10up + WP VIP

Digital Transformation In California Government

10up and WordPress VIP support government innovation with technology and the design of intuitive, accessible digital experiences that help Californians get things done.

California Department of Rehabilitation
Approved Accessibility Vendor

California Multiple Award Schedules (CMAS)
Contract Holder (No. 3-22-01-1052)

10up and WordPress VIP— a partnership for government modernization and innovation

Access to best-of-breed technology and open-source gives government agencies the opportunity to move beyond incremental improvements and achieve transformational change across its digital properties.
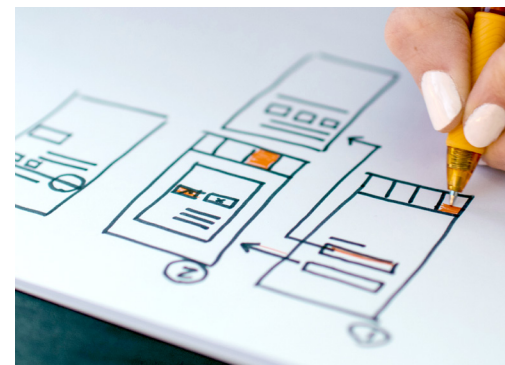
In California, statewide digital transformation is a priority. With modern web platforms, user-centered design, enhanced accessibility, and leading-edge engineering practices, government agencies can simplify complexity and streamline processes, reduce burdens on in-office staff and empower them to manage and update their websites, and reduce long-term costs and vendor dependencies.

10up is a full-service digital agency on a mission to make a better web. With key leadership in Sacramento, 10up is uniquely positioned to assist in digital transformation efforts across the state government. From state and federal government, higher education, and healthcare to enterprise organizations and nonprofits, 10up has partnered with some of the world's most notable brands to create highly accessible, user-centric, engaging websites that are easy to use and manage.

WordPress VIP combines the power of WordPress with a smarter approach to cybersecurity and IT modernization that balances efficiency, cost, and long-term sustainability. WordPress VIP is the only managed WordPress platform to earn a FedRAMP® Moderate Authorization to Operate (ATO).

The **10up + WordPress VIP partnership** goes back more than a decade, spanning dozens of enterprise-grade projects. 10up knows how to deliver exceptional results using the WordPress VIP platform. It's no surprise that 10up was WordPress VIP's first Partner of the Year in 2022.

Together, 10up and WordPress VIP leverage their unrivaled combined experience in both public and private sector digital delivery to help government agencies stay ahead and deliver on their missions.

User Centered Design

Government websites often have a reputation for being clunky and cumbersome. California, however, is taking a cue from its private high tech industry, which had has led the world in creative and design, to lead the way with government digital innovation.

User-centered design is improving access to critical information and services, facilitating clear communication, increasing transparency, and empowering the completion of key tasks online and on the go rather than within a physical government office. It makes California citizens the priority and ensures public-facing government websites are designed around the needs and real-world challenges of users.

From conceiving the tactical approach to providing a documented solution to facilitating detailed knowledge transfer, 10up's collaborative approach to user-centered design calls upon cross-industry experience and a modern web strategy that considers conversion optimization and audience engagement.
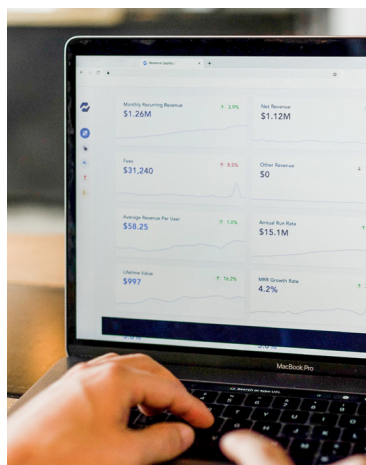
User-Centered Design Services:

Web Analytics Consulting

Web analytics provide real-time data on how California citizens use and interact with government websites, including pages visited, actions taken, and obstacles encountered.

As an official Google partner, 10up provides advanced analytics consulting, implementation, and strategic analysis. WordPress VIP also offers a bespoke analytics platform called Parse.ly for content marketers.

From learning how to improve KPIs (Key Performance Indicators) to understanding behavior triggers, our collection, reporting, and analysis of analytics data removes guesswork, providing relevant, actionable insights, and facilitates purposeful, data-driven decision-making.

User Experience Design

User experience design focuses on understanding the behaviors, needs, and motivations of website visitors and how design impacts their ability to use a website effectively and efficiently.
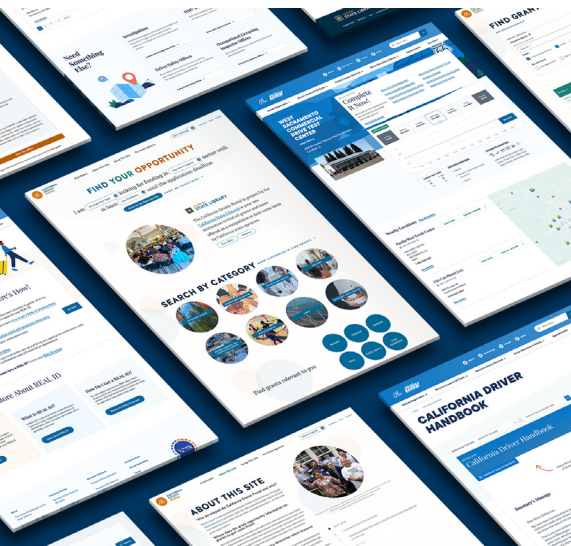
10up meets or exceeds all federal and state usability principles. To create a website that is easy for all users to navigate regardless of device, location, skill, or ability, our user experience design process includes user research, user testing, user surveys, market research, user and stakeholder interviews, competitive analysis, content review, and analytics review.

User Interface Design

Smart user interface design anticipates why people visit a website and what they need to accomplish while there so priority tasks can be completed quickly and easily.

