



# Town gains confidence and control in new website platform

## Client

Town of Aurora, Ontario

## Population

67,910

## Products

Govstack CMS

## Website

[www.aurora.ca](http://www.aurora.ca)

## The Background

When the Town of Aurora began looking for a new digital home, they weren't just after a website facelift. They wanted something more intentional—a platform that could grow with their community, adapt to evolving needs, and empower every department to better serve residents.

"We weren't just migrating," recalls Nelson Cardoso, the project lead for Aurora's website modernization. "It was about improving—taking everything we'd learned from the old system and building something better."

With that conviction, Aurora partnered with Govstack, embarking on a project that has redefined not only how the Town's website looks and feels, but how staff collaborate and deliver services to residents.

## The Challenge: Outgrowing the Old Platform

Aurora's previous website had served its purpose for years. But like many municipalities, Aurora found itself boxed in by a system that couldn't keep up with modern demands.

"Every time we wanted to make a change, it was costing money," says Carley Smith, Aurora's Communications Manager. "We had the skill set on our team, but we were constantly having to go back to the vendor for even the smallest update. It was frustrating."

### Key pain points included:

- Costly and slow updates for even minor edits
- Cluttered navigation that made finding information difficult
- Outdated forms and hundreds of PDFs that overwhelmed users
- Poor mobile experience, making access on phones challenging

For a municipality committed to serving a growing, tech-savvy community, standing still wasn't an option. "Residents expect information to be accessible, fast, and mobile-friendly," says Cardoso. "We needed a platform that could deliver that—and more."

## The Solution: A Scalable, Flexible Platform

From the start, Govstack checked every box for Aurora's team. Its out-of-the-box tools provided immediate value, while its scalable architecture offered room to innovate as needs evolve.

The team's favorite features quickly became clear:

- Reusable content pods that allow for consistent, efficient updates
- Clean, mobile-friendly templates that enhance user experience
- Integrated tools like Forms and Events for seamless service delivery
- Microsites that support unique departmental initiatives, such as Aurora Town Square and the local museum

**"When the rec team realized they could just hide content seasonally instead of rebuilding pages, they were thrilled. It was such a small feature, but it completely changed how they thought about managing their content."**

**– Nelson Cardoso,**  
*Communications and Marketing Coordinator,*  
*Town of Aurora*

## Built to Empower Every Department

What sets this project apart is how it engaged staff across the organization. From parks and recreation to communications and IT, every team found value in Govstack's intuitive platform.

"Getting buy-in was easy," says Smith. "Once people saw how much control they'd have—and how simple it was to make changes—they were excited. They didn't need convincing."

Govstack offered a future-proof solution with less reliance on external support. For communications, it opened up new possibilities for storytelling and resident engagement. And for departmental staff, it provided the tools to keep information accurate and relevant.

## The Migration: Smooth and Supported

Large-scale website migrations can be daunting, but the partnership with Govstack made the process manageable—even during the busy spring season.

**“**

**The training was incredible. The team was knowledgeable, patient, and available whenever we needed support. And after launch, if we had an issue, we'd open a ticket and get a quick response. That kind of support makes a huge difference.”**

**– Nelson Cardoso,**  
*Communications and Marketing Coordinator,*  
*Town of Aurora*

Aurora also used the migration as an opportunity to declutter content, reducing thousands of outdated pages and PDFs to create a cleaner, more focused user experience. "It felt like moving into a new home," says Smith. "Everything was fresh, organized, and ready to grow with us."



→ [govstack.com](https://govstack.com)



## The Results: A Modern, Resident-Centered Website

Since the launch, feedback from both residents and staff has been overwhelmingly positive.

“Just wanted to say I have checked out the new and improved website and really like it. It looks good, more contemporary, and navigates easily,” wrote Michael Mulvenna, Aurora’s IT Manager, in an email.

Other wins include:

- **Cleaner navigation** that makes finding information faster and more intuitive
- **Improved search functionality**, reducing calls to Access Aurora
- **Consistent mobile experience**, ensuring residents can access services anytime, anywhere
- **Dynamic event promotion**, helping build a stronger sense of community

And perhaps most importantly, the new platform has given Aurora **confidence and control**. “Anything we need to address, we can handle ourselves,” says Cardoso. “And for the rare things beyond our knowledge, support is just a ticket away.”

## A Platform That’s Truly Built to Grow

For Aurora, the launch of their new website isn’t the end of the journey—it’s the foundation for future growth.

The team is already exploring new opportunities, from restructuring planning and development content to integrating additional tools for accessibility and analytics.

“We’re empowered to make edits based on resident feedback, to keep improving the site,” says Smith. “That’s huge for us. We’re not limited anymore.”

Govstack’s scalability means Aurora can continue to evolve without costly overhauls. Whether it’s launching microsites, adding new service integrations, or enhancing accessibility, the platform is ready to adapt.

## Advice for Other Municipalities

Looking back, Aurora’s team has clear advice for peers considering a website modernization:

- **Communicate early and often.** “Get publishers excited about what’s coming,” says Cardoso.
- **Use your analytics.** “Understand what residents are looking for so you can prioritize their needs,” adds Smith.
- **Think beyond migration.** “Don’t just copy the old site—take advantage of the new tools to build something better.”

And above all, choose a platform—and a partner—that’s committed to your growth. “The flexibility and control we have now is a game changer,” says Cardoso. “I’d recommend Govstack to any municipality.”

→ [govstack.com](https://govstack.com)

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**It’s about having a platform that grows with you. As our community evolves, our website can evolve right alongside it. That’s the real value.”**

– **Carley Smith,**

*Communications and Marketing Coordinator,  
Town of Aurora*

## The Bottom Line

For the Town of Aurora, the move to Govstack wasn’t just a technology upgrade. It was a strategic investment in scalability, empowerment, and resident experience.

“It’s about having a platform that grows with you,” says Smith. “As our community evolves, our website can evolve right alongside it. That’s the real value.”

With a modern, flexible, and future-ready website, Aurora is better positioned than ever to serve its residents—today, and for years to come.

