



DIGITAL TRANSFORMATION

# 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Like many Cities and Counties, Grand Rapids had an outdated website. Too many web pages, 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 calling, visiting or printing out a form and mailing it back to the city.

## Our 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.

For example, the “start water and refuse service” represents 40% of all current 311 interactions. Within a short time of launching, OpenCities transitioned almost 1,000 customer transactions from calls to clicks and online submissions.



# 89+

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



# 79%

### Shift from calls to clicks

In just 11 weeks, the number of walk-ins for Water Service sign-ups reduced by 79%, which saved the City over \$14,000.

## Process

Using existing analytics and the **OpenCities Realtime Insights™** 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.

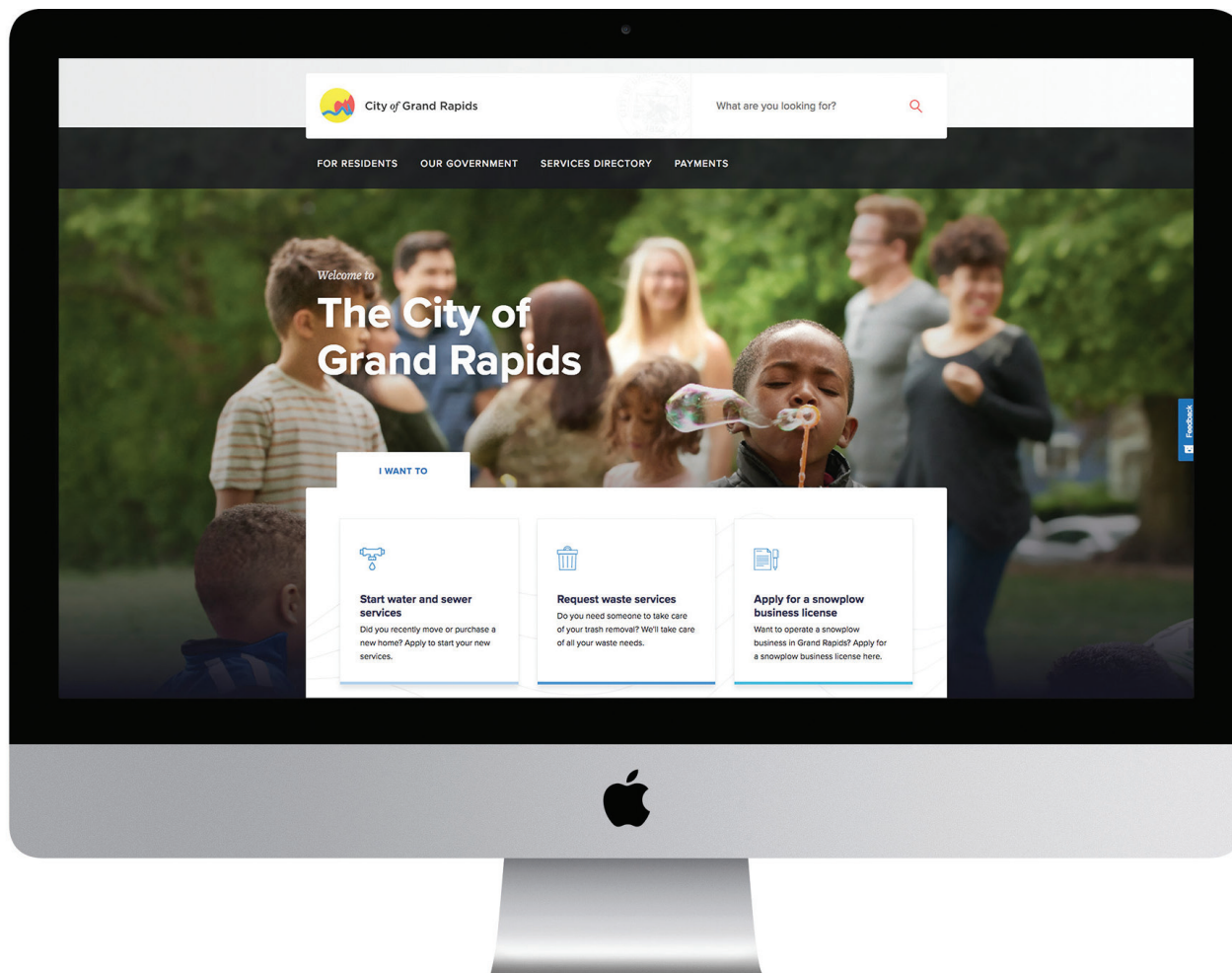
Starting with data meant the team could prioritize needed content and transactions, and retire outdated or seldom-used pages.