From input controls like text fields and checkboxes to navigation components like search fields and breadcrumbs to information components like icons and modal windows, 10up strives to make user interfaces simple, intuitive, consistent, and seamless. We understand that the easier a website is to use, the more often citizens will take advantage of available digital services.

Visual Design

10up's visual design capabilities puts government websites on equal footing with the best of the private sector. Aligned with California government brand guidelines, visual design presents essential programs, digital services, and important information in a modern, clean, professional manner that improves visitor engagement, increases satisfaction, and builds greater trust.

10up's visual design approach moves beyond the beautiful presentation of content to deliver a consistent, accessible digital experience for all California citizens regardless of device or browser, working hand-in-hand with engineering to bring a design vision to life in the browser.

Content Design

Content design ensures a website's content is clearly architected, well structured, and written in simple plain language so visitors can find what they need, understand the content, and complete tasks quickly.

Services such as content audits, information architecture and taxonomy planning, search engine optimization, written style guide development, and the consolidation of duplicate and out-of-date content, put the right content in front of the right people at the right time, while ensuring search engines know what pages are about and what keywords to rank them for.

Case Study:
Facilitating User-Centered Design For The DMV

10up was engaged to completely revamp the California Department of Motor Vehicles website, **dmv.ca.gov**, and in parallel, create and launch a microsite dedicated to education about and support for REAL ID.
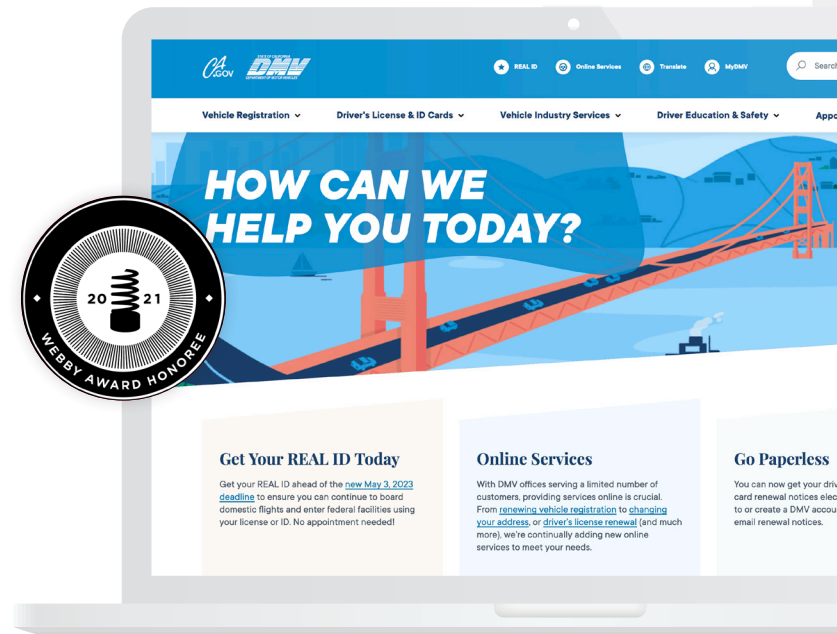
Later, when COVID-19 unexpectedly hit California, 10up would pivoted to collaborate with DMV and its partners to swiftly roll out a Virtual Field Office to facilitate continuity of services.
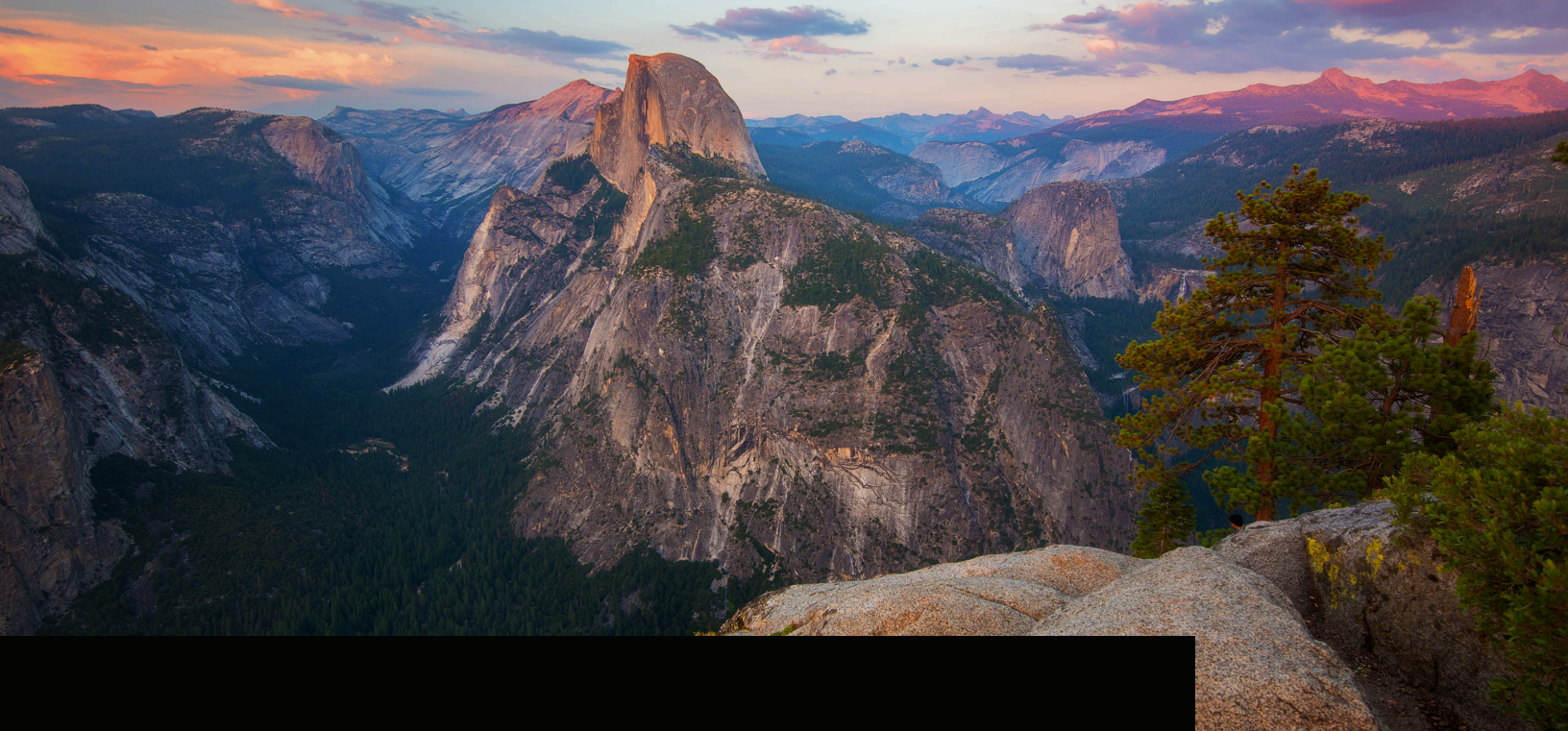
Building a digital property for the entire state of California centered on improving customer service velocity and required 10up to operationalize a project team that spanned nearly every discipline:

