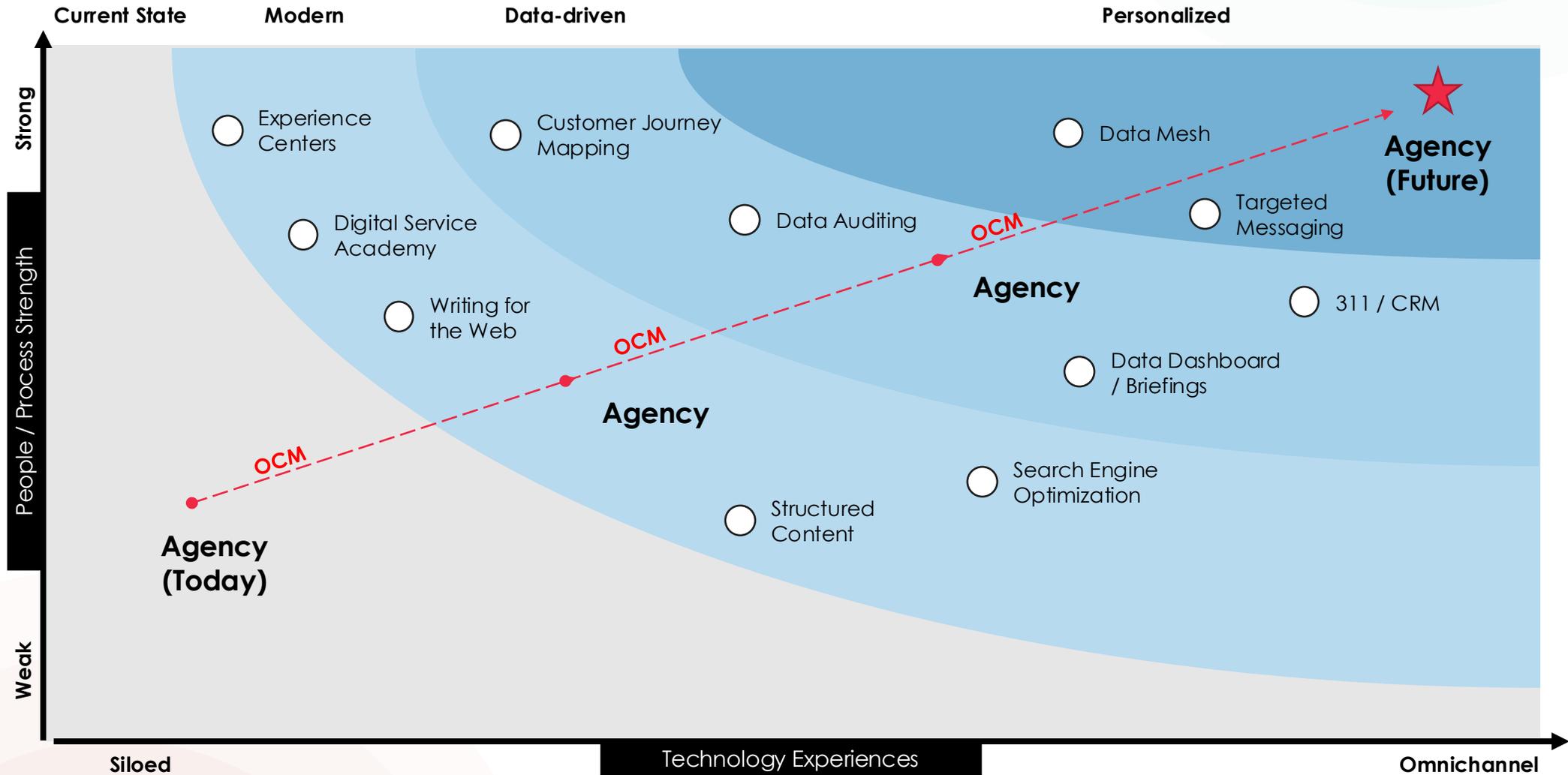
As Government, Our Biggest  
Competitor is People Giving  
Up

**The Reality**

Our residents and staff have the  
same goals

# Government Experience Digital Maturity Curve

Agencies are often at different levels of digital maturity across the county



## The Focus

Accessibility is everyone's job,  
so don't be afraid to start now

Pro tip  
New Accessibility  
timelines

This table shows how much time a state or local government has to comply with this rule.

