

# Transforming the Digital Experience

Launch modern websites that easily evolve to meet the changing needs of your community



## INCLUDED FEATURES

- Simple and intuitive CMS
- Data-driven content and design
- Low-code/no-code solutions
- Homepage design flexibility
- Publish once, present anywhere
- Effective predictive search tool
- Easy-to-use “theme builder” design templates
- User-experience (UX) tested content types library
- Mobile responsive for common devices
- Best-in-class security
- Meets WCAG 2.1 AA and Section 508 ADA accessibility standards
- State-of-the-art hosting infrastructure; 99.9% uptime
- 24/7 customer support

## The Challenge

Residents’ needs and expectations are changing. Now more than ever, government must meet people where they are and provide opportunities for simple and convenient interactions. Government agencies of all sizes are partnering with OpenCities to achieve this goal and transform website user experiences. With innovative tools that engage residents and help them find what they’re looking for the first time, OpenCities is helping governments serve better, from the launch of a website well into the future.

## What if you could...

- ✓ **Use a simple and proven design process** to launch a beautiful and functional website that works for all residents, both now and in the future.
- ✓ **Quickly connect residents with the information they need** using innovative tools that simplify government language and processes.
- ✓ **Maximize content effectiveness** by building on the interests and actions of website visitors.
- ✓ **Update the website homepage layout and page themes** as user interests and expectations change, without the need to conduct a full website redesign.

## Built with the resident experience in mind


With robust and innovative tools and options, OpenCities transforms government websites to provide an unmatched user experience. As a complement to the website Content Management System (CMS), organizations can also reach their specific goals and outcomes by adding tools such as digital forms and services, community engagement platforms, email and SMS platforms, agenda and meeting management, records requests, and more!

## Reduce costs by improving efficiency

Websites are the starting or ending point for nearly 2/3 of all government interactions. Your organization can save time and money and enhance the user experience by helping residents easily find the information and tools they need to complete tasks online.

### Cost by channel


Face-to-face

 **\$12.90**  
per request

Correspondence

 **\$9.79**  
per request

Telephone

 **\$3.16**  
per request

Online

 **Only cents**  
per request

## With OpenCities, you can...

- ✓ **Connect people to information and services** without needing to understand complex government structure or language
- ✓ **Discover and spotlight user “top tasks”** and highlight related information using robust website visitor data and insights
- ✓ **Benefit from a purpose-built for government search engine (predictive search)** that simplifies government terms and finds the information users are looking for
- ✓ **Empower organizational-wide content creation** with a low-code/no-code platform that includes flexible design and content templates and tools
- ✓ **Ensure a consistent voice** using custom approval processes and workflows to curate and publish content
- ✓ **Benefit from ongoing research and development (R&D), security and accessibility** enhancements, as well as innovative platform upgrades, all included as part of your subscription

## Don't just take our word for it!

“ We knew that we weren't looking for just any government-hosted solution, so when we saw OpenCities, we were impressed by their built-for-government platform. They helped educate our web team and content editors on best practices for user-centered design and showed us how easy it is to create an enhanced user-experience within the OpenCities platform.”

- Misti Nowak, Communications Administrator, Oro Valley, AZ

“ 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, Grand Rapids, MI

## Governments of all sizes partner with OpenCities to transform website user experiences