- User experience design

- Content strategy and copywriting

- Visual design, including original illustration

- Front-end, back-end, and systems engineering

- Quality assurance

- Cloud infrastructure engineering, including 24/7 support

- Data-driven analytics analysis and search engine optimization

The full project came in on time, under budget, and in the first week after launch, the new DMV website effortlessly supported 34+ million page views and more than 2 million visitors.

It went on to win a State Government Experience COVID-19 Special Award for "innovative and effective modernization to enhance services and citizen experience during the pandemic," in the Center for Digital Government's 4th Annual Government Experience Awards and was an Honoree in the Government & Civil Innovation category of the 25th Annual Webby Awards.

Accessibility Compliance

The internet provides citizens across the state unprecedented access to information, yet many government websites have critical barriers that make it difficult for some citizens to access.

Government websites must provide equal access and equal opportunity to all people, regardless of disability, impairment, location, age, language, device, or socio-economic status.

At 10up, good design is accessible design and access to information is seen as a right. Accessibility is ingrained in every part of 10up's user experience, visual design, and development process.

From its widely-cited Engineering Best Practices to the use of Baseline – an accessible, production ready WordPress component library – 10up builds and manages websites that adhere to CA Assembly Bill 434 (AB 434) compliance guidelines and the WCAG 2.2 (Web Content Accessibility Guidelines) Conformance Level AA standard — while maintaining brand guidelines and supporting greater business objectives.

10up's accessibility services include compliance testing weaved into quality assurance, browser and screen reader testing, keyboard testing, automated content scans, manual testing, explicit pre-launch accessibility compliance reviews, accessibility remediation, and ongoing maintenance.
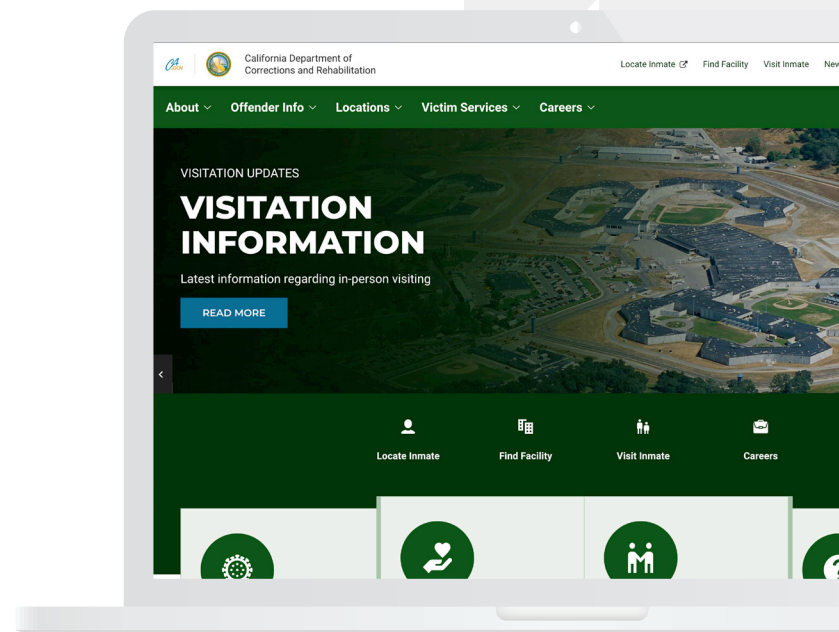
Case Study:
Making Corrections Accessible

Up against the AB434 legislative deadline, the Department of Corrections and Rehabilitation (CDCR) engaged 10up to migrate its non-compliant website to a compliant WordPress multisite network.

The existing CDCR website was made up of static, hard-coded HTML pages: more than 3,000 documents that were difficult to update and cumbersome to use.

The new WordPress website, **cdcr.ca.gov**, delivered in only three months, fully meets AB434 and WCAG 2.1 AA accessibility compliance standards.

The multisite network allows CDCR to easily create subsites and provide granular editorial controls for different divisions, while the content management system allows program managers and content creators to keep the subsites updated with ease.

Supporting The Creation Of Accessible Content

To help CDCR ensure ongoing accessibility compliance, 10up built a content accessibility checker directly into the native WordPress editing experience.

After content creators draft a new page or post, a simple button-click facilitates a scan of the new content for accessibility compliance. The tool returns an accessibility rating of green (good), yellow (okay), or red (poor), along with granular tips to address the feedback.

Saving the State of California vital budget resources, 10up invested in improving and generalizing its custom WordPress accessibility checker, which it has since repurposed for the California Department of Motor Vehicles (DMV) website, with plans to expand its availability for other government agencies.

Engineering

In today's rapidly advancing digital landscape, California government websites are essential tools for citizen interaction, service delivery, and information dissemination that require scalable, secure, innovative technology solutions.

