



Digital Transformation as a Critical Tool in Public Records Request Management

Benchmarks for Success

August 29, 2023

Connecting & Interacting Today



Questions

Submit your questions via the Zoom Q&A console



govCommunity

See additional resources and chat after the webinar



Chat

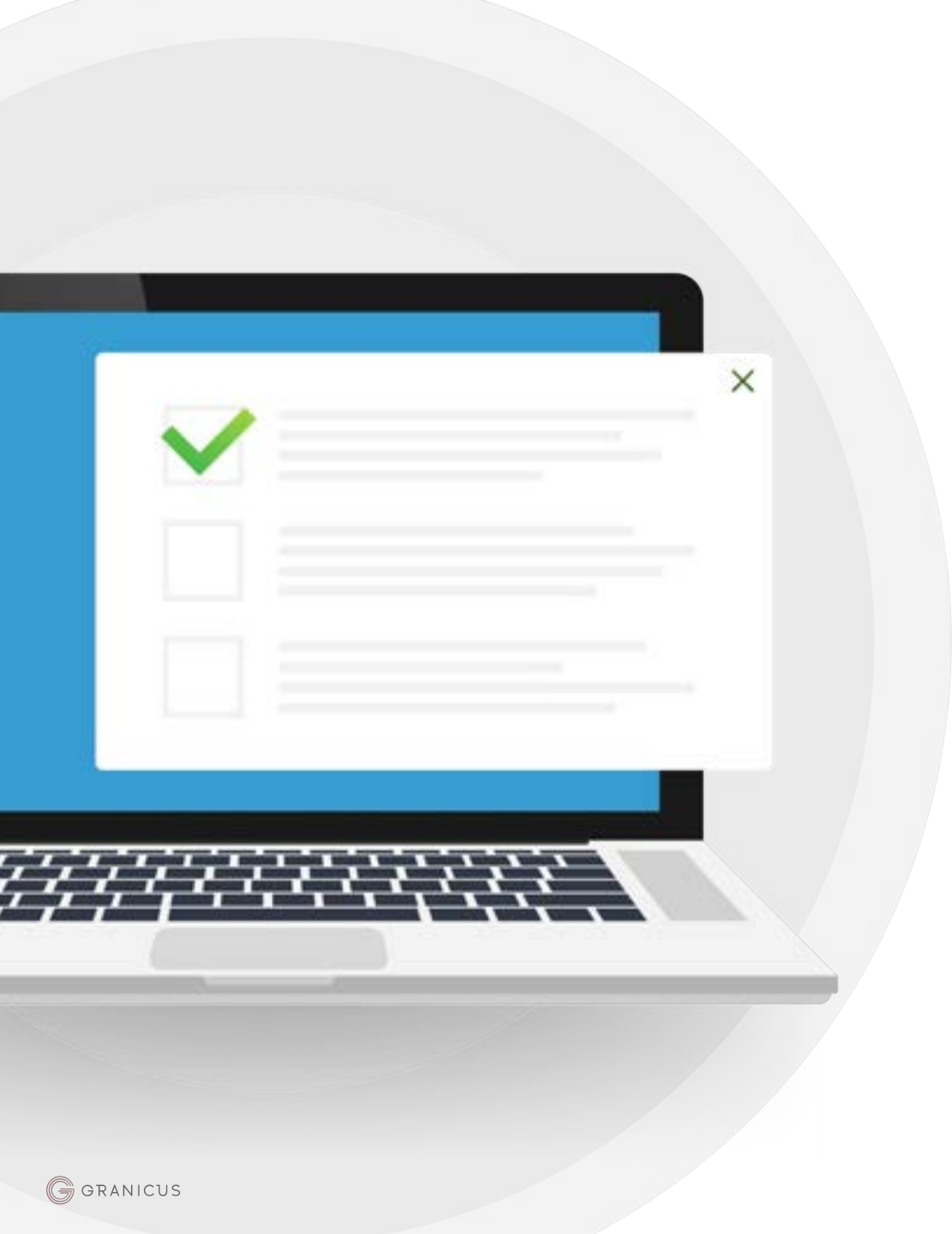
Your peers are in the chat. We encourage you to connect there!

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the public's
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1999



Connecting
with
government-
provided
information and
services



Poll: Are you anticipating an increase in requests related to elections?

1. Yes
2. No

Today's Speakers



Corey Andrade

Account Executive, Granicus



Gena Long

City Recorder, Martinsburg, WV

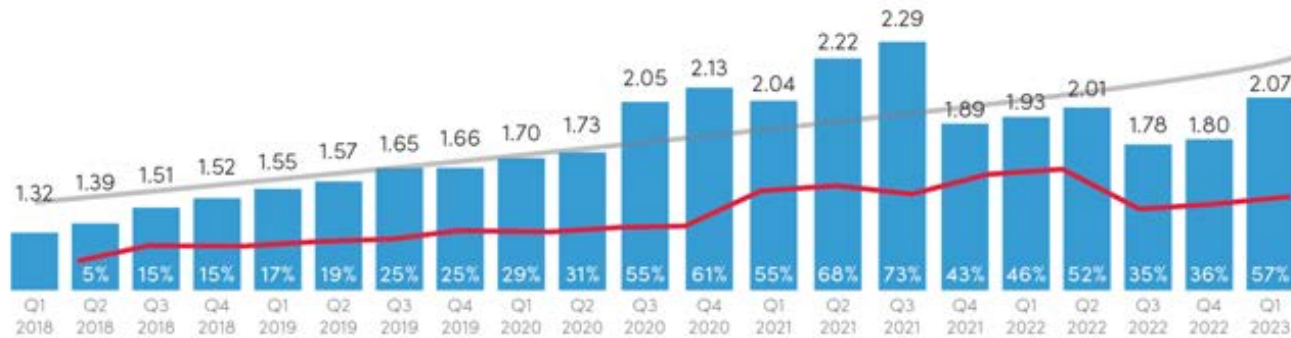


Today's Agenda

- 1 Is Your Job Getting Harder?
- 2 The Public Records Complexity Benchmark
- 3 Trends
- 4 What Can Be Done About Complexity?
- 5 Ways to Connect

Is your job getting harder? Yes!

