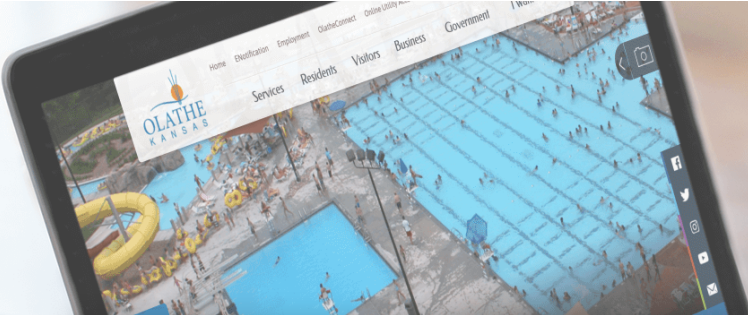




Olathe, Kansas

How the City of Olathe, Kansas is Transforming into a Modern Powerhouse



<2 MINUTES

Average time
for most residents to find
what they need on the
website

2660%

Increase
in total subscribers,
growing from 2,167 to
more than 60,000 in 2017

16K

After adding agendas
to the website, traffic—
on that page alone—
doubled (up from 8K)

12%

Total Increase
in users accessing
the site directly

OVERVIEW

With digital transformation as the overarching goal, the City of Olathe, Kansas, set out to modernize the way its government operated. Emboldened by the Granicus Civic Engagement Platform, Olathe has become a more transparent, informative, united, and practical place for residents and staff members to live.

SITUATION

The Road to Digital Transformation

Olathe adopted a 20-year strategic plan, “Olathe 2040”, to develop efficient and innovative ways to serve residents through digital transformation. The website needed to be restructured, the city’s document management system was broken, and the agenda creation and management system was manual and inefficient. The city wanted to offer services in a user-focused, customer-friendly format, but most of the services were completed with tedious online PDFs. The onset of COVID-19 essentially forced city leadership to rethink their approach to service fulfillment.

MUST HAVE SOLUTIONS

Civic Engagement
Platform:

- govAccess
- govDelivery
- govMeetings
- govService

SOLUTION

Implementing the Civic Engagement Platform

The City of Olathe is in the process of another website refresh that will emphasize the information and services residents seek. Coupling govAccess (the website) and govDelivery (the communications solution) in an integration called *Send by govDelivery*, the City of Olathe has the power to deliver tailored information directly from the website to subscribers. Olathe had an existing provider for video, so Granicus worked diligently to pair govMeetings Legistar with an outside provider for video services. The City of Olathe also uses an integration between govMeetings and govDelivery called *Send Agenda* where finalized agendas can automatically be sent out through govDelivery. Agendas are also published on the calendar on their govAccess website.

RESULTS

Realizing the Potential of the Civic Engagement Platform

Because of website improvements, the city's staff has been able to build strong cross-department relationships and residents have better access to the information they need. Session durations have reduced, indicating that residents can access the information they need, quicker. The city is able to communicate with more residents, more efficiently through govDelivery, and govMeetings Legistar simplified the agenda creation and management process. Even though govService is still in the early stages of implementation, a block party permit service has been launched and a host of other services are in the pipeline.

As one of our flagship customers, the City of Olathe is realizing the exponential potential of Granicus' full civic engagement platform, while also acknowledging the room for further development.

“Olathe's success can also be measured by its ability to continue evolving and adding to its experience, knowing everything will work seamlessly together because we have an interconnected, platform solution.

- Scott Meyer, Digital Programs Manager