

# Digital Service Delivery: What's your Strategy?

## The Local Government Approach to Delivering Digital Services

36%

Ad-hoc/Not defined

32%

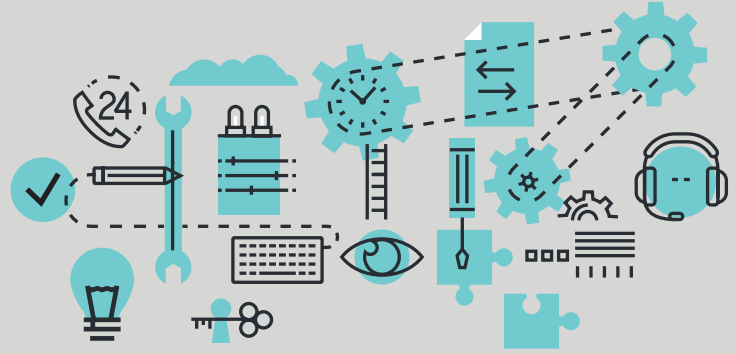
Responsibility of individual agencies/departments

18%

We already have a digital services organization

14%

We plan to create a digital services organization



## What does Your Digital Services Strategy Address?

The delivery of digital services has become more complex as expectations increase and many new and more sophisticated users—whether residents or other departments—are utilizing government web services.

An effective strategy for digital services addresses:

- Citizen participation and engagement
- Web management
- App management
- The use of multi-channel systems
- The use of metrics and sharing that information with other departments
- Active management and engagement with leadership and the community
- Governance, policies and procedures
- Security and crisis management
- Understanding and anticipating issues of compliance
- The use of GIS

\*Each of these topics is addressed as part of the PTI Certified Government Digital Services Professional education program, presented in partnership with the National Association of Government Web Professionals (NAGW) and the Rutgers University Center for Government Services.

*In July-August 2018 PTI conducted a survey of local government I.T. executives representing cities and counties across the U.S.*