Citizens visit websites with a specific purpose in mind — to find information, shop, fill out a form or complete a task. When they visit their state or local government agency website, they expect their online experience to be delivered in the same consumer-like fashion they are accustomed to — whether completing an application, making a payment, checking a project status, scheduling an inspection or conducting correspondence related to permits, licenses, services requests, or complaints.

To help ensure a seamless digital engagement experience and increase citizen self-service across all of these functions, Accela partnered with OpenCities, a leader in citizen experience technologies. Together, we have created the **Accela Premium Citizen Experience powered by OpenCities**.

All combined, citizens enjoy a consumer-like experience, have access to the services they need, 24 x 7, on any device of their choosing, and can search and discover all the information needed to get their requests and transactions processed quickly and efficiently.

Benefits

- Better content
- Better collaboration
- Better self-service
- Better directories
- Better search and discovery

With this solution, agencies can easily manage their website in-house without the need for custom coding or vendor change-orders, for both department-specific sites and broad agency-wide websites. And non-technical staff can easily modify content too.

Shared Core Values

Accela and OpenCities understand that a government website should provide citizens with a consistent experience to:

- Quickly and easily find the information they are looking for
- Verify that they are in the right place on the site
- Empower individuals to accomplish more online
- Surprise and delight each resident and online visitor
**Unify the Citizen Experience**

The Accela Premium Citizen Experience ensures the same look and feel from all areas of your branded website is carried over into specific workflows for services. It delivers unique, seamless integration between government websites, forms, and transactional online services to unify and simplify the user experience for citizens.

**Provide an Easy Path for Citizens**

For citizens looking to process comprehensive applications and requests, Accela’s Premium Citizen Experience powered by OpenCities provides a direct and fully integrated link between the OpenCities’ intuitive front end - where the citizen can easily discover relevant information and guidance about online services - and Accela’s Citizen Access technology for the required structured data. The integration is also filtering through to Accela’s backend “system-of-record” to apply workflows, business logic and many other elements to automate the online service delivery.

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**System Features for Government Agencies**

- **Publish once, present everywhere** – OpenCities reduces the effort and complexity of multi-channel communication by allowing agencies to create content once and easily share it across multiple platforms via content APIs.

- **Unique and powerful API** – A private API, developed by Accela to provide the highest degree of reliability and support as it manages the integration layers for the Premium Citizen Experience powered by OpenCities.

- **Offerings to meet the needs of agencies** – Customers can purchase Premium Citizen Experience powered by OpenCities for a full agency website, or for the specific requirements of individual departments.

- **Easy to get started** – This solution is designed for quick onboarding, with a digital services academy, in-depth training, and easy to maintain by non-technical government staff.

- **Actionable Insights** – OpenCities insight dashboards help agencies identify and remove online service bottlenecks, measure the impact of their digital transformation, and better track time & cost savings linked to customer self-service.

- **Compliant and Responsive** – Premium Citizen Experience powered by OpenCities is forward compatible, has responsive design, and meets all ADA compliancy.

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**Accela Citizen Access & OpenCities: Full-website Integrated Workflow**

**Digital experience built specifically for citizen engagement**

- **Citizen Googles agency website**
- **Agency website powered by OpenCities**
- **Citizen discovers service on Agency website powered by OpenCities**
- **Citizen views services details on Agency website powered by OpenCities**
- **Citizen qualifies for or validates service on Agency website powered by OpenCities**

- **Citizen applies for service in embedded Accela Citizen Access application**
- **Citizen reviews application details in embedded Accela Citizen Access application**
- **If applicable, Citizen pays fees on embedded Accela Citizen Access payment page**
- **Citizen submits application in embedded Accela Citizen Access page**
- **Citizen may click on Home or any menu item to continue to explore Agency website powered by OpenCities**
About Accela

Accela provides a market-leading platform of SaaS solutions that empower state and local governments to build thriving communities, attract and grow businesses, and deliver citizen services.

From planning, to building, to service request management and more, Accela’s fast-to-implement Civic Applications, built on its robust and extensible Civic Platform, help agencies address specific needs today, while ensuring they are prepared for any emerging or complex challenges in the future.

Learn More
Visit www.accela.com or call us at (888) 722-2352

About OpenCities

Built with and for local governments, OpenCities provides the website and forms functionality modern agencies need to digitize each step of their customer journey.

With a code-free, drag & drop approach, OpenCities enables agencies of every size to create a world-class digital experience, in a fraction of the time and effort of traditional web projects.

And as a SaaS platform that powers millions of resident interactions around the world, OpenCities leverages data to continually optimize your digital customer experience.

Learn More
Visit www.opencities.com

System Features for Citizens

- Guiding citizens to the right process — The information and communications capabilities flow directly to the process and data capture functions, ensuring citizens understand the requirements for their request, qualify themselves with that information, find the correct forms to use, and then engage a more in-depth, forms-based engagement knowing exactly what they need to complete it.

- Seamless user interface — From the moment that citizens interact with the agency site, they can seamlessly navigate to Accela Citizen Access within a consistent branded experience.

- Predictive search — Site search connects people to the information and relevant content they need, without requiring them to know the language of government or its departments.

- Location content — Transforms any location-based content into a map view that puts residents at the center. Residents can see their local events, parks, city facilities, works, projects, city initiatives, councilors, trash collection dates, and other content, based on their interests.

- Personalized content — The environment automatically curates specific news, events, projects and services a visitor might be interested in based on their browsing behavior, without wasting their time with potentially irrelevant content.

- One-time data entry — For citizens, the integration of the Premium Citizen Experience powered by OpenCities allows the data captured from the prequalifying questions to be utilized in the actual application processing, ensuring efficiency and speed for the applicant.

Please contact your Accela Account Executive for more information or to schedule a demonstration.