- ✓ Managing Records Requests is a **Significant Challenge**
- ✓ Public Records Complexity **Increasing**
- ✓ **57% increase** since 2018



The Public Records Complexity Index: Up 57% since 2018, peaking at 73% increase in Q3 2021



What Factors are Driving this Increase in Complexity?

Legislation Changes

1. *New release/retention schedules*
2. *New exemptions*
3. *New reporting requirements*
4. *New types of responsive records:*
 - ✓ *Police personnel files*
 - ✓ *Bodycam video*
 - ✓ *Reclassification of records as now responsive (such as adding state legislature records)*



What Factors are Driving this Increase in Complexity?

Technology Changes

- ✓ *Email*
- ✓ *Text Messages*
- ✓ *Social Media Posts*
- ✓ *Drone Footage*
- ✓ *Bodycam Video*
- ✓ *Self-Destructing Messages*

What Factors are Driving this Increase in Complexity?

Outside Influences

- ✓ *Pandemic Shift to Remote Work*
- ✓ *Extreme Weather Events*
- ✓ *Election Uncertainties*
- ✓ *Police Reform Movements*
- ✓ *The Great Resignation*
- ✓ *Cyber Attacks*



What do the Trends Tell Us?

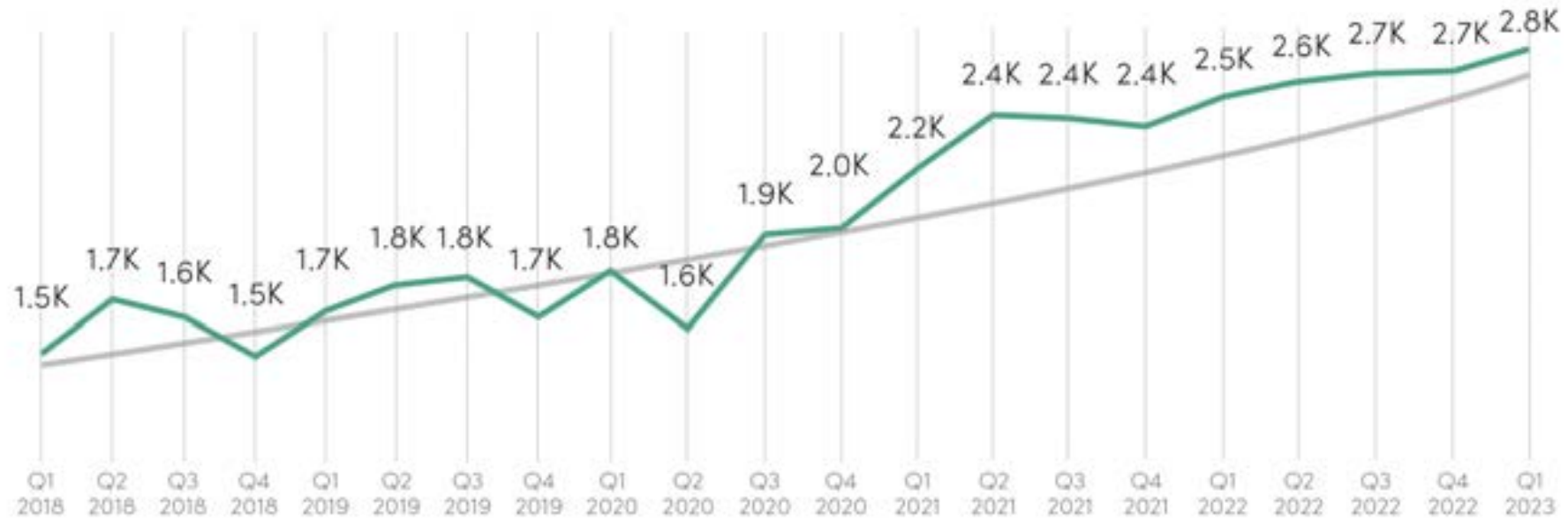
- ✓ Public Records Complexity **Increasing**
- ✓ **94% increase** since 2018



