Oro Valley, AZ

Enhanced community engagement with OpenCities

70%	27%	34%	49%
Increase in Homepage traffic	Increase in parks and recreation pageviews	Increase in Public works department traffic	increase in water utility department pageviews

OVERVIEW

Oro Valley, Arizona is a growing community nestled between the Catalina and Tortolita mountain ranges in northern Pima County. The city is situated about three miles north of Tucson and home to more than 47,000 residents. Dubbed the "Upscale Tech Mecca" of Southern Arizona, Oro Valley needed a website that meets the needs of its engaged residents and provides better service and features. City leaders implemented OpenCities, a Granicus website product that helps effectively connect residents with the information they need.

SITUATION | WEBSITE SOLUTIONS FOR AN ENGAGED COMMUNITY

The Oro Valley city website had previously been managed by one person and it was a challenge to keep up with the public demand for information. The site did not offer a robust search function for users to find exactly what they needed, which resulted in resident frustration. Additionally, the layout was dated, and city leaders wanted a system that would seamlessly integrate with third party applications as they were converting services to digital processes.

SOLUTION | DELIVERING INTUITIVE DIGITAL SOLUTIONS

Providing accurate, comprehensive search results to residents and delivering a better user experience required Oro Valley to overhaul its website. The intuitive, collaborative nature of the solution makes it easy for many staff members to take ownership of individual department pages and optimize search results. Since the tool is so intuitive and easy for staff to learn, city leaders have been able to develop separate sub-sites – one for police recruitment and an award-winning site for economic development.

RESULTS | CREATING A DYNAMIC USER EXPERIENCE

Since implementing OpenCities, Oro Valley has seen an increase in home page traffic as well as growth in individual department page visits. There has been a 70% increase in home page traffic, a 27% increase in page views for the parks and recreation department page, and a 34% increase in traffic for the public works department. As a result of this increase in web traffic, paper-driven processes have declined. Users are calling the city offices less and can conduct transactions, such as paying bills or signing up for services, completely online.

MUST HAVE SOLUTION

OpenCities

❝ The ease of use and collaboration [of OpenCities] are huge because we didn't have that ability before. Now, multiple people can use the system."

Nick Going,
Digital Content Specialist,
Oro Valley, Arizona

GRANICUS

Read the full story bit.ly/oro-valley-success