Achieving USDA's enterprise communications vision

Access OCIO's new department-wide vehicle for digital communication services.

USDA leadership is advancing unified technology, data, and service delivery across the department. The 2026 Carahsoft/Granicus Blanket Purchase Agreement (BPA) brings that enterprise approach to digital communications, giving every USDA office a simpler procurement path, continued control of its communications program, and easier access to proven tools, training, and expert support.

Built on a partnership serving USDA at scale

For more than 15 years, Granicus has supported teams across the department delivering mission-critical information. Granicus helps USDA with targeted, measurable, multi-channel outreach that increases awareness, participation, and action among stakeholders, ultimately improving program adoption and mission outcomes.

Communications that advance USDA missions

Across USDA, Granicus enables offices to connect the right audiences with the right information at the right time, turning communications into outcomes such as increased enrollment, compliance, engagement, and public participation.

- **Protecting public health:** FSIS delivered real-time public safety alerts to more than 500,000 people.
- **Keeping stakeholders informed during an agricultural threat:** APHIS provided critical screwworm updates to more than 93,000 subscribers.
- **Connecting producers with digital services:** FPAC communications supported 2,200 Login.gov sign-ups.
- **Extending the reach of department leadership:** The Office of Communications increased email delivery by 1,650% to amplify the Secretary's message.



"President Trump directed every federal agency to reimagine their public facing services and create tools that are simple, modern, secure, and centered on real needs."

– Brooke Rollins, Secretary of Agriculture, March 2026 op-ed

20+
USDA offices

7 of 8
USDA mission areas represented

3,800+
USDA staff administrators

6.9M+
Subscribers reached

503M+
Emails sent in the past 365 days

3.4M+
Text messages sent in the past 365 days

GRANICUS



What's new? One vehicle for technology, expertise, and support

Simplify your procurement and benefit from pre-negotiated discounted prices. Reduce administrative and cost burden while helping USDA reduce procurement fragmentation and advance a consistent enterprise approach.

- **Multichannel outreach:** Email, text, RSS, social sharing, and mass notifications.
- **Audience engagement:** Segmentation, personalization, A/B testing, and subscriber growth.
- **Campaign support:** Communications strategy, content development, and performance optimization.
- **Data and insights:** Reporting, analytics, benchmarking, and customer relationship managment (CRM) and content management system (CMS) integrations.
- **Secure operations:** FedRAMP-authorized technology, role-based access, encryption, and Section 508 compliance.
- **Program support:** Implementation, migration, training, monitoring, and ongoing guidance.

Bring your office onto the USDA Granicus BPA

Make your next communications purchase or renewal a step forward for your office and USDA. Move onto the Granicus BPA to align with the department's enterprise direction while keeping your agency in control of its communications program.

BPA at a glance:

- **BPA Number:** 12314426A0065
- **Scope:** Complete digital outreach solution leveraging email, SMS/text message, RSS, and social media to reach external and internal stakeholders.
- **Availability:** All USDA agencies.
- **Ordering structure:** Agency-specific call orders.
- **Term:** One base year with four one-year options (through 2031).
- **Solutions:** govDelivery subscriptions, custom design, consulting, training, and professional communications support.

> America's farmers and ranchers are the backbone of our food and agricultural system, and USDA should respect their time while delivering the reliable information they need."
>
> – Brooke Rollins, Secretary of Agriculture, March 2026 op-ed

To get started, contact Brenna Casey at brenna.casey@granicus.com or connect with your USDA contracting representatives.

BPA Contracting Officer (CO): Taneisha Harper (taneisha.harper@usda.gov; 202-720-3405)

Contracting Officer Representative (COR): Eric Ebbing (eric.ebbing@usda.gov; 217-331-6854)

Want to learn more?

Contact Granicus today:
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Contact us

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