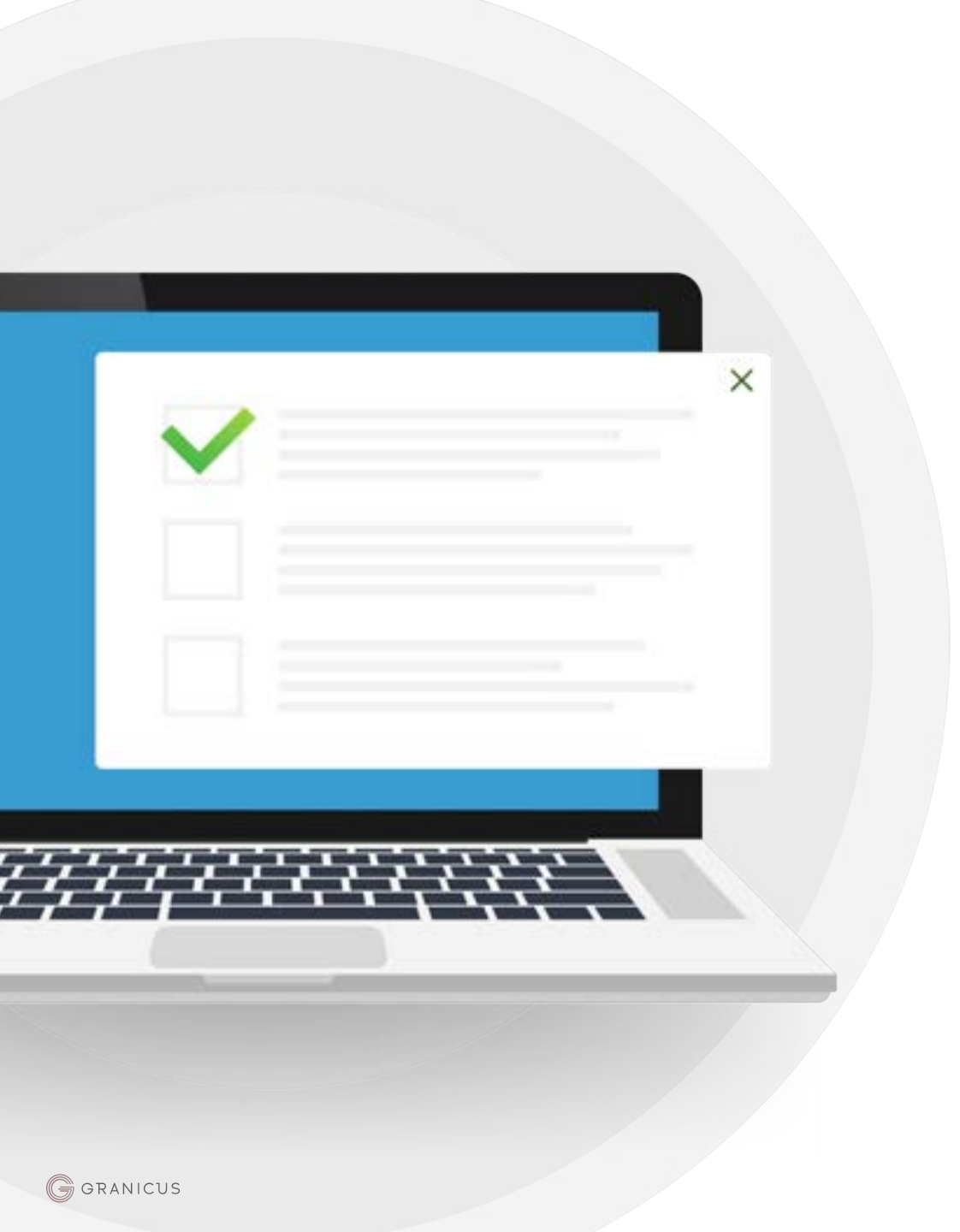
Trends: Request Volume

What do the Trends Tell Us?

- ✓ Public Records Complexity **Increasing**
- ✓ **84% increase** since 2018



Trends: Activities Marker

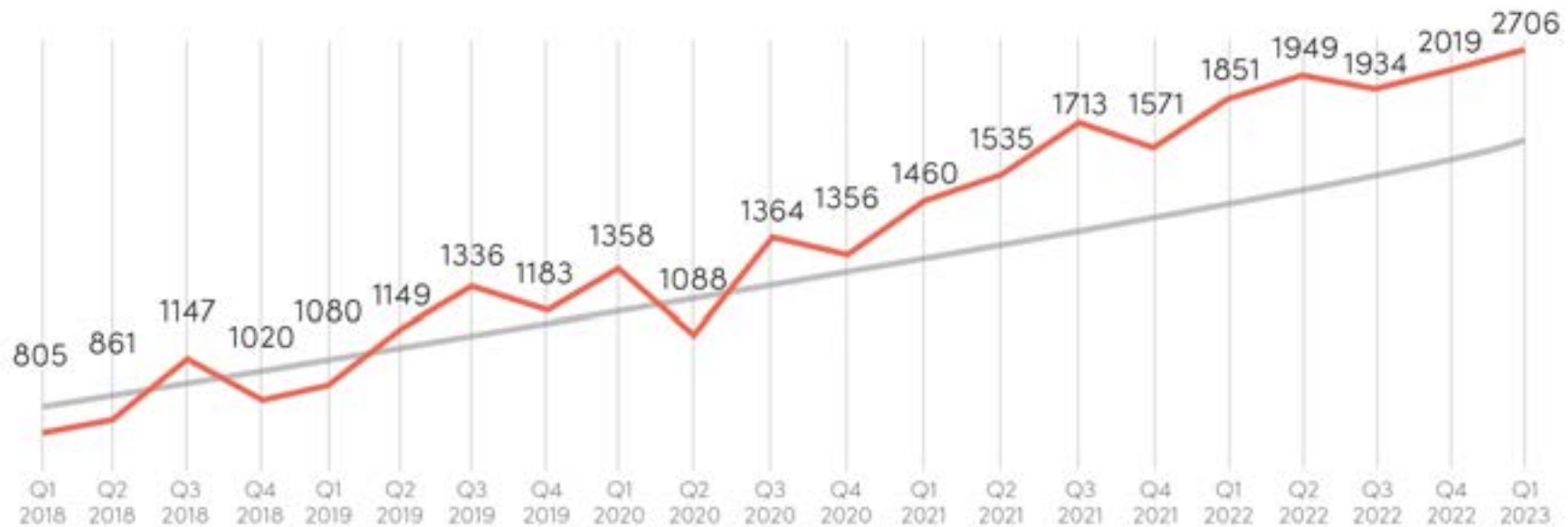


Poll: Does this volume increase align with your experience?

1. Yes
2. No

What do the Trends Tell Us?

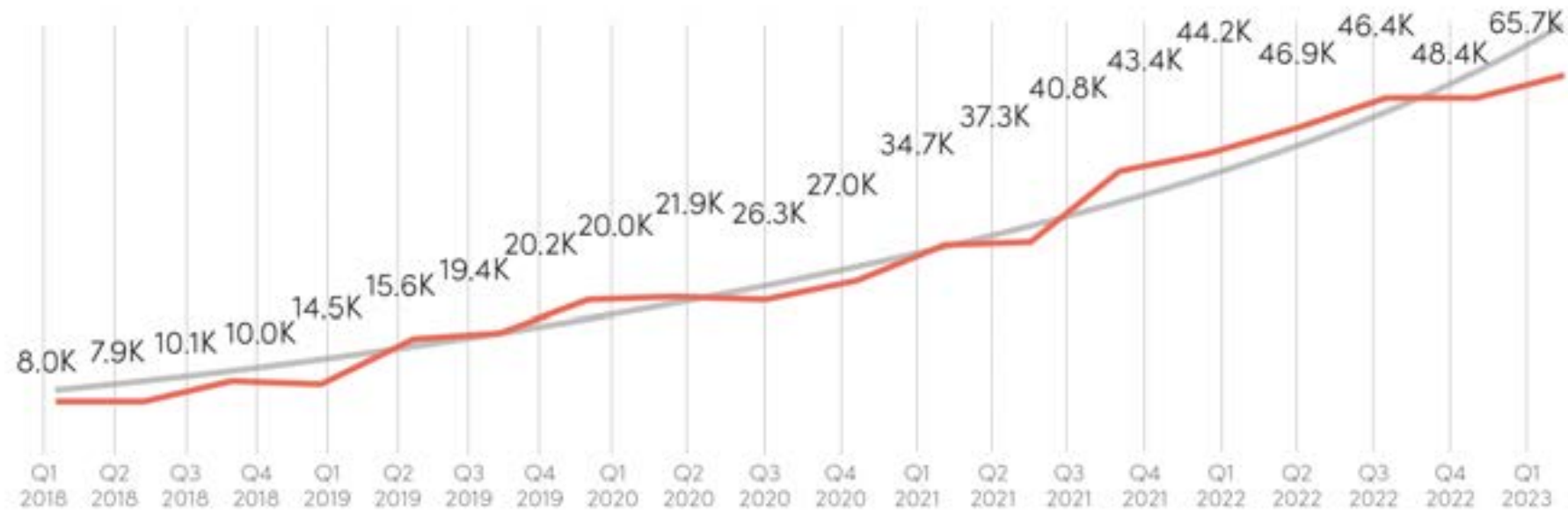
- ✓ Public Records Complexity **Increasing**
- ✓ **73% increase** since 2018