**OpenForms™ with Smart Logic** allowed each city department in Grand Rapids to take responsibility for their department's digital services, by converting PDF and offline processes into easy to use online forms for customers.

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

**OpenCities created substantial cost savings and services improvements.** Over 70 services are now available online for visitors to the Grand Rapids website to complete their city business.

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.







THE RESULT

grandrapidsmi.gov



"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

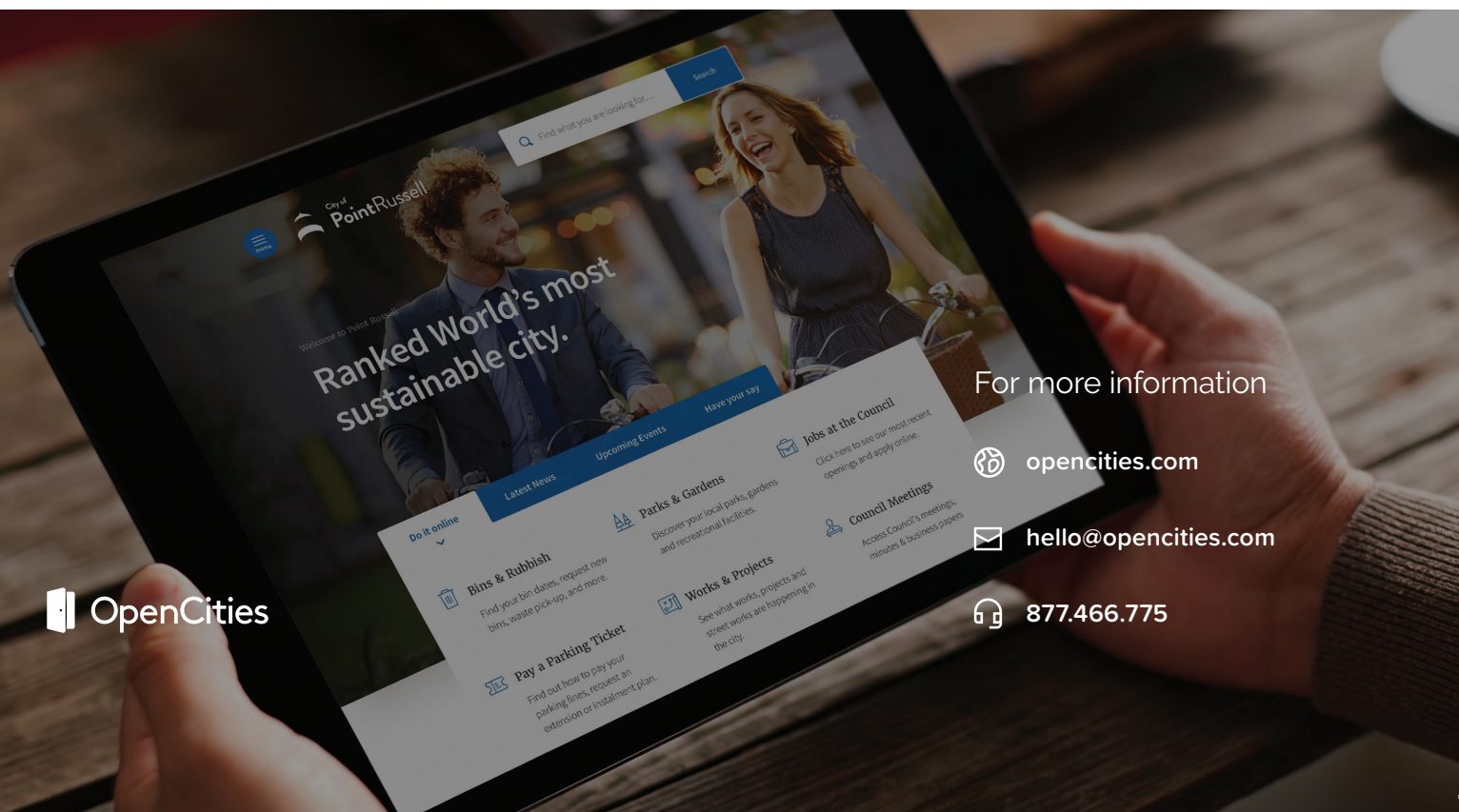


"OpenCities has been nothing less than transformational for the City of Grand Rapids. With OpenCities we didn't just redesign the website, we redesigned the way our City does business"


Becky Jo Glover, Director of Customer Experience & Digital Services



OpenCities



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