Grand Prairie, TX

Grand Prairie's Website Rebuild Emphasizes Mobile Efficiency

15%	**225**	**Improved**	**Reduction**
reduction in dropped searches	online forms now available	functionality for mobile users	in switchboard calls

OVERVIEW

Everything's bigger in Texas—even the municipal websites. For the City of Grand Prairie, that was a problem. The city's residents struggled to navigate the outdated, text-heavy interface while staff became bogged down with inefficient manual processes.

SITUATION | A TEXAS-SIZED MESS

The *Grand Prairie website* provided residents with an abundance of information but the site's navigation frustrated both users and government employees. The navigation menus were overfull, and the site's internal search engine offered few customization options to ensure the most relevant content appeared in site search results.

SOLUTION | A MODERN SITE WITH AN EMPHASIS ON EFFICIENCY

To rebuild its website, Grand Prairie turned to OpenCities from Granicus with three goals in mind: Increase mobile online options for city services, make it easier to find content on the city website, and improve content on the page so its easier to understand.

The first step was to improve navigation. They placed a search bar in the page header, making it easy to locate and use. The community calendar was given a new layout. And finally, the site did away with PDFs in exchange for a solution that incorporated OpenForms to create as many mobile-friendly online form options as possible in place of in-person or mail-in submission requirements.

RESULTS | INFORMATION AT EVERYONE'S FINGERTIPS

The results were almost immediate. The easier-to-use site saw search exits drop from 19.48% between March of 2021 and 2022 to just 4.67% the next year.

The site's dramatic improvement has also been noticed outside of Grand Prairie. Granicus recently awarded the city 3rd Place in the Website of the Year category in the *2023 Digital Government Awards*.

Granicus Digital Government
AWARD WINNER
2023

MUST HAVE SOLUTION

OpenCities, OpenForms

"The calls to our switchboard dropped dramatically. That showed us that residents could find what they needed instead of giving up on the website and just calling us for the answer."

Steve Rios, Webmaster, City of Grand Prairie, Texas