Trends: Records Marker

What do the Trends Tell Us?

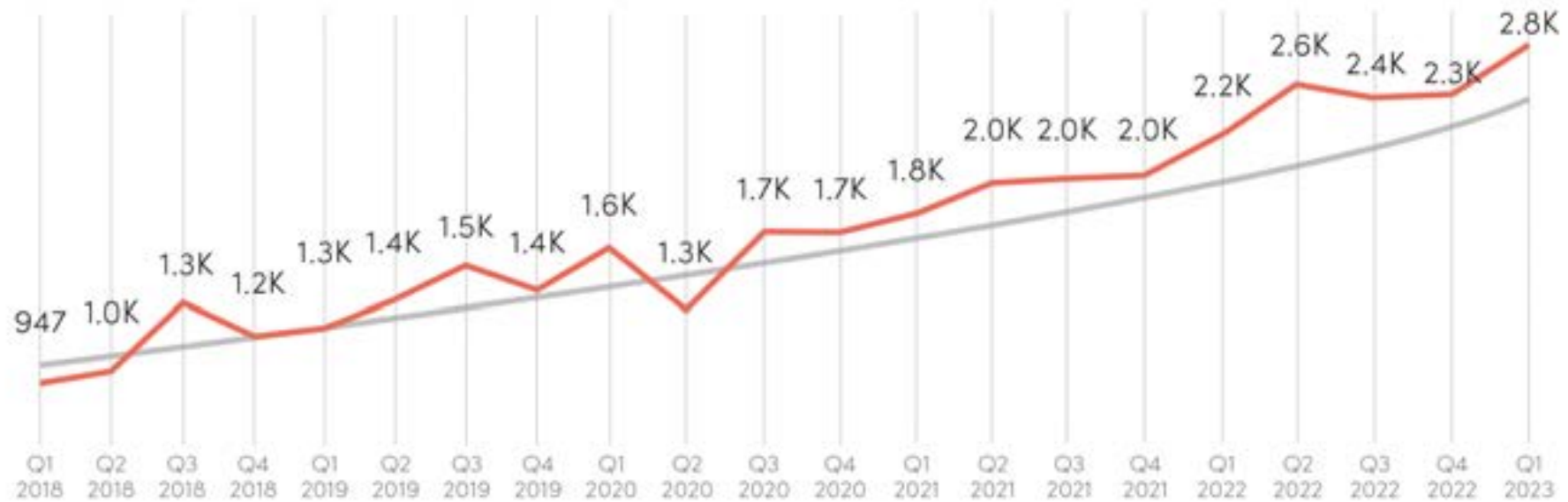
- ✓ Public Records Complexity **Increasing**
- ✓ **322% increase** since 2018



Trends: File Size of Response Documents

What do the Trends Tell Us?

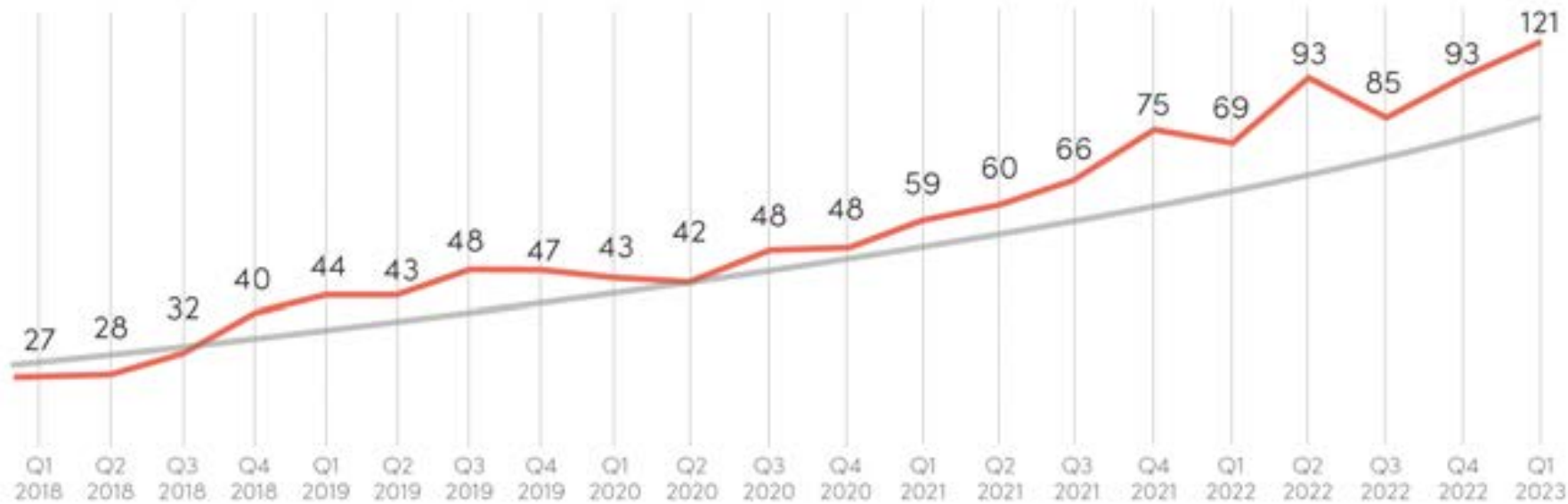
- ✓ Public Records Complexity **Increasing**
- ✓ **50% increase** since 2018



Trends: OCR Processed Images & PDFs

What do the Trends Tell Us?

