

Cabarrus County, NC

How Cabarrus County, NC improved the user experience with OpenCities

47%

increase in ADA compliance

27%

growth in daily traffic

34%

increase in average time on page



Greater internal collaboration

OVERVIEW

Cabarrus County in North Carolina is a fast-growing community of nearly 230,000 people, just north of Charlotte. The county's growth can be attributed to its four core values – family, faith, collaboration, and tradition – and this strong sense of community has resulted in success for Cabarrus County; it received the 2022 Government Experience Award and placed first on the Digital County Survey twice. Cabarrus County implemented the Granicus OpenCities platform to deliver an intuitive, user-friendly website experience and to foster collaboration.

SITUATION

Cabarrus County made it a priority to deliver effective and efficient services to its constituents while creating a collaborative process between its internal departments. County officials wanted to create a site that is easier to use and sought a quicker, more accurate search function. The county believes government should be responsive and provide a similar experience to that of dealing with popular retailers.

SOLUTION

Furthering public engagement in Cabarrus County required a more intuitive website design. Cabarrus County recognized the importance of efficiently delivering information and services to its residents while encouraging internal collaboration, and OpenCities provided the necessary tools to accomplish these goals. The OpenCities digital solution ensured that each county department was responsible for updating its own pages. With each department taking ownership of its pages, content is updated in a timelier fashion, ensuring residents were receiving the most accurate information.

RESULTS

It was imperative to the County that it was meeting residents' expectations. County officials state that site visits are up 12%, and anecdotally, the community seems pleased with the new digital experience. Bounce rates, combined with a 20% increase in the average time spent on pages, also indicate visitors are finding what they want faster and not spending short periods of time on the wrong page.

MUST HAVE SOLUTION

OpenCities

“ Our constituents push us to innovate and that's why the work we've done with OpenCities and Granicus has been so important to us.”

Todd Shanley, CIO,
Cabarrus County