

What's Next IN DIGITAL COMMUNICATIONS for Local Government

Vision Internet surveyed over 300 local government professionals from across North America to understand their digital communication needs and challenges for 2015 and beyond

OVER
90%

of those surveyed believe local governments have the responsibility to keep pace with ever-changing technology



Is local government mobile ready?

Already providing citizen facing mobile services

Plan to provide in 2015

Plan to provide in 2-3 years

Plan to provide in 4-5 years

49%

24%

9%

4%

Most respondents saw value in providing mobile facing services including:

Citizen Convenience

98%

Expanded Communications Reach

87%

Time & Human Resource Savings

65%



But, some are struggling to keep up

Top Barriers to Providing Mobile

Available Funding

70%



Security Concerns

56%



Usability Challenges

54%



Most are making technology investment a priority in 2015

Top three 2015 TECHNOLOGY INVESTMENTS



Mobile Government



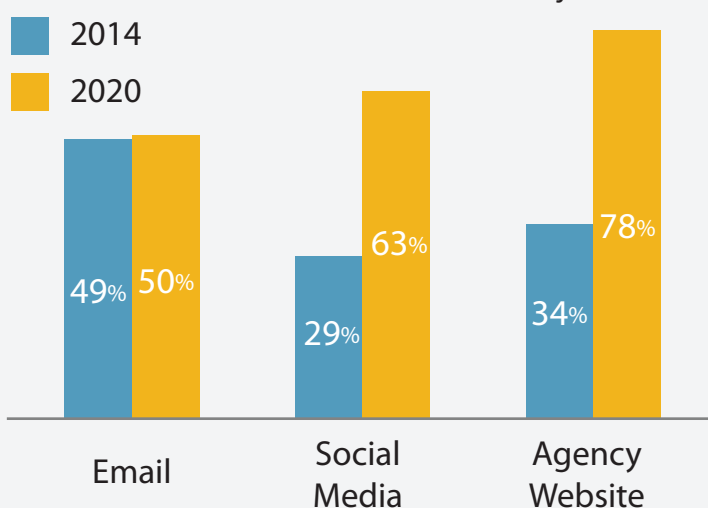
Content Management System



Social Media

Most Significant **IMPACT ON LOCAL GOVERNMENT** Operations by 2020

As agencies look to the future, they predict big changes in the tools that will enable them to communicate most effectively.



How are you preparing for what's next?