- ✓ Public Records Complexity **Increasing**
- ✓ **131% increase** since 2018



Trends: Video Files

What do the Trends Tell Us?

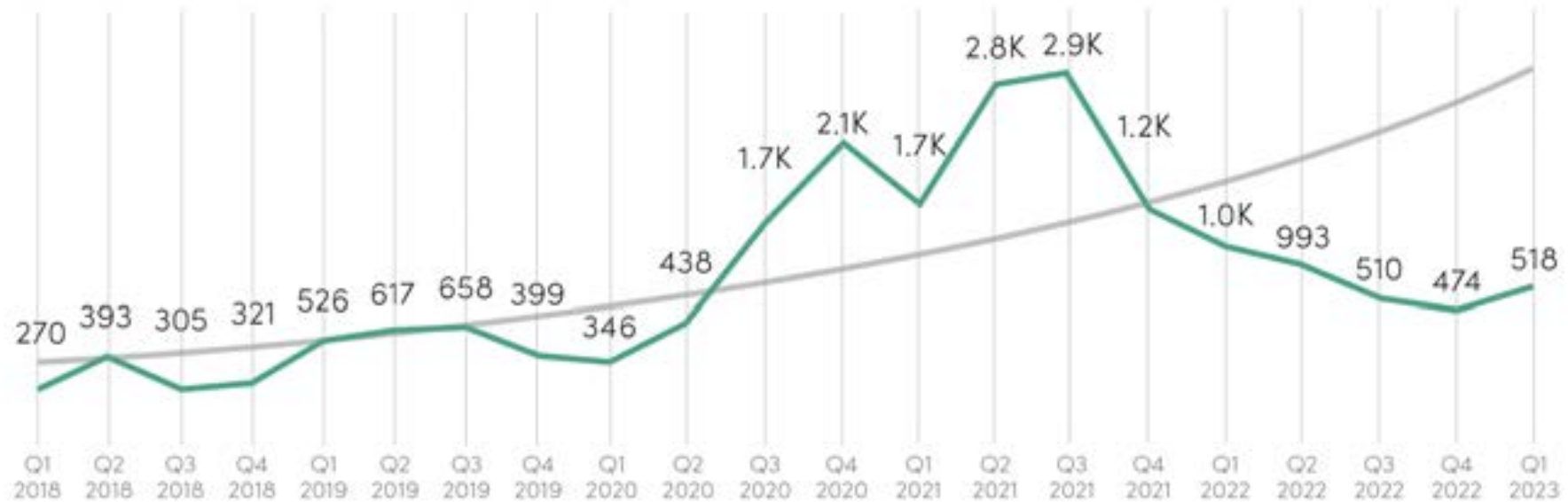
- ✓ Public Records Complexity **Increasing**
- ✓ **54% decrease** since 2018



Trends: Average User Interactions

What do the Trends Tell Us?

- ✓ Public Records Complexity **Increasing**
- ✓ **1% decrease** since 2018



Trends: Total Time Spent (hours)

Managing Records Requests is a Significant Challenge

- » • Staff shortages demand ultimate efficiency
- **Top Priority for 2022:** Higher Demand on Staff Time
- **55% of records managers are doing more** with the same (or fewer) resources

- » • **Non-compliance lawsuits are rising**
- **\$83,000** average cost of litigation

- » • **Legacy tech costs \$\$\$\$**
- **Outdated systems** cost governments a lot of time and money and increase cybersecurity vulnerabilities

- » • **400% increase in cyber attacks**
- **\$3.92M spent** on the average security breach

New bill in N.C. legislature could allow further access to public records, more transparency

By Matt Brennan most.brennan@wataugacountyst.com Apr 14, 2021 1

Lawsuit says video of St. Louis jail altercation destroyed or withheld

Robert Patrick Oct 6, 2021 1

POLICE REFORM

New Policies Require NYPD to Release Body Cam Footage, Disciplinary Records

MICHIGAN

Michigan State Police confirm use of text messaging app Signal; deny FOIA violations

Ransomware Attack Will Cost Baltimore Over \$18 Million

Ransom cyberattacks growing, report finds

Ways to Connect...

Qualitative Data - Public Records Manager Survey Results Since 2020

	2020	2021	2022
1.	● Meeting Deadlines	● Meeting Deadlines	● Higher Demand on Staff Time
2.	● Mitigating Litigation	● Complexity	● Complexity
3.	● Data Security	● Request Volume	● Request Volume
4.	● Legislation Changes	● Remote Work	● Meeting Deadlines
5.	● Cross-Dept. Coordination	● High Profile Events	● Video Redactions
6.	● Accidental Release of PII	● Data Security	● Mitigating Litigation
7.	● Request Volume	● Vexatious Requests	● Legislation Changes
8.	● Tracking/Logging Exemptions	● Mitigating Litigation	● Data Security
9.	● Large File Sizes	● Legislation Changes	● Social Media
10.	● Automating the Process	● Reporting & Oversight	● ARPA Funding

