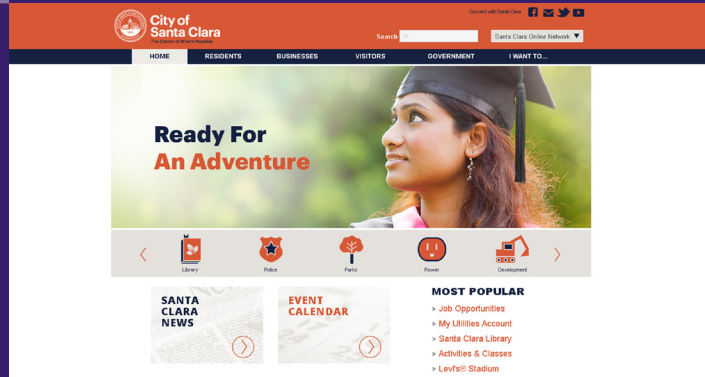




City of Santa Clara
Case Study



Vision-Powered Website Helps Santa Clara Put Community First

City successfully delivers critical information and services to visitors and citizens, even as website traffic surges 350% above average rate.

With more than 120,000 residents, a number of Fortune 500 companies, a top rated University and Levi's® Stadium (host to Super Bowl 50), Santa Clara, California recently launched a new revitalized brand to show the world that it is *"The Center of What's Possible."*

From the first meeting of the City Council Marketing Committee in February 2014 to the launch of its new Vision-powered website in August 2015, Santa Clara leaders worked to promote economic growth while also engaging citizens and encouraging pride in city's rich history, innovative present and progressive future.

When the city chose Vision to create its new website, the focus was on developing a better, more effective platform to serve its citizens and to celebrate all that the makes Santa Clara an exceptional place to live, work and play.

Collaboration Drives Dramatic Improvements

Santa Clara began its website development process in April 2015, opting for visionLive™, the subscription-based content management system and service plan that provides the technology, hosting, support and insights to create and keep municipal websites relevant and effective over the long-term. The new site launched four months later with a friendlier URL, santaclaraca.gov.

Improvements were dramatic. Website navigation was simplified to four from 20 levels, making the site easier to use and maintain. And with Vision's simple, intuitive content management system, 60 internal administrators were trained to update their departmental information.

"There were a lot of positive changes made during the website development process that allow us to put our best foot forward," Gaurav Garg, director of information technology/chief information officer said. "Dusting off the cobwebs on our old website allowed each department to take ownership of its content. That was key to improving our site's consistency. And using Vision's content management system created clean, improved navigation that makes it much easier for people to quickly find the information they need."

"To have that increase in users and attributed attention without any loss of service, defamation, compromise or other nefarious action speaks to the strong business and technology relationship that the City has with Vision – for partnered services and support. With Vision's technology and hosting, we can handle the communications and increased usage that come with any large-scale event."

Gaurav Garg
Chief Information Officer
City of Santa Clara



Upon launch, hosting of the website was also transferred to Vision's servers. In addition to opting for Vision's Premium Disaster Recovery service, which guaranteed instantaneous failover of the website in the event of any outage at the primary data center, the city collaborated with Vision's hosting team to create a special high-traffic event plan guaranteeing vital site information would be available even as traffic spiked. This service, coupled with Distributed Denial of Service (DDoS) attack protection, fortified the website's security and availability.

Communication and Special Events Build Community Support

By the time Super Bowl 50 came to town, Santa Clara's new brand and website were working together like a well-oiled machine. The global event became a showcase for Santa Clara's brand, and its informative and responsive website boosted the city's image as a desirable place to live, work and play.

Communication was crucial to maintaining the goodwill of city residents despite having such a large-scale event in a mid-sized city. A series of free events, created to engage the community in the weeks before the Big Game, were promoted and featured on the website. And during Super Bowl weekend, when the city had tens of thousands of visitors, the website and its online Traffic Cams helped citizens make informed decisions in the face of street closures and other traffic impacts.

"Technology is central to our ability to communicate with the public," said Jennifer Yamaguma, Santa Clara's community relations manager. "Our new website infrastructure played a critical role in helping the City get important messages out to the community leading up to and during the game.

The website was also very useful in managing the media credentialing process, which can be cumbersome and time consuming for a large-scale event. "More than 50 media outlets completed the online credentials form," Yamaguma said. "It was a very useful tool, which we never had before, and was extremely successful in streamlining the process."

The Final Score

Website analytics for Super Bowl weekend clearly show that Santa Clara's new website served as a vital communications hub and provided a perfect showcase for the Santa Clara brand. Increased website traffic, which surged to 350 percent greater than an average weekend, didn't make a dent in the city's ability to deliver information and services to visitors and citizens.

Santa Clara's eNotification subscriber list increased exponentially after the city's rebranding and site re-launch. That, along with real-time alerts from Nixle and links to Twitter, Facebook and YouTube, proved to be extremely valuable in engaging and updating citizens before, during and after the event. All social media linked back to the website for detailed information, including street maps and traffic cams.

"To have that increase in users and attention without any loss of service, defamation, compromise or other nefarious action speaks to the strong business and technology relationship that the city has with Vision – for partnered services and support," said Garg. "With Vision's technology and hosting, we can handle the communications and increased usage that come with any large-scale event. If we had our old site during the Super Bowl, it would surely have gone down."

Average Weekend Website Traffic