10up solves foundational challenges — like cross-site content sharing, complex search, artificial intelligence and machine learning, and supporting complex team development workflows — by creating high-performing, secure, reliable, open-source tools that reduce risk, save time, and streamline processes.

Partnering with 10up to facilitate digital transformation means gaining access to an unparalleled team of engineers with deep experience building large-scale websites, crafting custom iOS and Android applications, managing high-traffic sites and cloud infrastructure, and leading complex platform migrations with security, stability, usability, and scalability in mind.

10up engineers are accomplished in HTML, CSS, Less, Saas, JavaScript, React, Angular, Vue, Node.js, PHP, MySQL, and GraphQL — to name its most popular core competencies. All 10up projects are user-centered, accessible, and designed for the mobile era; they adhere to its rigorous and publicly documented Engineering Best Practices and Open Source Best Practices, and meet or exceed all California state standards and guidelines outlined at webstandards.ca.gov.

Engineering Services:

Cloud Services

For agencies transitioning from on-premise data centers to cloud hosting, 10up offers infrastructure consulting and support for IT departments architecting solutions on their own platforms. In-house expertise covers server configuration and optimization, load balancing, firewall integrations, deployment systems, security, CDN integrations, and performance monitoring tools, to name a few.

Third-Party Integrations

10up is no stranger to navigating complex engineering requirements that require tight third-party integrations or seamless collaboration with other vendors and agency departments. Examples from recent projects include:

- Utilizing marketing automation tools like Salesforce or Marketo and incorporating chat bots to enhance online customer service.

- Implementing custom data visualization graphics and interactive maps with tools like Tableau and ArcGIS.

- Working with California's Open Data Portal to access, use, share, and search public data.

- Engineering advanced search functionality and filtering using Elasticsearch or MarkLogic.

- Leveraging single sign on systems such as Microsoft Active Directory.

Millions of pages? Decades of content? Data that updates daily? Information spread across different data sources in a variety of formats? Traffic numbers others can't even imagine? Third-party integrations?

No problem.
10up engineers have seen it all.

Data Storage Solutions

Data storage solutions allow organizations to store, search, and analyze large volumes of diverse data, like PDF documents, quickly and in near real time. 10up provides strategic consulting on the use of data storage solutions, helping agencies evaluate original data sources, provide data in the right format, and decide how data will be ingested, searched, and displayed on websites. 10up also delivers the specialized technical expertise needed to engineer efficient, performant, scalable data storage systems that power websites and applications with complex search features and strict requirements.
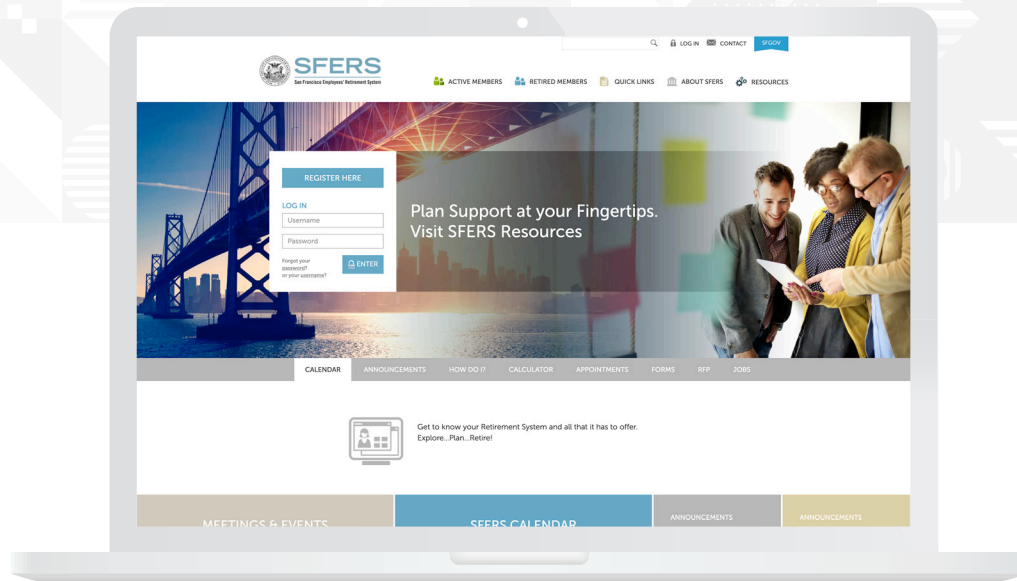
Case Study:

Modernizing the CA State Auditor's Website for Accessibility and Efficiency

The California State Auditor (CSA), the state's independent government watchdog, engaged 10up to modernize its web presence (**auditor.ca.gov**) by migrating a portion of its hard-coded HTML website to WordPress, hosted on WordPress VIP. As part of this initiative, CSA also sought to adopt the California Design System (designsystem.webstandards.ca.gov) to ensure compliance with state web accessibility standards and provide a more cohesive user experience.

To meet CSA's unique requirements, 10up customized WordPress and its editorial interface to support the agency's structured approach to reporting. This included building tailored content management workflows that enable precise data classification and integrating Elasticsearch for robust filtering and search functionality across the agency's extensive archive of reports.

By transitioning to WordPress, CSA's editorial team is now empowered to efficiently manage high-frequency content updates and publish new reports without relying on internal IT teams or HTML expertise. The improved website infrastructure ensures greater transparency and accessibility for the public while streamlining internal content operations.

Case Study:

Empowering MySFERS Members Through Virtual Service Delivery

The City and County of San Francisco Employees' Retirement System, which administers employee benefit programs for approximately 58,000 members, engaged 10up to improve its existing website, rebuild the hosting environment, and engineer secure member access.

Mysfers.org provides up-to-date information and timely access to member data through a secure portal.

Increased digital self-service opportunities empower members to complete tasks such as address changes, pension amount and account balance verification, reporting on prior service estimates, appointment scheduling, and refund processing, which has in turn, decreased order processing time and minimized office visits.

