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City Web Portal Redesign Project

Presented to City Council on April 5, 2006



Agenda

- **Background**
- **Purpose**
- **Goals**
- **Project Phases**
- **Steps**
- **Highlights of New Design**
- **Looking Forward**

Background

Website History and City's Changing Needs



■ City Website History

- ci.dallas.tx.us (1997-2000) – The City's first website. It was very basic and mostly provided contact information for the City and departments.
- Dallascityhall.com (2000-Present) - In August 2000, the site moved to the more friendly address of Dallascityhall.com. In 2002 useful information and the Water e-Pay were added. The website won the 2002 Center for Digital Government's Best of the Web Award.

■ Changing Needs

- The City's website was award-winning and state of the art in 2002, but the design has remained virtually unchanged since that time.
- As citizens have become more sophisticated users of the Internet, their expectations and needs have evolved.
- Like the citizens, the Departments have also evolved to use more technology. They have expressed a desire to have more control over the information on the web and to use the websites to provide new service options to the public.



Purpose

What needs to be done



■ Citizen Feedback

- The 2004 McKinsey Report indicated that constituents viewed the City Website as needing enhancement and recommended a formal survey. The Report also recommended that the Departments use the web portal as a tool for more effective communications.
- In response, a formal Website Satisfaction Survey that was conducted November 2004-April 2005. In that survey users:
 - Rated the site as “Needs Improvement” and gave site navigation a rating of 2 on a scale of 1 to 5
 - Indicated a desire to have more interactivity with the site
 - Said they wanted to be notified by email when new items of interest became available on the web

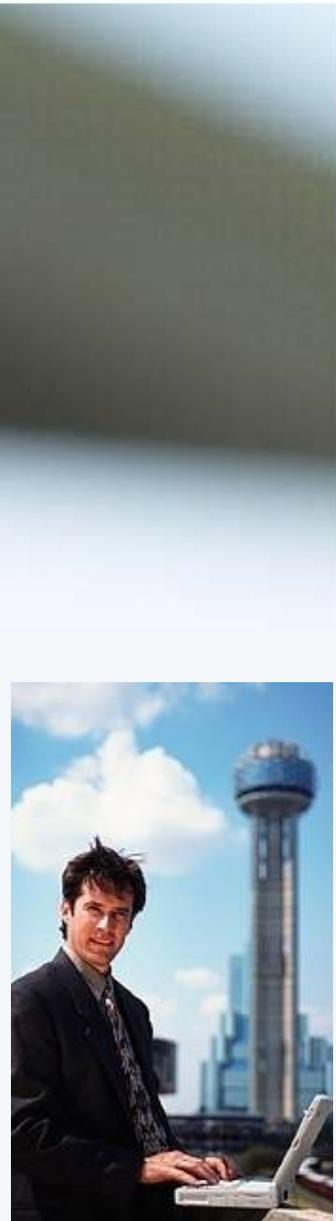
■ Conclusions

- Significant improvements needed be made in navigation and usability to meet users new expectations
- Design needed to be enhanced to allow the website to become a more effective communications tool for the City departments
- Technical changes needed to be made to allow enhancements, add services, and bring the site up to industry standards.

Goals

Improve the City Web Portal in the following ways:

- **Goal #1 - Navigation**
 - Improve the users ability to find items of interest.
- **Goal #2 - Usability**
 - Improve the users ability to access the information and interact with the services provided online.
- **Goal #3 - Communications**
 - Improve the use of the internet by the City's departments as a tool to effectively communicate with the citizens.
 - Add email subscription services.
- **Goal #4 - Attractiveness**
 - Improvements to the look and feel of the site to better portray the image the City wants to project.
 - Improve City branding and convey a consistent message to the community.



