



Ada County Highway District

Used Digital Solutions to Improve Engagement



75.6%

engagement rate in past year

52%

subscriber growth rate in past year

160,000

Nearly 160,000 website visits

2,300

page views for Integrated 5-Year Work Plan

OVERVIEW

Idaho's [Ada County Highway District](#) (ACHD) oversees more than 5,000 miles of roadways and bridges, with a focus on public safety and engaging the community. ACHD partnered with Granicus and implemented digital tools to successfully launch its engagement site, ACHD Engage, to streamline and improve how they connect with Idaho drivers.

SITUATION | Disjointed processes in need of modernization

ACHD engages the community to provide input, while improving safety and providing proper maintenance of roads, sidewalks, and related infrastructure. ACHD operations were disjointed, and they were using separate online survey tools that were not integrated with the website. The agency improved engagement and streamlined its processes by implementing [govDelivery](#), [EngagementHQ](#), and [govAccess](#) website solutions.

SOLUTION | Digital tools improve efficiency and engagement

The agency wanted to eliminate unnecessary work and create more efficient processes. Partnering with the Granicus Experience Group (GXG) and implementing digital solutions helped ACHD create a better user experience and communicate proactively. These tools allow the agency to work faster internally and the customizable widgets help external users move more quickly and effectively through the site.

RESULTS | Optimized communications lead agency to new engagement heights

Since implementing these digital solutions, ACHD has seen an increase in overall engagement and website visits. Since launching EngagementHQ, there have been nearly 160,000 website visits and more than 11,000 feedback contributions. govDelivery has helped ACHD reach more people than ever before, which has helped boost public involvement.

MUST HAVE SOLUTION

[govAccess](#)

[govDelivery](#)

[Granicus Experience Group \(GXG\)](#)

[EngagementHQ](#)

“I’m proud of our website; it’s the best thing we’ve done. We’re trying to educate the public, not just tell them stuff. We want them to get involved in their community.”

Emma Bowers, Digital Media Coordinator, Ada County Highway District