WordPress

WordPress, which **powers 43% of all websites** and 30% of the Fortune 100, is the official recommended website platform for California state agencies and 10up's preferred content management platform.

From government agencies and academic institutions to non-profits, consumer brands, and media outlets, 10up plans, designs, and engineers high-performance digital experiences using WordPress as a platform.

*https://w3techs.com/technologies/details/cm-wordpress

As a leading contributor to WordPress itself and one of WordPress VIP's longest-tenured Gold Agency Partners, 10up helps make the very software our customers build upon.

In 2020 alone, 10up's Director of Open Source Initiatives led the WordPress 4.7 release and 6,500+ hours were invested across 50+ releases and 30+ open-source projects, which include:

- **DistributorPlugin.com**: A WordPress plugin that makes it easy to syndicate and reuse content across multiple websites — whether in a single multisite network or across the web.

- **ElasticPress.io**: The only fully-integrated, end-to-end SaaS solution for adding the power of Elasticsearch to a WordPress site.

- **ClassifAIPlugin.com**: A WordPress plugin that leverages cloud-based services like IBM Watson and Microsoft Azure AI to augment WordPress websites with artificial intelligence and machine learning technology.

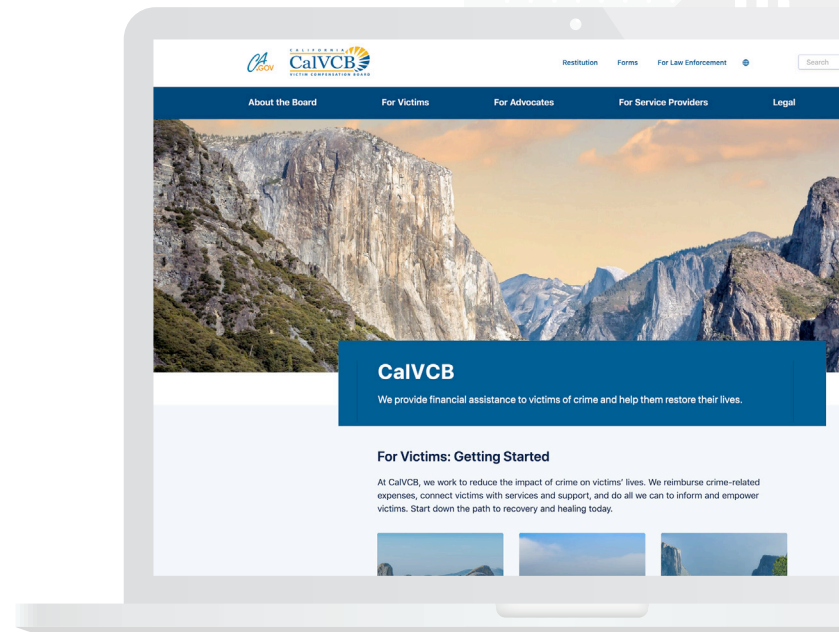# Case Study:

Streamlining Services For Victims

The California Victim Compensation Board (CalVCB) website, was difficult to use, disorganized, and cluttered with non-essential content. Following a Governor's office mandate, CalVCB aimed to build a new user-centric website focused on providing easy access to resources victims need most. Impressed with 10up's work for other state agencies, CalVCB engaged 10up to reimagine the **victims.ca.gov** website.

10up interviewed CalVCB executives, call center staff, and victim advocates to learn what victims need most, then audited the website content, consolidated duplicate content, and removed irrelevant, out of date content to deliver a refined site map and simplified content strategy.

The new website leverages the modern WordPress block editor and custom content blocks to provide a flexible page-building experience and editorial controls that makes updating the website simple.

- Custom content types and taxonomies and facilitate discovery of press releases, board minutes, summaries, legal decisions, and commonly used forms.

- A new directory of third-party service partners and victim advocacy groups gives visitors the ability to search for additional in-person and online services that provide victims aid by location or type of crime.

- As many victims are socioeconomically disadvantaged and can only access the internet through a smartphone, 10up engineers prioritized site speed and mobile optimization to ensure the site is accessible via low-bandwidth phones and cellular data connections.

Previously, all website updates ran through IT. The new CalVCB website empowers the Public Affairs team to maintain full editorial control and ensure all website content remains accurate and up-to-date. For those in a state of crisis, it is a valuable resource that provides the information they need quickly and easily.

Case Study:

Elevating The California DMV Web Applications

Following the DMV website launch, 10up was further engaged to bring the DMV web applications into visual parity with the website design. 10up turned the website design language into a platform-agnostic design system that created visual continuity across all DMV web applications. In parallel, modest user experience enhancements were made across the apps, improving microcopy, adjusting form elements, simplifying instructions, and clarifying error messages.

For the first time, the DMV website and web applications are in visual parity, delivering one seamless user experience. To ensure future applications maintain visual consistency, 10up shared the design system with DMV and approved vendors, provided documentation, and trained DMV's engineers to use the design system to speed up the development of new applications.

An Ongoing Partnership

10up works with DMV executives to interpret data-driven analytics, provide user experience improvement recommendations, consult on technology and platform integrations, reimage application workflows, and when possible, decommission expensive, legacy applications in favor of more cost-effective integrations and software solutions.

Whether working within DMV's IBM infrastructure to update its Java applications, rebuilding React apps from the ground up, or migrating app workflows to WordPress, 10up is:

- Converting the DMV appointment scheduler from Java to React and engineering a tight integration with WordPress data, third-party APIs, and DMV field offices.

- Introducing new technology integrations like SMS messaging.

- Replacing five DMV applications with an off-the-shelf WordPress plugin.

- Interfacing with DMV's artificial intelligence engine to integrate natural language processing with the DMV Service Advisor to deliver a seamless user interface, tighter integrations with the site search, and more helpful support.

- Incorporating automated knowledge testing to give residents the ability to take a driver's test online rather than visiting a field office.