Project Phases

Phase 1 – COMPLETED AUG 2005

Improved performance of the system
Prepared for Phase 2

Phase 2 – Winter 2006

Improve navigation
Improve image and branding
Improve accessibility of information

Phase 3 – Summer 2006

Add newsgroup subscriptions (eNewsletters)
Improve integration between websites
Improve 311 Web Entry System

Phase 4 – Beginning late 2006

Improve Departments' ability to publish to the web using new Document Management system
Add additional personalization features



Phase 2 – Steps

Learn

- From Successful Government Websites

Listen

- To Citizens
- To Departments

Build

- New Features
- New Standards
- New Flexibility

Step 1 - Learn

Lessons Learned from Survey of 170 Government Websites

1. Organize site by topics, not by Departments

Phoenix Miami Fairfax Co, VA Vancouver

2. Use same navigation at top of every page

Chicago New York Houston Washington DC

3. Clean graphics that highlight City

Miami San Francisco Minneapolis Victoria, BC



Step 1 – Learn (Continued)

Lessons Learned from Survey of 170 Government Websites

4. Use a feature article to focus attention

New York Albuquerque Arlington Denver

5. Use photos to highlight sections

Cincinnati Miami Montreal Houston

6. Highlight 311 and online services

Minneapolis Baltimore Los Angeles Miami

7. Create pages for topics and groups

Phoenix Atlanta Washington DC Vancouver



Step 2 - Listen

To Community and to City Staff

1. Preview Survey

- a) 24 questions focused on six areas.
- b) Requests Distributed to focus group of 307 people
- c) Items Rated on a 4.0 Scale (academic scale)
- d) 85% of respondents rated proposed changes in the “Excellent” or “Good” categories with the overall rating of an “A”.

2. Interviews with Departments

3. Review and Approval by IT Executive Committee (ITEC)



Step 3 - Build

Constructing and Implementing the New Site

1. **“First Draft” Preview Delivered in October 05 for use in internal review and Preview Survey**
2. **Information from Survey incorporated into “Beta” version and final internal review started in January**
3. **Go Live permission received in February**
4. **Staff coordinated with PIO and departments on content of final version**
5. **Final push (about 250 man-hours) by CIS Webgroup staff coordinating with website host and PIO translators to finalize and implement design:**
 - a) **English Go Live – 3/26/2006**
 - b) **Spanish Go Live – 4/2/2006**





Today I Want to...

Find...

- [a Cultural Center](#)
- [a Job](#)
- [a Library](#)
- [a Map](#)
- [a Park](#)
- [a Recreation Center](#)
- [Transportation](#)
- [the Trash Schedule](#)

Learn about...

- [311 Customer Service](#)
- [Becoming a Vendor](#)
- [Events](#)
- [Recycling](#)

Pay...

- [Parking Tickets](#)
- [Water Bill](#)

Request...

- [Building Inspections](#)
- [City Services](#)
- [Open Records](#)
- [Permits & Licenses](#)
- [Birth Certificates](#)
- [Death Certificates](#)

Quick Reference

- [About The City of Dallas](#)
- [About Your Mayor](#)
- [About Your City Council](#)
- [Council Agendas](#)
- [Council Briefings](#)
- [Committee Briefings](#)

- [City Code](#)
- [City Departments](#)
- [City Manager's Office](#)
- [City Secretary's Office](#)
- [Contact Information](#)
- [Dallas Fire & Rescue](#)
- [Dallas Police Department](#)
- [Economic Development](#)

To Request a City Service...

DIAL **311** or **311Online** [Click Here for 311Online](#)



Over 350 Runners Compete in Trinity River Levee Run

The Trinity River Corridor Project Office recently held the 2nd Annual Trinity River Levee Run. See the News page for more information...

Picture of the Week ...



Children at play in a City park near Oak Cliff.

Photo courtesy Derek Evatt



Fort Worth Deputy Chief Named as New Chief of Dallas Fire-Rescue

Fort Worth Executive Deputy Fire Chief Eddie Burns, a 28 year FWFD veteran, will assume Dallas Fire-Rescue's top job as of April 19. Visit the Dallas Fire-Rescue page for details...



New Traffic Policy

Starting April 1, Uninsured vehicles involved in accidents will be towed by police. [More Information...](#)



Current Drought Information

Around Town...



Dallas Blooms Festival
The Dallas Arboretum
Now through April 17



Earthfest 2006
April 21st @ AT&T Plaza and Pegasus Plaza
Downtown Dallas



Dallas International Festival
The Majestic Theater
April 9



DallasExecutiveAirport

Website Released 3/26/06

Hoy quiero...

Encontrar ...