| State and local government size | Compliance date |
|---------------------------------|-----------------|
| 0 to 49,999 persons             | April 26, 2027  |
| Special district governments    | April 26, 2027  |
| 50,000 or more persons          | April 24, 2026  |



## Future: Goals, Advice, and Lessons Learned

***There is no silver-bullet solution – even/especially AI***

## The Future

Build a solid foundation so  
you can grow sustainably



## Final Thoughts

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"This is hard work. Find ways to connect with your Why, embrace the mess, celebrate wins, and to have fun together." - Sarah Gray



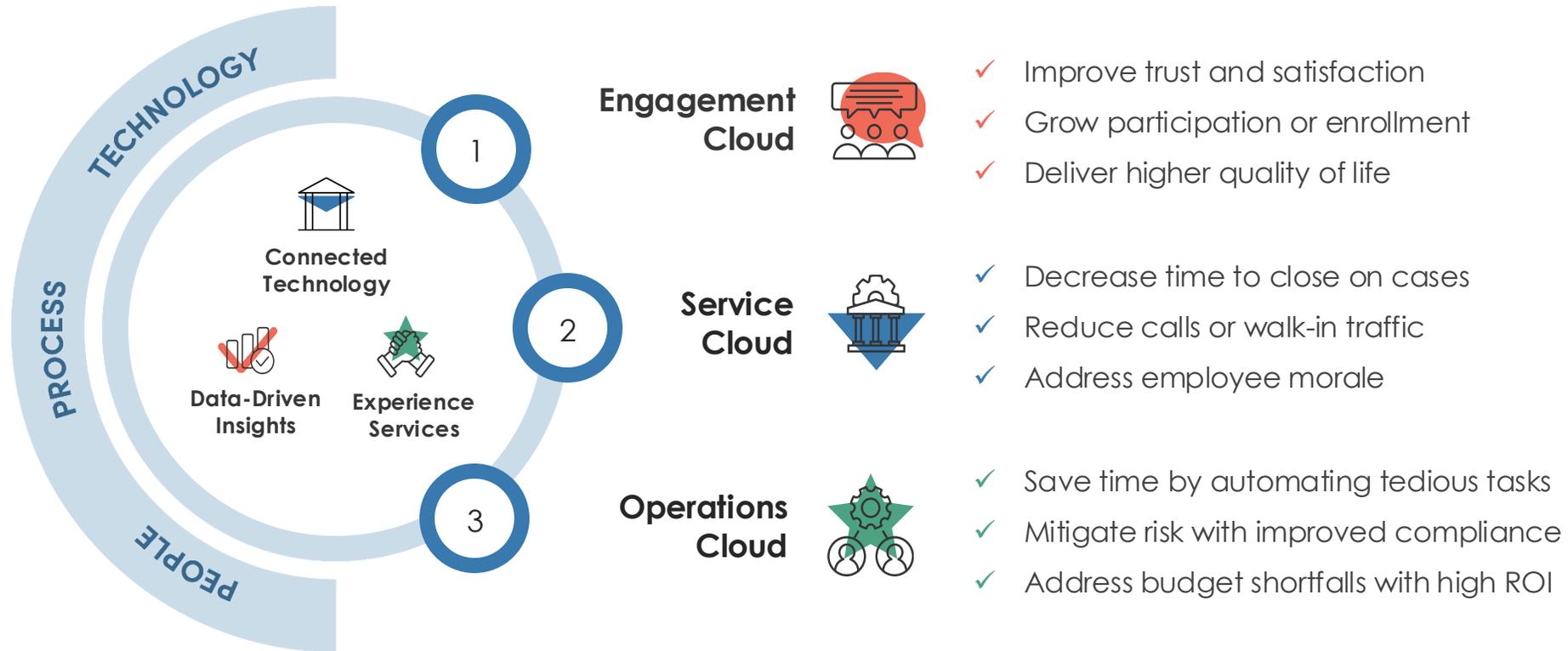
**GX**FOUNDRY



Follow along for more insights and experiences

# The Path Forward to Better Experiences

*Granicus combines Technology, Data Insights, and Experience Services to unlock exponential value*



**6,000**

*Public sector customers across the globe*

**22B**

*Government messages sent annually*

**300M**

*People in the Granicus subscriber network*

**6.4B**

*Government webpages viewed annually*

**200,000**

*hours of Government meetings streamed annually*

# Thank You

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Questions? Contact [info@granicus.com](mailto:info@granicus.com)