10up's work on the web applications (**dmv.ca.gov/portal/apps**) has not only increased online conversion rates and reduced field office wait times, it has also significantly lowered DMV's annual software maintenance and operating costs.

Case Study:

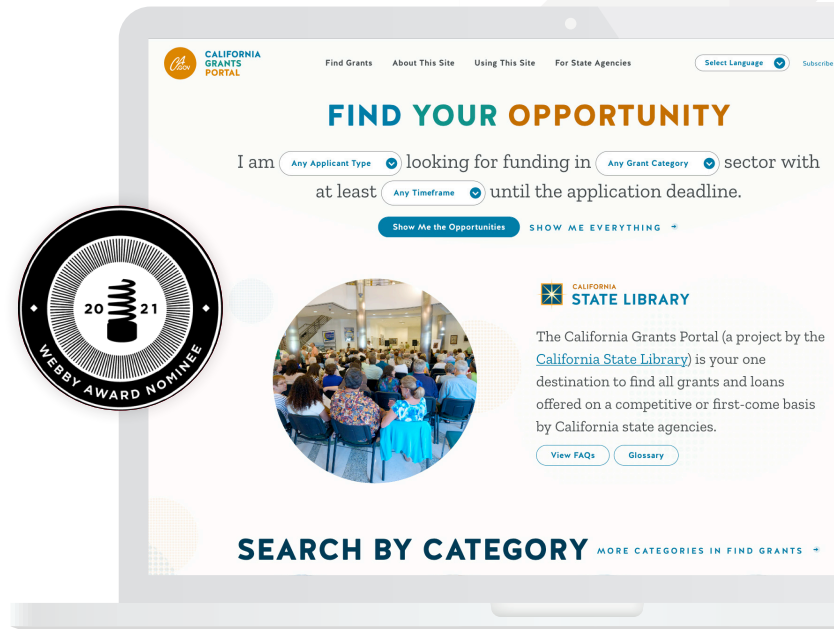# Furthering The Spirit Of Open Data Sharing

The California State Library (CSL) hired 10up to build a centralized web portal, **grants.ca.gov**, for all grants administered by California government and manage hosting for the site on Amazon Web Services infrastructure.
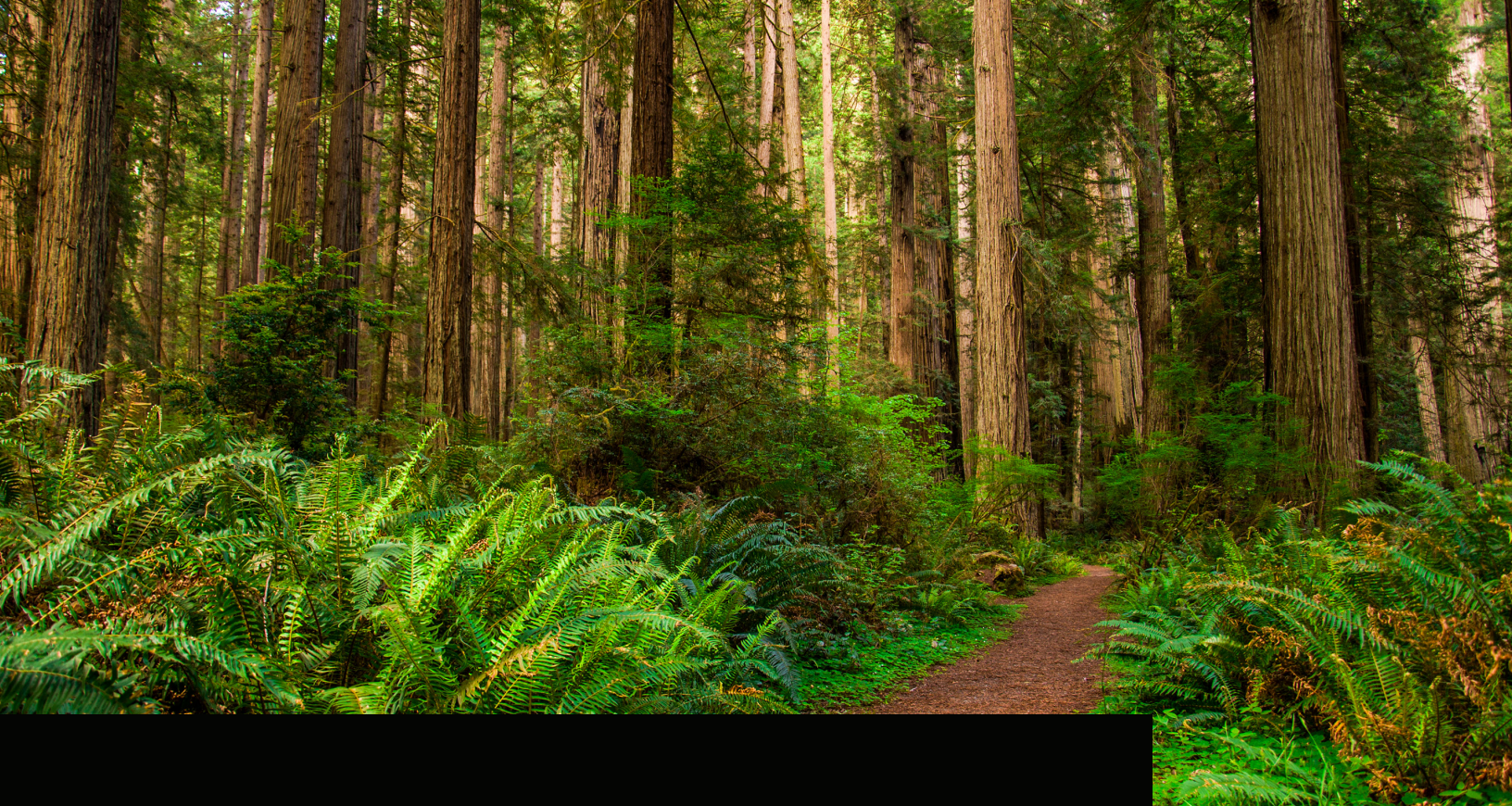
10up architected the platform, created the technical execution plan, designed the user interface and administrative backend, and engineered a method for state agencies that administer California grants to submit grant data through the portal.

