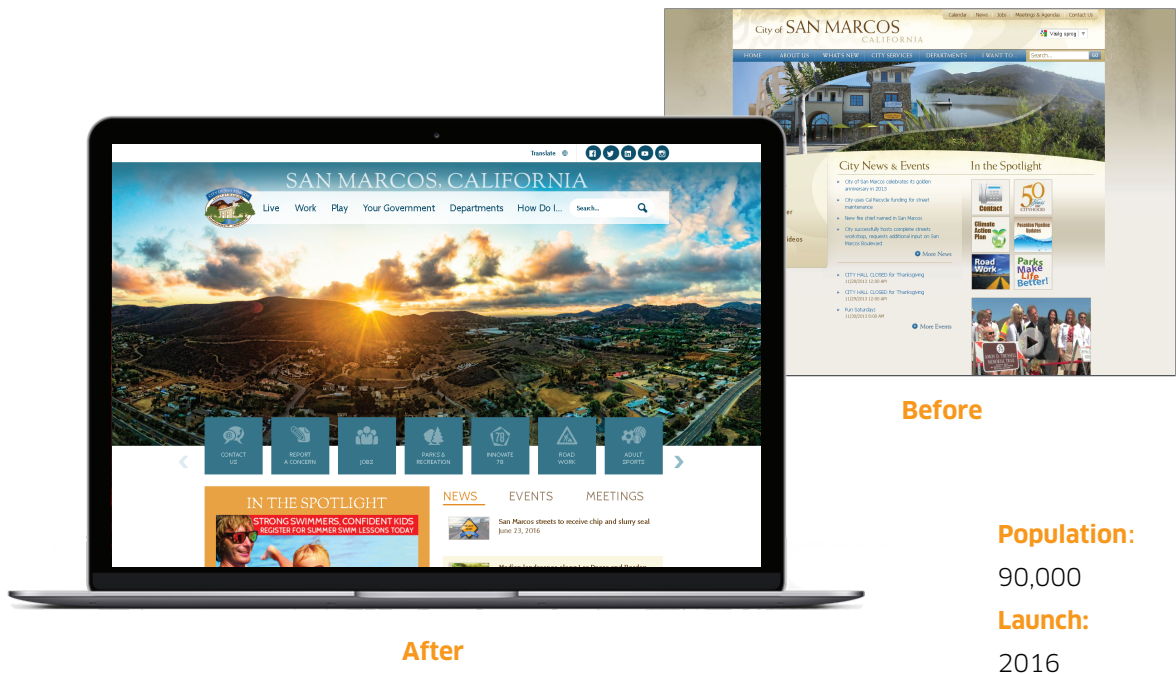


# Representing Communities

San Marcos, CA



Before

Population:

90,000

Launch:

2016

After

## More About San Marcos

Also known as the “Valley of Discovery,” the City of San Marcos maintains a small town atmosphere despite its rapid growth. Partnering with Vision, the city focused on ensuring that key information and services were easily accessible to residents on their new website. After working with Vision’s UX Experts, San Marcos leaders knew their residents had high expectations for their community website, and could benefit from a streamlined view of the city’s plentiful recreation options. To that end, they leveraged Vision’s Facility Directory to highlight the community’s 60 miles of trails, 29 parks and 11 recreation centers.

*“Today, residents expect the same level of innovation and transparency from government as they do from consumer products and services around the world. To meet this expectation, the City of San Marcos’ new website showcases an improved design with the most popular items right up front, making it easier than ever to navigate the site.”*

**Sarah Macdonald,**  
Communications Officer