Sunnyvale, CA

How Sunnyvale Adapted an Agile Approach to Updating Website

17%	**98%**	**9%**	**6%**
improvement in accessibility	trustworthiness score	increase in mobile responsiveness	increase in SEO score

OVERVIEW

Home to such tech titans as Google and Apple, Sunnyvale, California, has a racially diverse population of over 155,000 residents. So, the City of Sunnyvale's digital presence needed to reflect the tech-savvy expectations of their community. Moving to Granicus' govAccess CMS platform allowed the city to up their digital experience to keep pace with customer expectations and needs.

SITUATION | BUILDING GOVERNMENT COMMUNICATIONS THAT KEEP PACE WITH TECHNOLOGY

In 2022, a pending change to their CMS platform allowed staff to refresh the city's website, implementing a new solution that could help increase compliance with accessibility standards, improve technical options and flexibility in a CMS, while also enhancing online services and user experience.

SOLUTION | TOOLS THAT BRING THE FLEXIBILITY TO REBUILD

Sunnyvale implemented Granicus' govAccess CMS and found the flexibility and technical options to easily display a task-oriented mobile view of their site's homepage, giving quick access to top services to their community on-the-go. With the new CMS, the team was able to easily improve the site with more template options, graphics, and icons.

RESULTS | METRIC SUCCESS THAT BUILDS A PATH FOR FUTURE GROWTH

Aided by the flexibility and ease of creating compliant templates and functionality, and with the design changes to fix the color contrast issues of the previous design, Sunnyvale's compliance rate with accessibility standards increased by 17%. In their efforts to enhance online services and user experience, Sunnyvale was able to build on previous success, achieving a trustworthiness metric of 98.5% (a mark 22% higher than government benchmarks) and growing their responsiveness metric by almost 10% to 43%.

MUST HAVE SOLUTION
govAccess

> "I was able to finally make upgrades and changes to the site navigationally and template-wise that I hadn't been able to before. The new CMS allowed me to implement on our data findings to meet customer needs. It made making website changes simple."

Lynn Stuart, Web and Communications Specialist, City of Sunnyvale, California

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GRANICUS