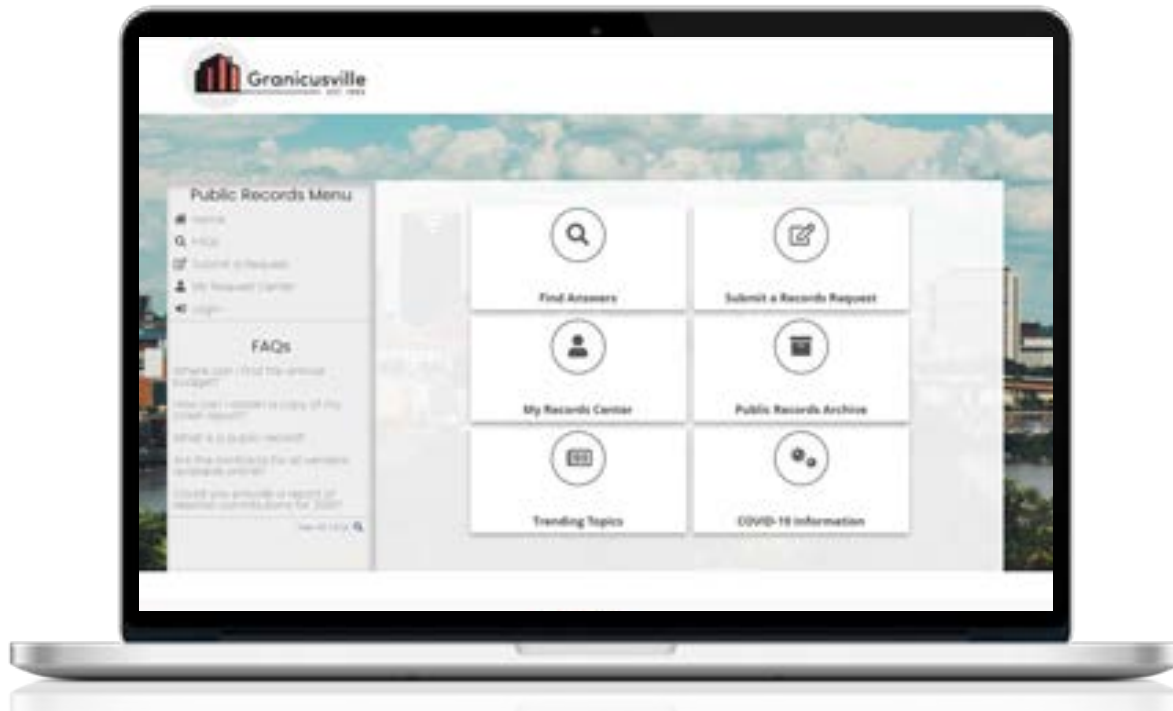
Higher Priority

What Can Be Done About Complexity?

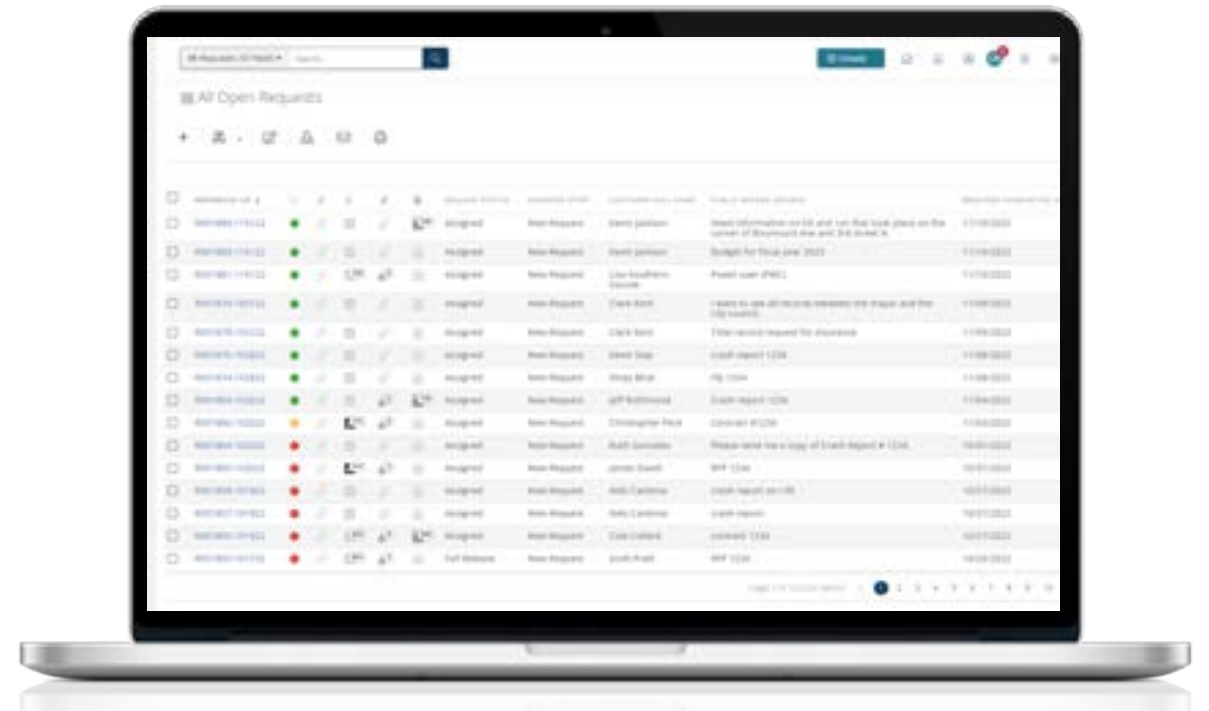
Digital Transformation!



Moving Beyond Print Outs, Email, Spreadsheets, and Sharpies



Public Portal



Staff Portal

Complexity Busters

10+ technology solutions that solve the complexities outlined in the report

Request Volume

- ✓ *Predictive Deflection*
- ✓ *Frictionless Intake*
- ✓ *Similar Request Linking*

Machine-Readability (OCR)

