



Albemarle County

Legislation Text

File #: 17-526, **Version:** 1

AGENDA DATE: 9/13/2017

TITLE:

Website Presentation

SUBJECT/PROPOSAL/REQUEST: Presentation of website feedback received to date and solicitation of input

ITEM TYPE: Regular Information Item

STAFF CONTACT(S): Walker, Catlin, Saunders, Betts

PRESENTER (S): Jody Saunders and Bryan Betts

LEGAL REVIEW: Not Required

REVIEWED BY: Douglas C. Walker

BACKGROUND:

Albemarle County is in the process of restructuring our web presence, going away from a website that only posts information to be read, moving towards a website that is:

- Responsive - performs well for all visitors on all devices
- Personalized - connects users quickly and intuitively to what they need
- Transparent - financial and performance data are readily available and easy to understand
- Data-driven - site development is driven in large part by user behavior
- Engaged - offers a variety of ways to connect with citizens as well as proof that we're listening
- Evolving - able to adapt as trends, technology, and user behaviors change

On June 7, 2017, the Board of Supervisors received an initial overview on this project as part of the transformational initiatives presentation. At this time, staff would like to share with the Board feedback received so far, and to hear their thoughts regarding features or improvements they would like to see.

STRATEGIC PLAN: Engaged Citizens - Successfully engage citizens so that local government reflects their values and aspirations; Infrastructure Investment - Prioritize, plan and invest in critical infrastructure that responds to past and future changes and improves the capacity to serve community needs; Quality Government Operations - Ensure County government's capacity to provide high quality service that achieves community priorities

DISCUSSION:

Major milestones to date:

- October 2016: Project kick-off
- November 2016: Website survey launches
- January 2017: Departments conduct comprehensive audit and inventory
- March 2017: Civica selected as vendor

- May 2017: Departments convene teams to make recommendations on the structure and needs to improve customer experience

As part of this process, staff has solicited feedback from a variety of sources including:

- an external survey to gather input on the usefulness of our existing website;
- existing website editors to provide thoughts and ideas about the current website and how it might be improved;
- a staff work group to work collaboratively to help determine the best approach to engage customers in a meaningful way; and
- employees at large for general feedback and ideas.

The feedback received will inform decisions for the new website's navigation and content structure. At the meeting, staff will provide the Board a summary of the feedback received so far, and solicit feedback on the following questions:

- What do you think people are looking to accomplish online with regard to a local government website?
- What barriers have you encountered that prevent us from living up to our customers' expectations?
- How might we engage the most citizens with a new website?

BUDGET IMPACT: No budget impact

RECOMMENDATION:

Staff recommends that the Board provide feedback regarding website restructuring.

ATTACHMENTS: [Click here to enter text.](#)