CASE STUDY

Sacramento Regional County Sanitation District

www.regionalsan.com

The Sacramento Regional County Sanitation District (Regional San) provides wastewater conveyance and treatment for residential, industrial and commercial customers throughout unincorporated Sacramento County; the cities of Citrus Heights, Elk Grove, Folsom, Rancho Cordova, Sacramento and West Sacramento; plus Courtland and Walnut Grove.
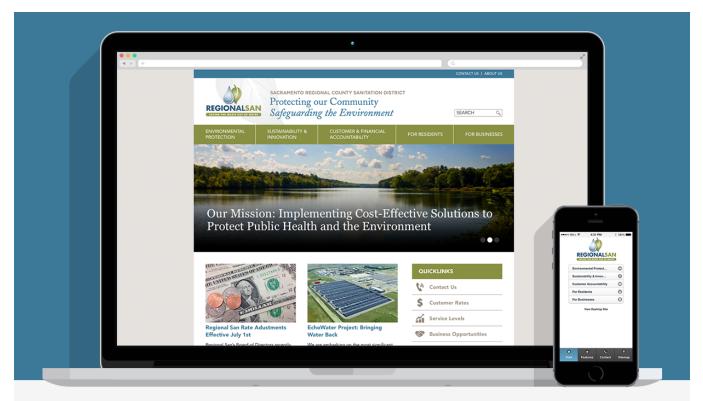
The Challenge

Regional San had an outdated website, originally developed in 2008, that could only be updated by the contractor who had built it. Changes had to go through a slow, convoluted process of approvals and requests before being sent to the website developer, who would then update the site. On top of an outdated design, the site content was also almost completely outdated. The site didn't serve their most important audience – Regional San customers – or reflect their commitment to customer service and to the environment.

The Solution

Digital Deployment was able to provide services, including a predictable, organized 5-phase process, along with a solid technical solution that delivered everything Regional San was looking for, in addition to seven key deliverables:

1. A modern, inviting design that emphasizes Regional San's important roles as a vital utility service in the region and a responsible environmental steward
2. Full migration of content from old to new site, allowing them to choose to archive or edit outdated content without losing it when the old hosting environment was disabled
3. A logical and user-friendly navigational approach that makes it easy for visitors to find what they are looking for, while it also communicates Regional San's commitments
4. The ability to leverage social media within the site platform, for both visitors and administrators – with one click - saving staff time and driving social media users to the site
5. A user-friendly content management system that provides efficient workflow solutions, allowing staff to easily add content and make updates, as well as approving content contributed by others
6. The ability to Bundle & Blast® (send via email service) any content from the site directly to subscribers, saving staff the time and effort of creating and formatting content in a separate email system
7. A secure and reliable site hosting environment and optional ongoing support and maintenance via the Service Level Agreement (SLA) program

Through the SLA, Regional San receives unlimited technical, design and content support, as well as monthly updates that include every new feature Digital Deployment develops. While they may decide to refresh their design in a few years, they'll likely never need to undertake a full website rebuild again.

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The Result

Regional San now has a website that truly represents them, clearly communicating their commitment to financial and environmental stewardship. Communications department staff members are empowered to add and update content at any time, and can leverage workflow approvals to encourage other staff members in the organization to draft content for approval, sharing the important job of keeping the site up to date. Site analytics inform content decisions, and help the organization to determine what messages are most effective. Questions are processed through Digital Deployment's support portal, which includes knowledge base articles, community forums, ticketing embedded directly into the site, and – gasp! – a real person on the other end of the phone if they feel a call is in order.

> "The new site looks really great, and I have already recommended Digital Deployment to other special districts!"
>
> Claudia Goss, Public Affairs Manager
> Sacramento Regional County Sanitation District

For more information about this project or Digital Deployment, please contact **Rocky Martin** at rocky@digitaldeployment.com or call (916) 238-1812.