- ✓ *Image Convert-OCR*

Clarification Workload

- ✓ *Optimized Intake*
- ✓ *Response Templates*

Size & Quantity of Files

- ✓ *Bulk Actions*
- ✓ *PST Email
Extraction/De-Duping*

Video Files

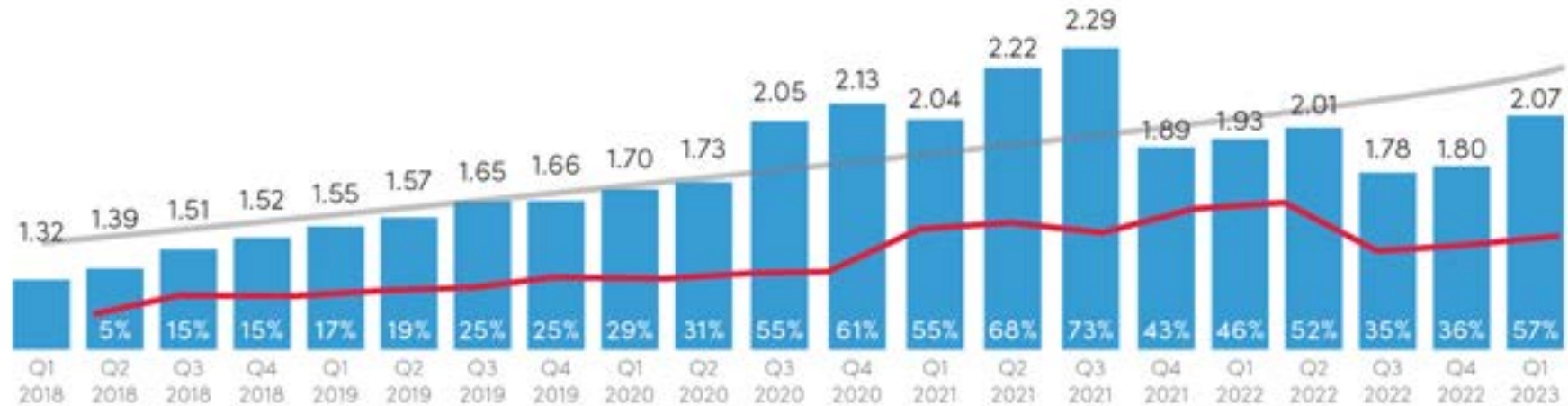
- ✓ *AI-Enabled Video
Redaction*

Total Time Spent

- ✓ *Automated Workflows*
- ✓ *CC Responses*

Complexity Busters

Granicus Guided **Change Management**



Trends: Overall Complexity

Ways to Connect

Upcoming Learning Opportunities – Save these Dates!



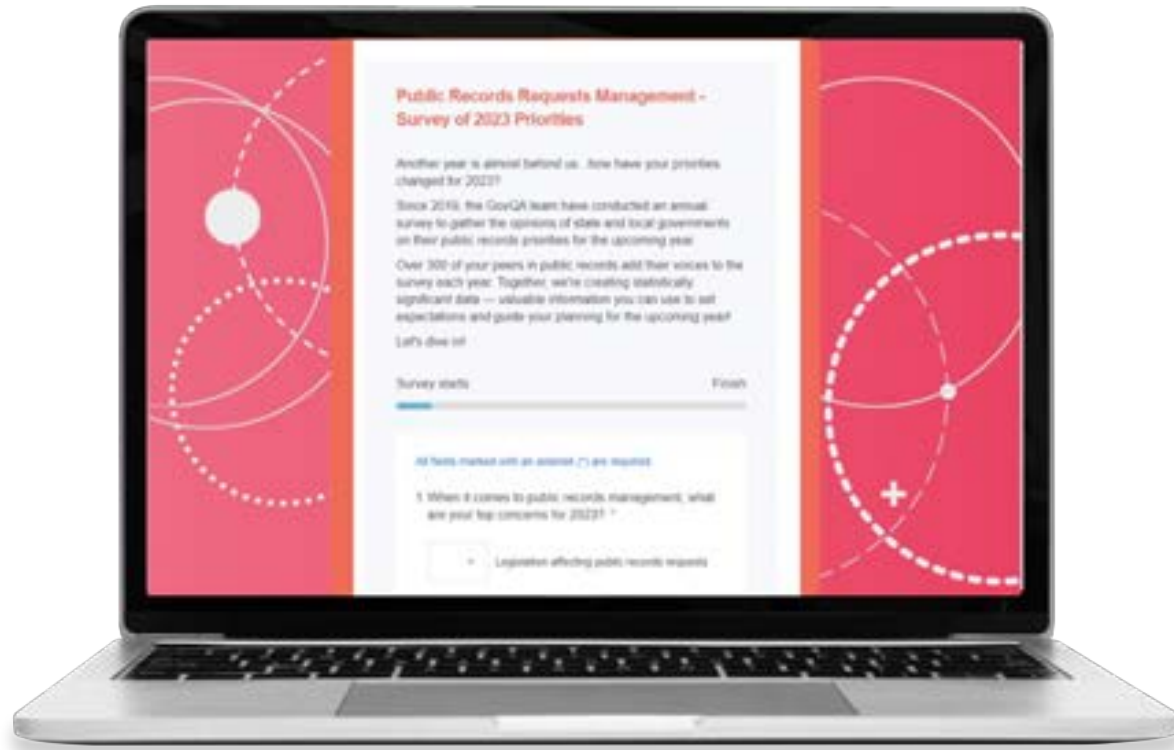
Clerk Virtual Summit
Sept 12 | 12 - 4:30 p.m. ET



