Madera County, CA

How Madera County Reimagined Their Website as a Crucial COVID Dashboard

65X more page views from previous year	> 1,900 community feedback form submissions	20% increase in mobile web access	Reduced phone calls to public health staff

OVERVIEW

Madera County Department of Public Health (MCDPH) turned to Granicus' govAccess solution to evolve their one-page website and integrate ESRI – GIS Dashboard tools featuring a suite of consistently-updated information for media and the public, as well as forms for community feedback and two-way communication.

SITUATION

With the amount of data and information at their fingertips, MCDPH looked to find a way to not only provide answers to the public and media, but also serve as a hub for communication that reached throughout their county. Public Health Director Sara Bosse and Public Health Officer Dr. Simon Paul saw the need for transparency and decided early on to invest in technology and staff. "As the pandemic grew," Gamble said, "so did our communication team and the audience — and they wanted more information."

SOLUTION

Leveraging Granicus' govAccess, the Public Health team set out to create a dashboard that combined daily updates gathered through GIS information (which draws from geographic and regional information) and epidemiological data, as well as forms that allowed community interaction and more.

RESULTS

Since implementing govAccess, Madera County Department of Public Health's dashboard led to 40 times more unique visitors to the department's website and 65 times more page views than the previous year, with over twice as many international visitors. While the dashboard's popularity could be explained by the urgency of the information it provided during the pandemic, the continued impact on communicating and engaging with the public and media represents a distinct shift forward.

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MUST HAVE SOLUTION
govAccess

" *To be able to spatially represent our data, to see it in a graph, to see it on a map, people have a better understanding, it allows them to visualize it. We're a very visual society."*

– Juli Gregson, Administrative Analyst, Madera County Department of Public Health, Madera, CA