The Digital Impact of COVID-19 on Local Government

COVID-19 closed offices, distanced friends and families, and overwhelmed the healthcare system. As citizens around the world adapted to working, socializing, buying, and engaging with businesses and brands virtually, traffic to online properties hit astronomical levels.

CivicPlus® partners with over 4,000 local governments whose over 100,000 administrative staff members utilize our software solutions to help service their over 250 million citizens. Across our local government websites, we identified the following digital trends during the COVID-19 crisis comparing website visits from the beginning of 2020 to the end of April.

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For more information on website design and hosting solutions from CivicPlus, visit civicplus.com.

CIVICENGAGE



At its peak, website traffic across all CivicPlus client websites doubled.



Citizen visits to web pages with information about the cancellations and postponement of events or business closures increased 5X.



After communities put safer-at-home

mandates into place, local government

parks and rec hiking and trials website

pages received a 2.8x increase in visits.

As of the week of April 26, 96% of CivicPlus websites saw COVID-19-related pages among their top ten most visited website content.



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During the initial days of the stay-at-home mandate, citizens were 7 times more likely to visit their local government's emergency alert sign-up pages than ever before, and 4 times more likely to search the website for emergency alert information.



Mobile search saw a spike, with the average number of website visits from the Safari mobile phone app increasing 125% at the end of March.



Citizens were discovering news on social media and learning more on their municipality's website. 66% of all referral traffic came from Facebook, increasing 8X.