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CITY OF EASTVALE LAUNCHES NEW WEBSITE TO BETTER SERVE ITS COMMUNITY

EASTVALE, CA – The City of Eastvale, California is celebrating the launch of a new website that will enhance the City's ability to serve and engage its community. This new website will offer residents and businesses an enhanced experience that prioritizes digital service delivery, effective navigation, and increased access to information.

While reviewing data and research from all essential sources, the City of Eastvale knew that it needed a special customization that put the power in the hands of the visitor upon arriving to the City's digital front door. We are very pleased to deliver a highly-functional and user-friendly website with a modern design - supporting the needs of all Eastvale residents.

"Prior to our launch of our new intuitive website for Eastvale, it was difficult to navigate and find specific information on our website," said City Manager, Bryan Jones. "Now, we're able to provide a customer-first website that provides users with a mobile friendly website that quickly connects people with the information they need. One of our proudest parts of this website besides its beautiful design and layout, is that it is now accessible to all cultures through the ability to translate our website into every language. This aligns our website with our diverse, mixed culture community. We are one of the most diverse communities in California; a demographic we are really proud of as a City.   We strive to ensure we are accessible to and engaging with everyone."

Website analytics concluded that nearly half of its web traffic was coming from people using a mobile device, reflecting the global trend that people prefer to connect and engage online via mobile phones. As a result, we have pursued a responsive and accessible website design that can automatically adjust the layout, font sizes, images and buttons to fit a mobile screen.

"Our team of government website design experts and developers at Granicus were very pleased to deliver a new website for the City of Eastvale that will provide a more intuitive and seamless experience for visitors," said Susan Ganeshan, Chief Marketing Officer at Granicus. "As the Eastvale community grows and its demographics shift to include a more mobile-first generation, we prioritized responsiveness on mobile devices and updated the navigation to reflect the top service-oriented requests from customers."

The City of Eastvale currently serves over 73,700 residents and millions of visitors while working each day to build stronger relationships with their community through top quality digital experiences for residents, visitors, and businesses alike. Together with Granicus, the City of Eastvale initiated a full top-to-bottom website overhaul that included an in-depth review of website analytics, visitor behavior, and even incorporated community input that led to a new design, core functionality, and enhanced accessibility of the revamped website.

About the City of Eastvale
The City of Eastvale was founded on October 1, 2010 as an independent local government agency, governed by a five-member, elected City Council. The City of Eastvale serves over 73,700 residents and encompasses 13.1 square-miles in western Riverside County. The City is strategically poised between Interstate 15 and California State Routes 91, 60, and 71, making access easy for residents, visitors and businesses alike. Eastvale is a young and dynamic community filled with economic opportunity, tremendous growth, and strong values. For more information on the City of Eastvale, please visit: www.EastvaleCA.gov

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