Editorial controls give CSL granular controls over agency submission capabilities, access rules, and notifications and provides agency oversight for those submitting grants.

- Custom integrations — such as the one with Elasticsearch — ingest content via APIs and make it available in the web portal. The same data is then fed back to third-party data access points like the California Open Data Portal for anyone to use.

- Similarly, California state agencies like OSHPD share data on the California Health and Human Services Open Data Portal to make it available to other agencies and the public.

- 10up engineered an integration with the California Open Data Portal API to pull a subset of OSHPD's data into their new WordPress site, ensuring the data is consistent across platforms.

The California Grants Portal won a State Government Project Experience Award in the Center for Digital Government's 4th Annual Government Experience Awards and was one of only five government websites nominated in the Government & Civil Innovation category of the 25th Annual Webby Awards.

Knowledge Transfer

While California government agencies benefit from partnerships with companies like 10up, it is critical that these relationships don't create vendor lock-in or self-serving dependencies.
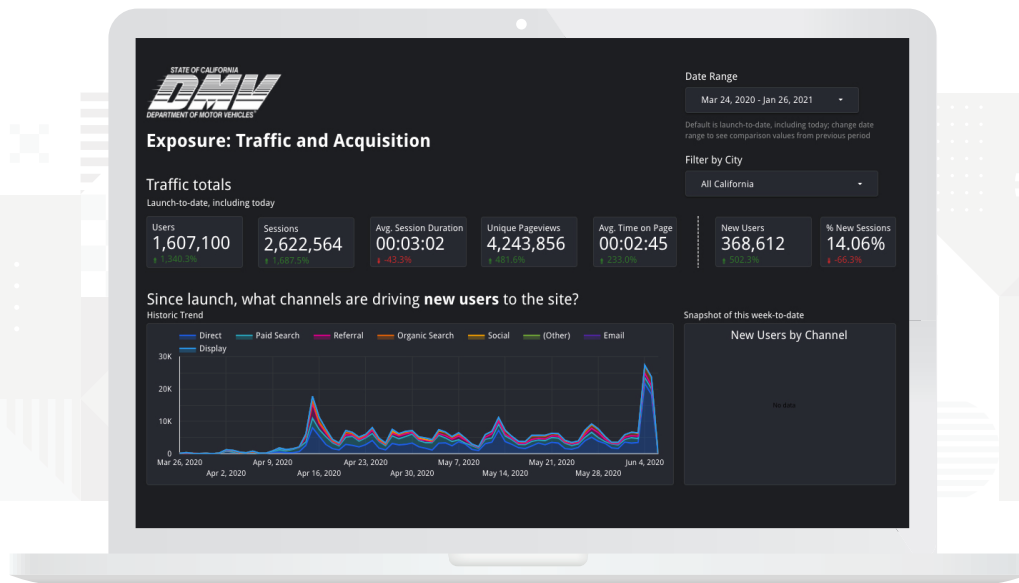
As careful stewards of taxpayer dollars, California government agencies must remain self-sufficient and able to handle the management of digital platforms, websites, and services in-house.

10up aims to work alongside our government partners, collaborating closely with government IT engineers, program managers, marketing departments, and other key stakeholders to deliver successful projects, facilitate change management, and streamline the knowledge transfer process.

To ensure state agencies remain self-sufficient, 10up offers a formalized knowledge transfer plan as part of our partnership that includes multifaceted training, mentoring, and education opportunities tailored to an organization's specific needs. 10up offers multiple options for ongoing iterative site improvement, consulting, and maintenance, and continues to earn government business by providing best in class value-added services – not by leaving clients with little choice.

Case Study:
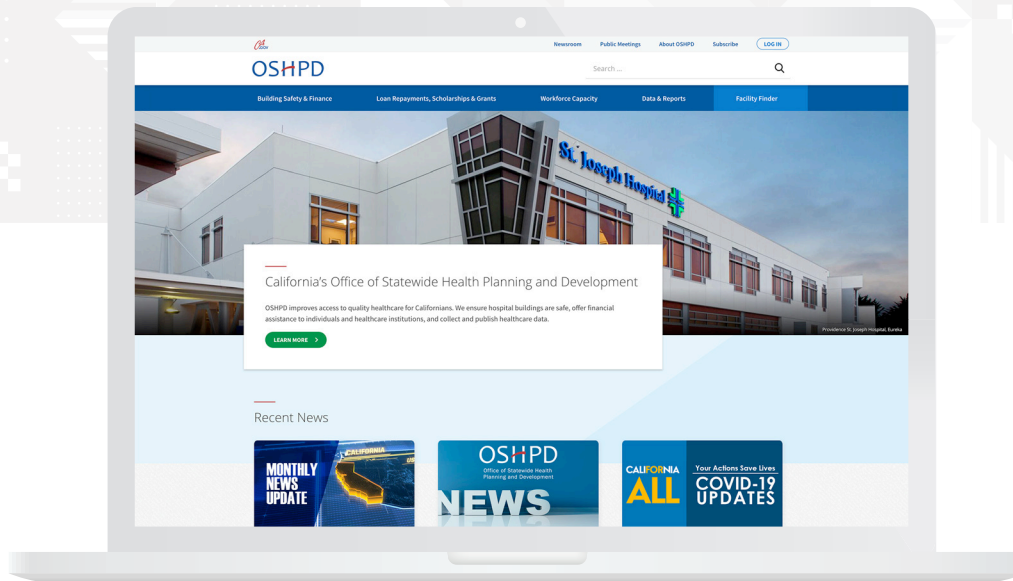# Strengthening Internal Department Capabilities

To empower DMV analysts to directly manage the site's analytics data, 10up built custom Google Data Studio dashboards and provided training on how to read and interpret the data.

