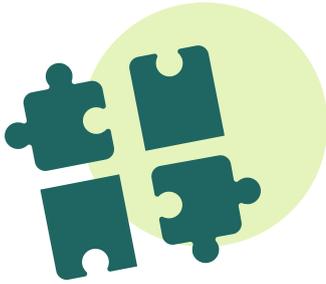




City of Grand Rapids

How does the City of Grand Rapids let 180,000 people complete transactions at any time, on any device while cutting calls and improving customer service? **With a website that works.**



The problem

Like many Cities and Counties, Grand Rapids had an outdated website. There were too many web pages and not enough consistency in the presentation of information. Users found it difficult to navigate, and staff had trouble keeping it up to date.

Most services (start water service, set up refuse and recycling, get the permit for a community block party) required printing out a form and mailing or faxing it back to the City.

The process



Using existing analytics and the OpenCities User Dashboard™ for data collection, the Grand Rapids team learned that 279 pages accounted for more than 90% of all page views, and the same 50 pages received an average of 69% of all traffic each month. Starting with data meant the team could prioritize needed content and transactions, and retire outdated or seldom-used pages.

OpenForms™ with Smart Logic allowed each city department in Grand Rapids to take responsibility for their area's online services. OpenCities™

well researched templates and structured content entry freed staff from reinventing the wheel.

OpenCities created substantial cost savings and services improvements. Over 89 services are now available online for visitors to the Grand Rapids website to complete their city business. By using the shopping cart and real-time payment updates on accounts, Grand Rapids anticipates converting 50% of the 80,000 walk-up payments to now use the online form in the new Grand Rapids site, powered by OpenCities.

OpenCities' solution

Partnering with OpenCities, it took Grand Rapids just five months to create a beautiful digital services website that provides a majority of the most requested transactions. The biggest impact was for their “start water and

refuse service,” which represents 40% of all current 311 interactions. OpenCities transitioned these contacts from calls to almost 1000 new online clicks (online submissions).

The result

257+

Online services available

Over 89 services are now available online for visitors to the Grand Rapids website to complete their city business.

50%

Payments made online

Grand Rapids anticipates converting 50% of the 80,000 walk-up payments to now use the online form in the new Grand Rapids site.

79%

Reduction in walk-ins

In just 11 weeks, the total number of walk-ins to the customer service desk to start water service was reduced by 79%



“We are building the website for our community — a digital City Hall that serves those who live, work and play here on their terms, on any device, on any browser, at any time. If the website does not work for our community, it simply does not work”

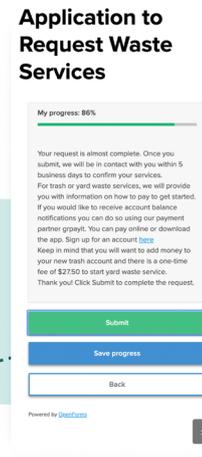
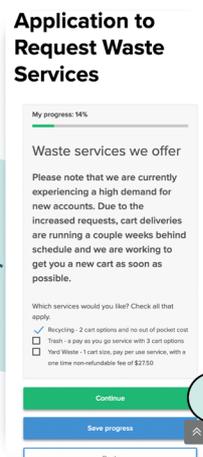
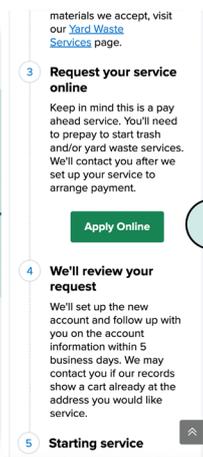
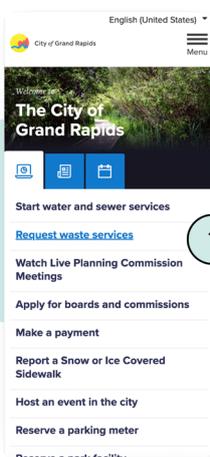
Rosalynn Bliss, Mayor of Grand Rapids



“OpenCities has been nothing less than transformational for the City of Grand Rapids. With OpenCities we didn’t just redesign the website, we redesigned the way our City does business”

Becky Jo Glover, Director of Customer Experience & Digital Services

 [Visit grandrapidsmi.gov](http://grandrapidsmi.gov)



User-journey on Grand Rapids’ website, shown on mobile device.



Serve better.

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