



Galveston County Consolidated Drainage District (GCCDD)

Crafting a digital future with strategic vision

OVERVIEW

The Galveston County Consolidated Drainage District (GCCDD) in Texas is responsible for crucial flood mitigation and drainage management for a growing population of more than 40,000 residents. Facing operational inefficiencies and a gap in community trust, GCCDD partnered with Granicus to forge a path toward digital transformation. Through a strategic workshop, they developed a clear, phased roadmap to modernize services, enhance transparency, and improve staff efficiency. This collaboration has not only streamlined internal processes but also positioned GCCDD as a forward-thinking regional leader dedicated to protecting lives and property.

SITUATION | AN OVERFLOW OF CHALLENGES

With a small staff of six, GCCDD struggled with outdated, manual processes that created significant operational bottlenecks and hindered public engagement. **The district's leadership identified several key challenges:**

- ✓ **Manual and inefficient workflows:** Staff spent more than 25 hours per week on manual tasks. Service requests were tracked on spreadsheets and sticky notes, while board packets required 15 hours of manual preparation each month, and constant follow-ups consume valuable staff time.

MUST HAVE SOLUTIONS

- Operations Cloud
- Service Cloud
- Granicus Experience Group (GXG)



850+

hours/year of staff time savings through automation

\$50,000+
annual staff capacity savings



\$300,000+
annual savings through proactive maintenance

75%
reduction in meeting prep time

“

It's not just about where we are now, it's about where we want to be in 10 years. If we want to do the kind of projects that we're planning, we're going to need the foundational elements of getting those projects managed, coordinated, and communicated. Granicus made it easy to invest into an ecosystem and for everything to work seamlessly together.”

Paige Bailey | Executive Director and General Counsel | Galveston County Consolidated Drainage District



- ✔ **Limited transparency and community trust:** Residents had limited visibility into the district’s operations, projects, and spending. A lack of searchable meeting archives and proactive communication channels contributed to a disconnect between the district and the community it serves.
- ✔ **Fragmented systems:** Communication was disjointed, with no central platform for engaging residents, managing service requests, or providing project updates. This fragmentation led to confusion for residents and inefficiencies for staff.
- ✔ **Reactive maintenance:** Without a system to track and analyze resident-reported issues, the district was often forced into expensive, reactive emergency repairs rather than planned, proactive maintenance.

“We had a very small broadcasting ability beforehand through Teams. It was not very accessible, and the materials for the agendas were hard to get,” said Paige Bailey, executive director and general counsel for Galveston County Consolidated Drainage District. **“We also receive a lot of phone calls, and we do a lot of ‘Pass the Post-it note’ in our office because there’s not one person taking citizen concerns, complaints, reports of issues. They were just getting passed around, not even on a spreadsheet.”**

Recognizing these issues, GCCDD knew a change was necessary. With the goal of becoming a regional leader through innovation, the team knew it was crucial to improve transparency, automate processes, and build a stronger relationship with the community. They needed a strategic partner to help them navigate this complex transformation.

SOLUTION | A PHASED APPROACH

GCCDD engaged Granicus Experience Group (GXG) to facilitate a two-day strategic planning workshop, known as the Experience Center. This immersive session brought together GCCDD board members and staff to align on goals, identify priorities, and collaboratively design a digital transformation roadmap.

The Experience Center was pivotal in creating a shared vision. The workshop helped GCCDD move from a list of challenges to a concrete, actionable plan. Key insights from the session established that the highest priority was demonstrating to taxpayers how their money was being spent. This overarching goal informed the entire strategy.

“Residents want to know what’s going to be affecting them,” said Bailey. **“We also need stakeholders from other organizations to hear what we’re doing to work together regionally, and then we also need visibility with the state and the federal government in order to get funding.”**



The resulting recommendation was a phased implementation plan of Granicus Operations Cloud and Service Cloud capabilities designed to deliver quick wins while building a foundation for long-term success.

Phase 1: Foundational efficiency and transparency

- **Email and SMS communications:** Implemented a robust communications platform to send targeted alerts and updates, preparing for critical events like hurricane season.
- **Service request management:** Launched a digital 311 portal to centralize, automate, and track all resident service requests. This quickly improved staff efficiency and provided a streamlined way for residents to report issues.
- **Modernized board meetings:** Upgraded Agenda Management capabilities and implemented Fully-Managed Video to increase accessibility and transparency, allowing residents to easily view meetings and access archives.

Phase 2: Proactive community engagement

- **Project engagement platform:** Launched the Sentiment & Feedback tool for residents to provide input on upcoming projects, fostering a sense of community ownership and trust.

Phase 3: A unified digital experience

- **New community-focused website:** Developed and launched a new, intuitive website, integrated with Workflow Management, to serve as a central hub for all district information, including project updates, board meetings, and service requests.

This strategic, step-by-step approach, guided by the GCCDD's dedicated Experience Partner and experts from Granicus and GXG, ensures each new capability builds upon the last, minimizing staff burden and maximizing impact at every stage.

"It really is simpler to do it all in one because you're buying the ecosystem, you're buying the support, you're buying the cloud itself," said Bailey. **"We chose Granicus because they're experienced, they're trusted, and they're reliable."**

WHAT'S NEXT: AIMING FOR BIG GOALS

The partnership with Granicus and the strategic roadmap developed in the Experience Center comes with lofty goals.

Over the long term, GCCDD expects this phased project to yield significant results, transforming its operations and its relationship with the community.



- » **Dramatic efficiency gains:** By automating manual workflows, GCCDD aims to free up more than 850 hours of staff time annually, representing an estimated value of more than \$50,000. This includes a significant reduction in board meeting preparation time and time spent on service requests, allowing the small team of staff to focus on more strategic initiatives like flood mitigation.
- » **Visibility into service demand:** With no current system for tracking call volume or categorizing resident inquiries, GCCDD lacks visibility into the true demand for services. Implementing digital request intake and analytics will finally give the district a clear mechanism to track, quantify, and analyze community needs. This visibility will strengthen transparency, support long-term operational planning, and better demonstrate to residents how their concerns drive action.
- » **Significant cost savings and proactive maintenance:** Data provided through the new 311 system will enable a shift from reactive to proactive maintenance. With 15-25% of projects preventable with early reporting, the district has the potential to save more than \$300,000 annually by addressing issues before they become emergencies.
- » **Enhanced transparency and community trust:** Modernized board meetings and proactive communications will ensure the district is better equipped to demonstrate accountability and build trust with residents by showing exactly how taxpayer funds are used to protect the community. A more robust digital presence will provide a clearer understanding to the public of what the district does.
- » **Greater access to grant funding:** The data collected through these new systems will improve the quality and success rate of grant applications, securing more funding for critical projects.
- » **A foundation for future growth:** GCCDD is building a scalable digital foundation capable of serving its growing population. This transformation not only solves immediate operational challenges but positions the district to achieve its long-term vision of becoming a regional leader in drainage management.

“It’s an investment in public service. It’s an investment in communications,” said Bailey. **“It’s an investment in making sure that, 10 years from now, when we’re doing that \$1 billion project that we got through the federal government, we have the documentation that led us to there.”**

Begin the journey!

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