- un centro cultural
- un trabajo
- una biblioteca
- un mapa
- un parque
- un centro de recreación
- transporte
- el calendario de recolección de basura

Aprender sobre...

- el servicio al cliente del 311
- cómo ser proveedor de servicios
- eventos
- el reciclaje

Pagar ...

- multas de estacionamiento (en inglés)
- factura del servicio de agua

Solicitar...

- inspección de edificios
- servicios municipales
- Registros abiertos
- permisos y licencias
- actas de nacimiento
- actas de defunción

Consulta rápida

Sobre la Ciudad de Dallas

Sobre el Alcalde/Alcaldesa

Sobre el Concejo de la Ciudad

- Agendas del Concejo
- Sesiones Informativas del Concejo

Para solicitar un servicio municipal...

MARKET **311** o **311** en línea Pulse Aquí para



Más de 350 participantes corrieron y caminaron en la carrera atlética del dique del Río Trinity

La oficina del Proyecto del Corredor del Río Trinity realizó la 2ª carrera atlética anual del dique del Río Trinity. **Vea la página de Noticias para más información...**

Foto de la semana...



Niños jugando en un parque municipal cerca de Oak Cliff.

Foto cortesía de Derek Evatt



Subjefe de bomberos de Fort Worth nombrado como el nuevo jefe de Bomberos y Rescate de Dallas

El subjefe de bomberos de Fort Worth Eddie Burns, un veterano con 28 años de servicio con el departamento de bomberos de Fort Worth, tomará su cargo como jefe de Bomberos y Rescate de Dallas el 19 de abril.

Vea la página de Bomberos y Rescate de Dallas para detalles ... (en inglés)

Eventos en Dallas...



Festival de Dallas Blooms
 El Dallas Arboretum
 Llevándose a cabo hasta el 17 de abril



Earthfest 2006
 21 de abril en AT&T Plaza y Pegasus Plaza en el Centro de Dallas



International Festival
 Festival Internacional de Dallas
 Teatro Majestic - 9 de abril



En Español

City Services - Homeowners

Services For...

[Visitors](#)
[New Residents](#)
[Homeowners](#)
[Renters](#)
[Businesses](#)

Services by Category...

[Utilities & Sanitation Services](#)
[Health & Environment](#)
[Educational Services](#)
[Recreation Services](#)
[Transportation Services](#)
[Dallas Fire & Rescue](#)
[Dallas Police Department](#)
[Inspections](#)
[Permits & Licenses](#)

To Request City Services...

DIAL **311** or [Click Here for 311 Online](#)

Services for Homeowners...

- Homebuyer Program
- Property Tax
- Pay a Water Bill
- Water Conservation
- Utility Bill Help
- Garbage Collection
- Security Alarm Permits
- Pet Registration & Adoption
- Spay/Neuter Program for Low-Income Residents
- Birth & Death Certificates
- Food Inspection Scores
- Employment
- Libraries
- Cultural Events
- Parking Ticket Payment
- Municipal Courts
- Frequently Asked Questions
 - Code Compliance
 - Housing
 - Environment
 - Sanitation
 - Streets
 - Water



[Learn more about Water conservation](#)

Services offered by other government agencies:

- Driver's License
- Voter Registration
- Public Transportation
- Education

New Services Section

Highlights of New Design

- New Branding / Image
- New Common Navigation
- New Front Page Design
- New Sections:
 - News
 - Services
 - Community
 - Visitors
 - Business
 - Government
 - Dallas Kids
 - Info
- New Services Section with topical menus
- Enhancements for mobile users



Phase 3 – Looking Forward

Coming Summer 2006

- **Subscriptions will allow users to:**
 - Receive periodic newsletters focused on their interests such as cultural events, museum exhibits, children's events, activities at recreation centers, or news releases on specific topics.
 - Will allow users to subscribe to some individual sections of the website and receive notices any time changes are made to those pages
 - Will allow users to subscribe to receive press releases and new highlight articles by email.
- **Integration of most City websites will gradually add common format in navigation and ability to easily get to DallasCityHall.com from every other website.**
- **Redesign of 311 entry system will allow use of a topical directory that will organize service request types into categories and make it easier for users to find the proper request for their needs.**

