



# Lemon Grove elevates its online presence with Govstack

## Client

Lemon Grove

## Website

www.lemongrove.ca.gov

## Award

AVA Digital Awards, Gold Winner



## Background

The City of Lemon Grove, a vibrant community in California, was nearing the end of its contact with its website provider. The city needed a modern and efficient website to better serve the requirements of its residents and enhance its digital presence. Eager to embrace the digital evolution taking place in society, Lemon Grove decided to explore new options for its online platform.

In pursuit of this goal, they issued a Request for Proposal (RFP) to identify a suitable partner to revamp their website. They selected GHD Digital as the top contender due to its level of preparedness and the robustness of its Govstack Platform.

## The challenge

The existing website was extremely dated in terms of its look and feel. Its functionality was complex and not user-friendly, and it lacked administrative efficiency. To keep the website updated, the simplest of maintenance changes had to be outsourced. In their search to improve things, The City sought a solution that would not only address these issues but also provide a seamless experience for both administrators and residents – one that would provide a significant upgrade from their existing system.

→ Transform for good

## The solution - Govstack

Although, several contenders submitted proposals in response to the RFP, demonstrating the competitiveness of the market, Govstack by GHD Digital stood out for the following reasons:

- **Preparedness:** The Govstack team demonstrated a high level of preparedness, understanding the city's requirements and challenges from the outset. This commitment to addressing specific needs left a positive impression on the decision-makers.
- **Functionality:** The functionality of the platform proved to be a significant factor in the decision-making process. Govstack offered a robust set of features that aligned with the city's goals, ensuring a seamless and efficient user experience. Administrators were appreciative of the preview feature of the CMS which allows them to easily view content and page layouts as they would appear across all devices.
- **Ease of Use:** Govstack's user-friendly interface was designed with both visitors and administrators in mind. This ease of use promised a hassle-free experience for residents navigating the website and simplified the administrative tasks for those managing the platform.
- **Forms:** One standout feature that caught the attention of the City of Lemon Grove was the Govstack Forms solution. This tool represented a substantial upgrade from The City's previous system, making it easier for administrators to create forms that enhanced the online experience for resident services when paying bills, applying for permits, and reporting issues. It is also a big hit with HR as they will be better able to manage job postings.

## Results and Impact

Since implementing Govstack, the City of Lemon Grove has experienced positive outcomes across various fronts:

- **Positive Citizen Feedback:** The feedback from residents has been overwhelmingly positive, citing improved website navigation, faster access to information, and a more user-friendly interface. There has also been a noticeable increase in traffic to the website.

- **Administrative Efficiency:** The ease of use and enhanced functionalities of Govstack have streamlined administrative tasks, allowing city officials to manage and update the website efficiently.
- **Improved Engagement:** The new website has facilitated increased engagement between The City and its residents. Govstack's interactive features have created a more dynamic online presence, fostering a deeper sense of community.

“ With our old site, you needed someone to hold your hand for the simplest of changes. The new Govstack site puts the control in our hands.

- **Gregory Jackson,**  
*Communications Specialist,*  
*Lemon Grove*

## Conclusion

The City of Lemon Grove's decision to choose Govstack by GHD Digital for its website overhaul has proven to be a successful move. The partnership has not only addressed The City's initial challenges but has also positioned Lemon Grove as a digitally advanced and resident-friendly municipality.



→ [govstack.com](https://govstack.com)