

SUCCESS STORY



Smarter for government.
Easier for everyone.

Better together:

Tech partnership helps propel Grand Rapids' digital transformation



A new standard for resident services

When the City of Grand Rapids partnered with PayIt in 2017, they sought a solution that went beyond mere payment processing. Their vision was clear: The City needed a digital platform that could help residents handle their transactions with ease, providing flexibility in how, when, and where payments were made. For City Treasurer John Globensky, this meant finding a partner who shared his commitment to innovation, accessibility, and community engagement.

“PayIt is more than just a solution,” said Globensky. “(They) bring professionals with energy, with focus, with can-do attitudes that bleed into my organization.” With PayIt, the City of Grand Rapids gained a collaborative partner focused on evolving city services.

Modern solutions for a better customer experience

The City aimed to improve resident satisfaction and access, reduce long lines at City Hall, and eliminate barriers to timely payment. To bring this vision to life, Grand Rapids launched GR PayIt in 2017, rolling out digital solutions for property tax, water payments, refuse, and parking tickets. Since then, the City has continued to move forward with new functionalities over the years.

Grand Rapids has benefited from PayIt’s customer engagement features, leveraging billing envelopes, parking ticket reminders, and QR codes to drive engagement. “As people get accustomed to the way we do business, they’re like, ‘I love this. This is easy,’” said Globensky. Residents benefit from flexible options such as monthly payments and automated payment setups, enabling them to better manage finances and avoid late fees.



A resident-driven platform yields results

The impact of the partnership between Grand Rapids and PayIt has been significant.

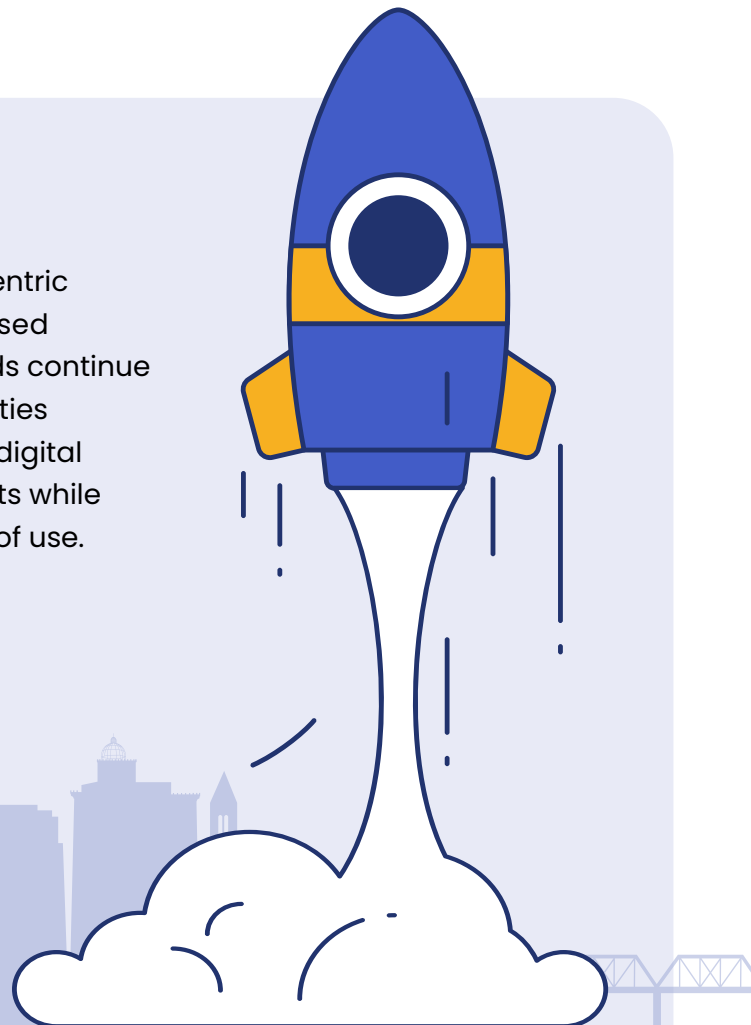
In 2024, Grand Rapids collected around

\$147,000,000,
a 320% increase

since first launching with PayIt in August 2017.

Long-term strategy

Grand Rapids' success demonstrates how a resident-centric approach can drive operational efficiency and increased satisfaction. With this foundation, PayIt and Grand Rapids continue to look toward future advancements. As new functionalities become available, the City plans to further enhance its digital service offerings, meeting the evolving needs of residents while reinforcing their commitment to accessibility and ease of use.



About PayIt

PayIt enables state and local government agencies to deliver a great resident payments experience that accelerates the shift to digital. Agencies choose PayIt to better achieve their mission through improved operational efficiency, customer support, and resident satisfaction. Our solutions span property tax, courts, utilities, DMV, outdoors, and more. PayIt provides a single resident profile across agencies and jurisdictions, integrates into back-office and adjacent systems, and our team helps clients drive adoption of digital channels. Serving more than 100 million residents in North America, we have received awards from Fast Company and StateScoop, and have been listed in the GovTech 100 for 8 years and counting.



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To learn more, visit www.payitgov.com