Digital Transformation Virtual Summit
Oct 25 - 26

Ways to Connect

One More Data Tool: The Annual Public Records Priorities Survey

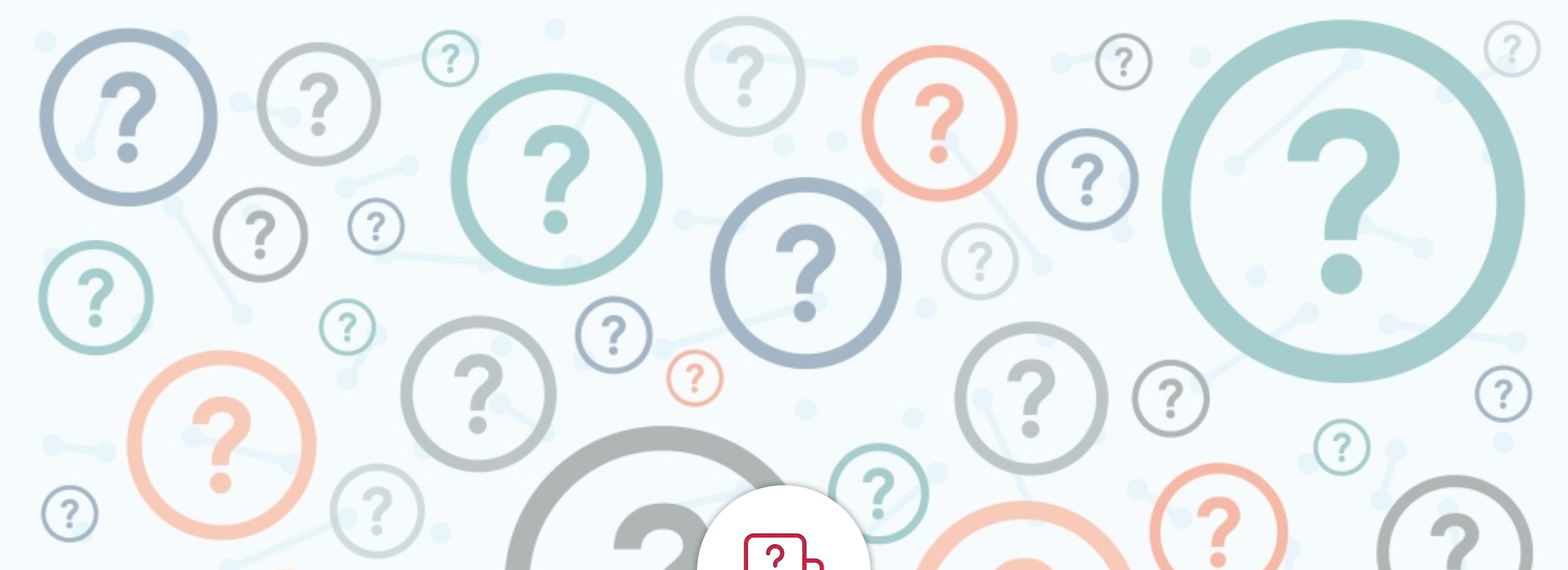


Annual Survey of Priorities

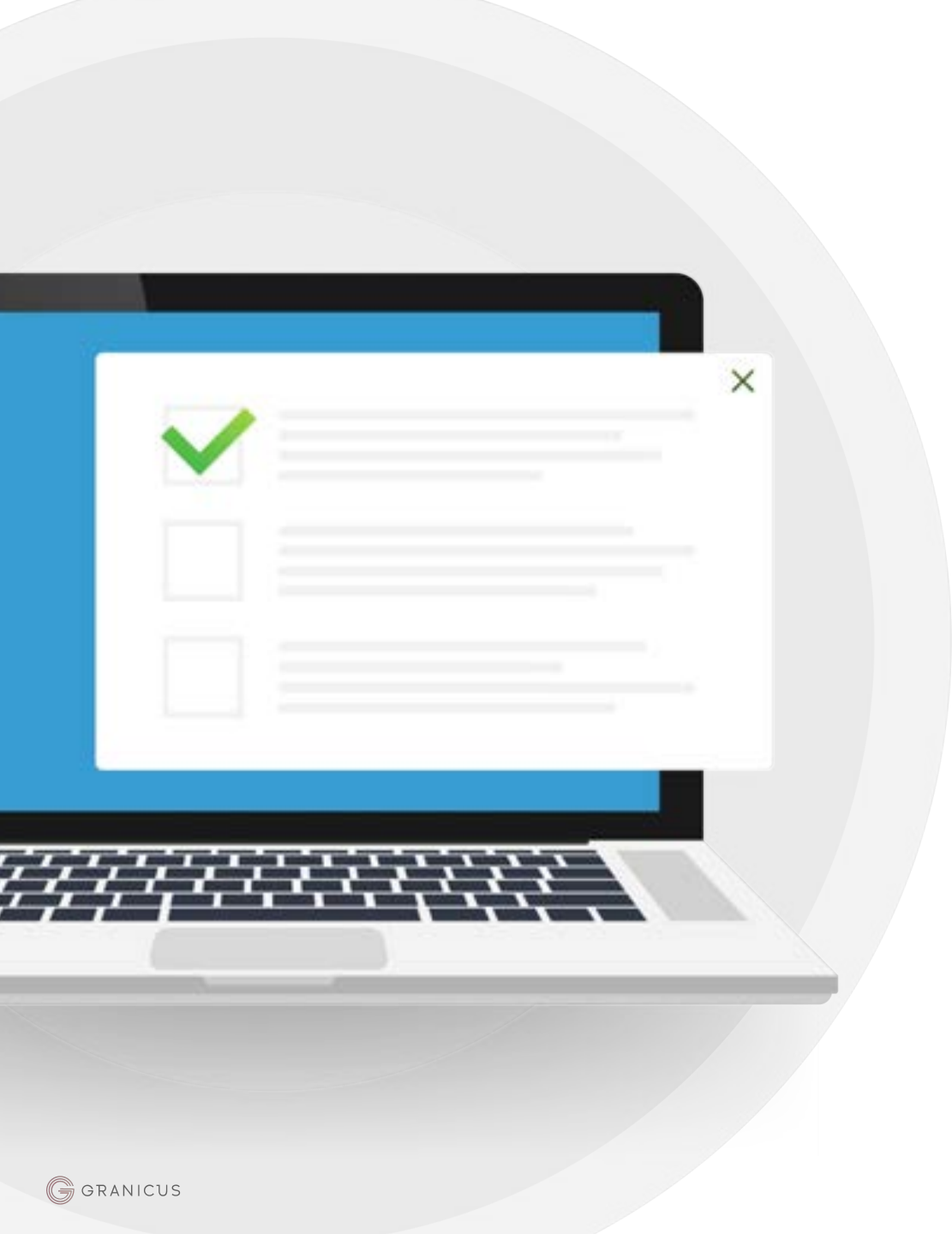
- ✓ **Fifth year** of survey (since 2019)
- ✓ Over **1,000 completed surveys** total from 650+ unique agencies
- ✓ Survey **collects qualitative data**
- ✓ **Supports the quantitative data** in the quarterly Public Records Request Complexity Benchmark Report

Take the Survey! Scan the QR code with your phone or go to bit.ly/3rIUUEy





Questions



Poll: Would you like more information on best practices for PRR management?

1. Yes
2. No

Thank you!