Today, DMV stakeholders can view elegant, real-time, visual reports filtered by facets like city, language, browser, device, user behavior, and app engagement.

For nearly a year, 10up held weekly meetings with DMV engineering teams to answer questions and deliver training on infrastructure best practices, platform setup and maintenance, and WordPress engineering. This support led to DMV's engineering team assuming primary ownership of and responsibility for the new WordPress platform, and eliminated future dependency on a single vendor.

10up also provided training materials and digital guides to help the DMV digital team train staff, maintain design consistency, work within WordPress, and manage the platform.

Case Study:
Training In-House Teams

10up worked with California's Office of Statewide Health Planning and Development (OSHPD) to redesign and launch an all new **oshpd.ca.gov**, one of the first California government websites to adopt the modern WordPress block editing experience.

To empower government ownership over its digital properties, 10up facilitated a knowledge transfer process with OSHPD that included:

- Training engineers on WordPress and Git-based deployment workflows.

- Delivering ongoing weekly training via screen share.

- Developing a content management training curriculum that helped OSHPD train program managers to use WordPress and manage their own content.

To remain fiscally responsible and be good stewards of taxpayer dollars, 10up has since repurposed code from the OSHPD site implementation for the California Department of Corrections and Rehabilitation (CDCR) website and the quick launch of the DMV REAL ID microsite.

Open Source
+ 10up
+ WordPress VIP
+ Government

Good government strives for open collaboration between agencies, industry partners, and civic technologists to better support cost efficiency, effectiveness, and the public's experience with government programs.

With a shared ethos, 10up is committed to the cultivation of an open, collaborative internet, a vibrant and healthy open source ecosystem, and the sharing of code — especially code purchased by government agencies.

When California government agencies choose open source, they are able to deliver information technology and software solutions with shorter timelines, less redundancy, and greater cost-effectiveness.

When code developed for the government is shared through open source or contributed back to the open source community, everyone from the constituents to other government agencies benefit. The result is not only improved collaboration, innovation, and success, it is a contribution to the social good of the entire state.

Contribution to open platforms and the creation of open-source tools is a large part of 10up's identity. Together, 10up and California government empower state agencies and better serve California citizens through the sharing of open-source solutions.

To get a close up look at 10up's greater open source work, check us out on GitHub: **github.com/10up**.

Elevating Public Sector Agencies With Private Enterprise Insights

While California government agencies benefit from partnerships with companies like 10up, it is critical that these relationships don't create vendor lock-in or self-serving dependencies.
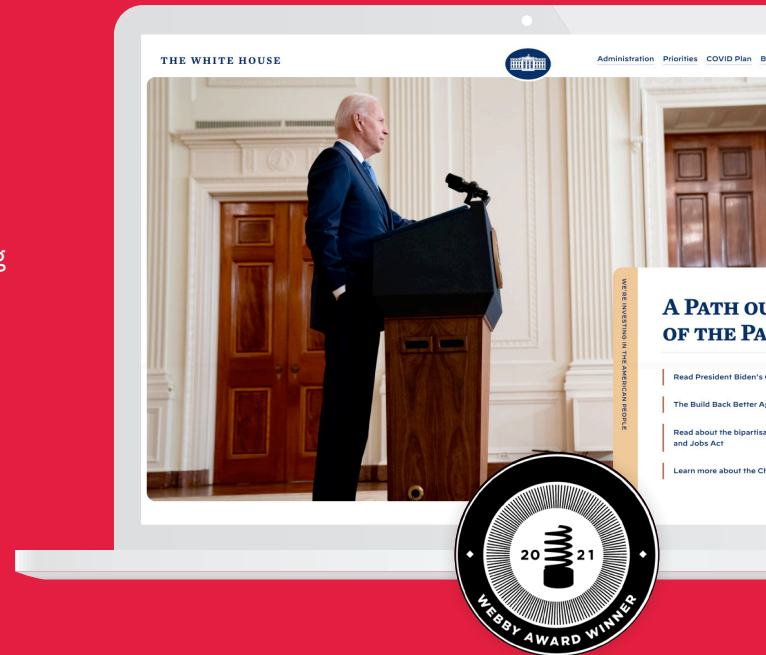
Access to modern, open digital technology gives California's government the opportunity to move beyond incremental improvements and achieve true transformational cross-platform change.

A partnership with 10up gives government agencies access to the latest private enterprise insights, innovations, and cutting-edge technology—such as WordPress VIP—as well as a highly experienced team of technical strategists and specialists who have thrived outside of a government contracting bubble and helped some of California's largest private enterprises achieve their digital goals.

Case Study:
Launching WhiteHouse.gov

In addition to partnering with enterprises of all sizes, 10up brings modern design thinking, elegant engineering solutions, and digital transformation to landmark government websites like the former **WhiteHouse.gov**.

Designed, built, and launched in just 6 weeks, the White House website provided a cutting-edge WordPress block editor experience for the Biden Administration. It also included accessible features like high contrast mode, large font size toggle, and Spanish translation.

10up and WordPress VIP each work with global media brands, higher education, financial institutions, and some of the biggest innovators and high tech companies in the world.

While government agencies may not face identical challenges, they can leverage the acumen and lessons learned from highly competitive industries to advance their mission and achieve their goals.

10up looks forward to putting the experience and knowledge gained from private enterprise partnerships to use to support government digital transformation initiatives that drive, citizen participation, data-driven and evidence-based decision-making, service and program innovation, operational efficiency, and meaningful economic growth and development.

10up + (W)VIP

Let's Build Something Together

Seeking a partner to help conceptualize, refine, execute, and/or support your digital strategy? We're always looking for new opportunities to apply our white glove service, craftsmanship, and creativity.

Email: gov@10up.com

Phone: 888.571.7130

Web: 10up.com/government
https://wpvip.com/wordpress-vip-for-government