

NEWS RELEASE



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Roanoke County Earns Second Place in National Digital Counties Survey

(ROANOKE COUNTY, VA – July 9, 2025) The Center for Digital Government (CDG) and Government Technology magazine, in partnership with the National Association of Counties (NACo), today announced the winners of the 2025 Digital Counties Survey. Now in its 23rd year, the survey recognizes counties that are leading the way in using technology to improve public services, strengthen cybersecurity, modernize operations, and deliver more responsive, transparent government. Each year, counties are evaluated on their ability to align IT innovation with strategic priorities and real-world impact.

“This year’s Digital Counties Survey winners exemplify a strong commitment to innovation, excellence in digital government, and public service,” said John Matelski, Executive Director of the Center for Digital Government. “Their achievements set a national benchmark and serve as an inspiration to counties across the country working to modernize and improve the delivery of government services.”

Roanoke County has invested in improving government for citizens, with an eye on the future. Currently, the constituent digital experience is a key priority, with the RoCo 24/7 platform acting as a mobile-first, CRM-integrated system designed with and for residents. The county is using sensors and GIS technology because real-time data can enable more efficient service delivery.

Looking ahead, the county has its eye on the future with a shift in capital management and planning. This includes taking advantage of vendor discounts with longer contract agreements and an organized approach to proactively planning project expenditures.

Despite being in the smallest population category, the county has not shied away from emerging technology. Its use of cloud storage and simulation technology is to ensure resilience in disaster situations. It also has an established AI policy with a working group, and it has begun leveraging AI to automate tasks in areas like transcription and pilot projects, such as a GenAI chatbot on the county’s main webpage. One unique AI use case is an AI-driven humanoid robot named Pepper, at the county’s library, which supports tech literacy and customer engagement for patrons.

Lastly, the county has steadily advanced its cyber risk management approach, hiring its first dedicated information security manager position in June 2024 and establishing a Security Operations Center the same year.

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The 2025 Digital Counties Survey not only recognized the most forward-thinking counties, it also identified the top IT priorities guiding technology strategy and investment at the county level. These findings highlight where counties are focusing their efforts to modernize services, strengthen operations, and deliver measurable results.

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About the Center for Digital Government

The Center for Digital Government (www.govtech.com/cdg) is a national research and advisory institute focused on technology policy and best practices in state and local government. A division of e.Republic, CDG offers strategic insight, benchmarking, and recognition programs to support innovation in the public sector.

About NACo:

The National Association of Counties (<http://www.naco.org>) strengthens America's counties, including nearly 40,000 county elected officials and 3.6 million county employees. Founded in 1935, NACo unites county officials to advocate for county government priorities in federal policymaking; promote exemplary county policies and practices; nurture leadership skills and expand knowledge networks; optimize county and taxpayer resources and cost savings; and enrich the public's understanding of county