



Grand Rapids, Michigan

How Grand Rapids Made the Digital Shift to City Services

257+

Online Services

50%

Payments made online

79%

Reductions in walk-ins

1,000

new online submissions
within weeks of launching

OVERVIEW

The City of Grand Rapids looked to increase their bandwidth to serve their residents while maintaining, and even increasing, their top-notch customer service. Thanks to OpenCities, now by Granicus, Grand Rapids found the way to let 180,000 people complete transactions at any time, on any device, while reducing calls and allowing staff to focus on service.

SITUATION

Like many cities and counties, Grand Rapids had an outdated website. Most services required printing out a form and mailing or faxing it back to the City.

SOLUTION

Within five months of partnering with OpenCities, now by Granicus, Grand Rapids presented 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. OpenCities transitioned these contacts from calls to almost 1,000 new online submissions.

IMPACT

Since launching their website, Grand Rapids has made over 257 services available online. Residents have embraced the new system, with over 50% of users who previously made up the 80,000 walk-up payments now using the online forms on the new site.

MUST HAVE SOLUTION

OpenCities

“ 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, Michigan