



Fremont, California

How Fremont Police Department Improved Public Perception & Engagement With a New Website



4x

Faster Citizen Engagement

49%

Mobile Device Traffic

1600

Weekly Visitors

6

Months to do New Website

OVERVIEW

With an outdated website and a new state law, Fremont Police Department had only a short time to launch a new website. With help from Granicus govAccess experts, they met their deadline and increased citizen engagement.

SOLUTION

Staff worked with Granicus to analyze website data and analytics to determine what mattered most to their users, and the design followed.

RESULTS

When Gee posted about an upcoming community police academy for the first time, the department received 26 applications for 30 open spots within a few days. The redesign made it easier for citizens to learn about and sign up for the program.

MUST HAVE SOLUTION

 govAccess

“ When considering a website design partner, we looked at our needs, pricing, and how easy the CMS was for non-technical staff to use. With all of that, plus great customer service and a strong portfolio of website design work, Granicus was an easy choice.”

–Amy Gee, Management Analyst, Fremont Police Department