Project History

March 2007
CMO invites commercial vendor to present redesign plan and base cost estimate
Cost estimate range $50,000 - $70,000

May 2007
CMO submits internal redesign solution
Cost estimate $6,000 - $9,000

July 2007
Approved by City Manager

September 2007
Graphic/Web Designer begins initial design work

April 2008
Hand off to IT department for Content Management System design/build

## September 2008
Launch of new website

Overview of Web Design Project

1. - Design graphic visual cues and representations that evoke authentic Gainesville to users of the City website

2. - Develop a contemporary navigation structure that is informed by research data

3. - Create an Content Management System that provides enhanced information distribution capabilities

1. - Graphic Design of the City website

The new designs incorporate the colors and sweeping graphic themes which mirror the City logo.

- MGP Branding research

- Greater consistency in visual communication

- Celebration of authentic Gainesville
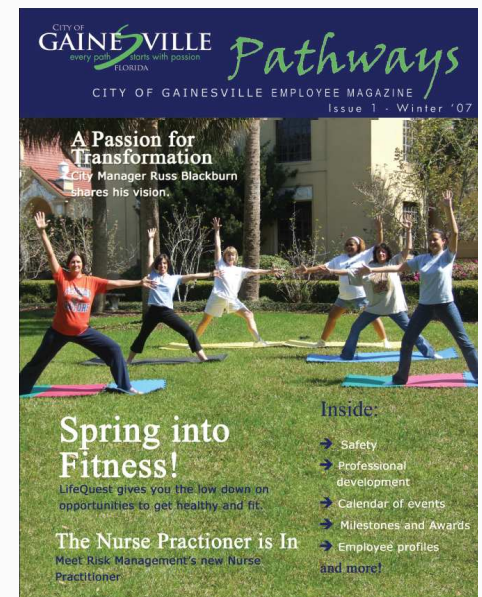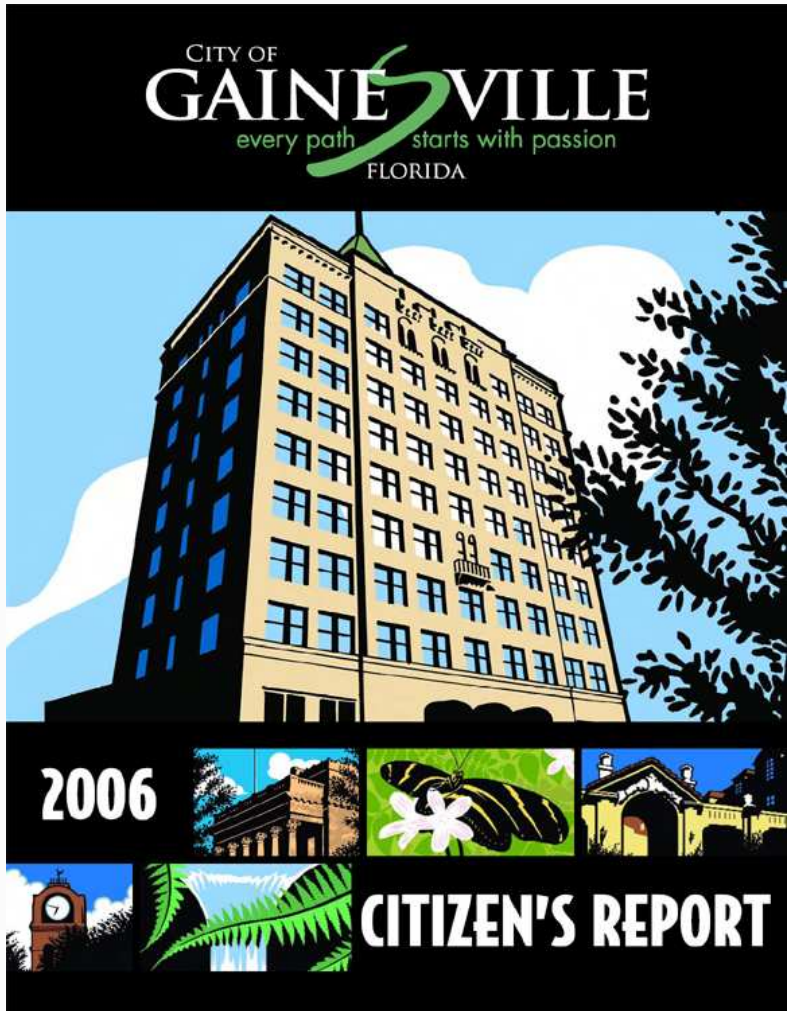
Research

Best Practices – peer cities
Reviewed websites of more than 60 cities in Florida and the U.S.
e.g. City of Tallahassee, FL; City of Orlando, FL; and City of Charlottesville, VA

Web hits analysis based on quarterly reports generated by IT
Key information illustrated these tops points of entry
-Employment
-Agendas and public meetings

Review of ADA guidelines (Section 508 applicable)
Access for all levels of technology (IT partnership)

2. - **Develop a <u>contemporary</u> navigation structure**

Business objectives increasingly rely on the assumption that people will be able to find, access, and use the information and services they provide.

Development Criteria
- Research what our citizens are looking for
- Develop language that does not exclude main audience
- Easy to understand and follow
- 3 clicks get where you need to be 85% of the time
- Government Heading is comprised of all services/departments that reflect our core structure

Website navigation is based on contemporary intuitive design and usage processes, not on the hierarchical organizational structure.

3. - Create a Content Management System

Content Management Systems (CMS) implement easy-to-use web-based tools in order to construct and update a website's content. This application is ideal for sites that require ongoing updates and additions. CMS completely separates the updating and creation of the content from the site's design and layout. This allows staff with no knowledge of HTML to go in and alter/add content to the webpages without making structural changes to the design.

- Enhanced functions:
    o De-centralized content access and management
    o Each department becomes content 'experts'
    o Enables 'real-time' access

- Internal Portal
    o Secure access to users is delegated at a department level
    o Enables greater sophistication as technology advances
    o Increased longevity of website

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Departments with existing functioning external websites

Gainesville Regional Utilities **(GRU)**

Regional Transit Services **(RTS)**

Gainesville Police Department **(GPD)**

Community Redevelopment Agency **(CRA)**

Cultural Affairs Division

Training

The Communications and Marketing Office has developed a training program which includes all aspects of using the Content Management System. This tutorial process includes a training manual and a one-hour class.

Over 36 staff from a variety of departments with a web presence have been trained in the operation of the new Content Management System. All charter offices/city departments that have a web presence have received training.

August 26, 2008	Presentation to City Manager Leadership Team
August 27, 2008	Post online internal release with website survey via City employee intranet and notify City and GRU employees by CityLine communication and request survey return by September 2, 2008 Preview release to Citizens' Academy Graduates with survey by email and request survey return by September 2, 2008
Sept. 3, 2008	Review final 10-minute PowerPoint presentation to City Commission with Assistant City Manager Paul Folkers
Sept. 4, 2008	Presentation to City Commission during City Manager agenda
Sept. 8, 2008	Issue press release announcing availability of new website and survey to the general public
Sept. 22, 2008	Deadline for Phase 1 public comment revisions via survey
Sept. 26, 2008	Draft project final report due to Assistant City Manager Paul Folkers
Sept. 30, 2008	Project completion date and final report to City Manager

Thank you!

Any questions ?