



Common Ground Alliance (CGA)



BEFORE

AFTER

MAIN CHALLENGES:

1. Large amount of content and difficult navigation
2. Site design is outdated and no mobile presence
3. Poor user experience and lack of availability to important information

MAIN GOALS:

1. Implement audience-focused content cleanly and simply to help users find and consume information easily
2. Create a responsive website with customized Single Sign-On process to seamlessly access confidential documents
3. Create a visually appealing map to organize state and local information

ABOUT CGA: A member-driven association of 1,700 individuals, organizations and sponsors in every facet of the underground utility industry. CGA is committed to saving lives and preventing damage to underground infrastructure by promoting effective damage prevention practices.

ADDITIONAL HIGHLIGHTS:

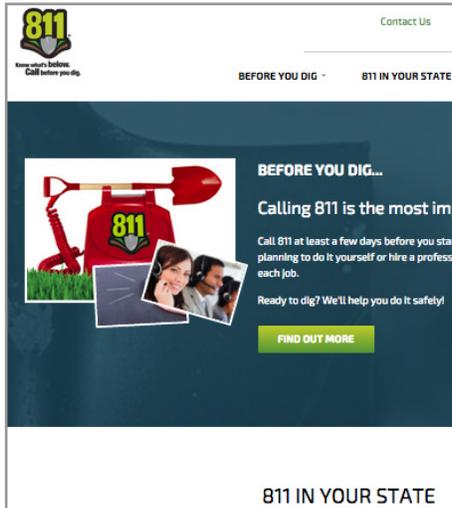
1. CGA Best Practices Guide
2. Call 811 Microsite
3. Interactive Map

“The site design was outdated and had no mobile presence, which meant that members had no access to crucial documents in the field. At the same time of the website redesign, CGA underwent a member database upgrade.”

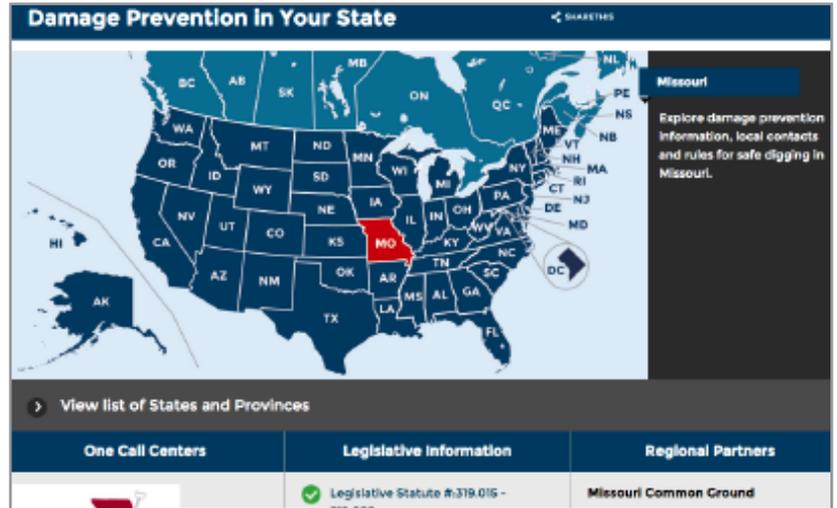
– Tracy Betts, CEO, Balance Interactive

Even though The Common Ground Alliance’s offline communications were robust and efficient, disseminating information and frequent updates to stakeholders and the media. They needed a web presence that matched this impressive offline effort. The site was outdated and outmoded, and was a major hurdle in allowing its 1,700 members to access important updates to digging and damage prevention. The site design was outdated and had no mobile presence, which meant that members had no access to crucial documents in the field. At the same time of the website redesign, CGA underwent a member database upgrade.

Balance Interactive worked with CGA to create a visually appealing website that organized content cleanly and simply. The website is built on the Drupal content management system and responsive, meaning that the same content is presented across all devices, no matter the size. This



Call 811 Microsite



CGA Interactive Map

KEY EXPERTISE PROVIDED BY BALANCE INTERACTIVE:

- Drupal CMS
- Multiple web properties on single system
- Integration with systems including AMS
- Online applications for complex user tasks
- Custom design
- Member portal

gives members in the field instant access to crucial documents right when they need them most. Balance created a customized Single Sign-On process that allows CGA members to log in to the new website using their new database credentials, streamlining the member access to confidential documents and information. Members can update their information in real-time, and get access to content on the website no matter where they are.

Other highlights include:

CGA BEST PRACTICES GUIDE

The Best Practices Guide a written, living document published by CGA and is crucial to the success of the damage prevention industry. Each year, the Best Practices committee reviews and revises the standard procedures and accepts proposed revisions from their members. Previously, the guide was a standalone PDF not hosted on the website and wasn't searchable and very difficult to navigate. Utilizing the built-in workflow and management features of Drupal CMS allowed CGA to now publish the document and update the web version at the same time, presenting the Best Practices Guide to a brand-new audience online. The Guide is now searchable by major search engines, easy to read, and is presented online in a responsive format.

“The 811 program reaches millions of Americans every year through high-profile campaigns”

CALL 811 MICROSITE

811 serves as an easy-to-remember phone number for the professional excavators and homeowners who call it, and for the damage prevention stakeholders who promote it. CGA's 811 promotional campaign strikes a balance between large-scale national initiatives, executed in partnership with CGA sponsors and members, and a toolkit of educational materials designed to provide guidance for all damage prevention stakeholders' outreach efforts. The 811 program reaches millions of Americans every year through campaigns that include high-profile sports sponsorships, outdoor signage, news coverage and sweepstakes.

INTERACTIVE MAP

Balance also identified a unique opportunity to create a map that organized state and local information in a visually appealing and easy to navigate manner.