

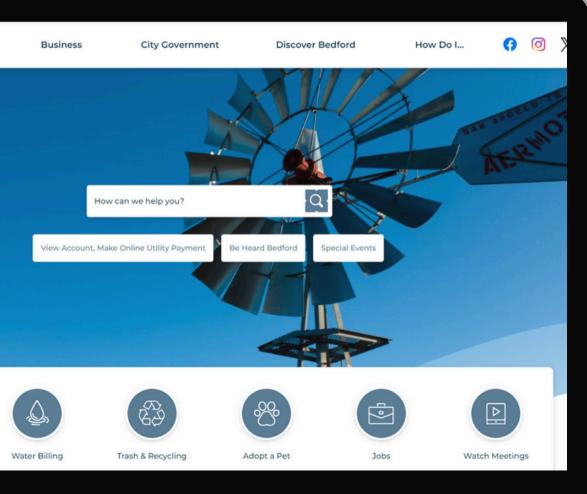
Why Websites Matter

- Main Communication Tool for Residents
- 24/7 Access to Vital Information
- Shapes Perceptions

of Organization



for Residents nation





What Makes a Good **User Experience?**

- - quickly?

using?

Know how your user thinks • Were they able to find it

Can they get the info they want on the device they're

Keep It Simple, Stupid

- 5th-8th Grade Level Language (when possible)
- Lose the Acronyms
- Be Conversational
- Ditch the Mission Statements
- Mobile-First Approach



Example: City of Plano

City Secretary's Office

The City Secretary's Office handles boards and commissions, elections, and codes and ordinances, under the supervision of the Director of Records and Elections/City Secretary. Please email <u>CitySecretary@plano.gov</u> if you have trouble finding information or have a question.

How can we help you?

Boards and Commissions

• Visit the Plano Boards and Commissions page to learn more about our over 20 boards, commissions and committees, as well as view agendas and minutes for boards and commissions.

City Council

View <u>City Council agendas and minutes</u>, and learn about Plano's <u>Mayor and City Council</u> members.

Elections

• The City Secretary's office oversees municipal elections for Plano. View Campaign Finance Reports, general election notices, City Council Appointments (PDF), and more.

Municipal Code and Ordinances

View the most recent <u>Municipal Codes and Ordinances</u>, or view all of the City's codes and ordinances in the <u>Municode</u> system.

Forms and Applications

Government officials are required to disclose potential conflicts of interest, you can view <u>Conflict Disclosure forms</u> on the City Secretary page.

Example: City of McKinney

Permits	Home - Your Government - City Secretary
ram	City Secretary
ons	The McKinney City Secretary
	The City Secretary's Office impacts a diverse clientele, including the general publ
	Duties
	The city secretary's scope of business includes the following:
ests	 Acting as custodian of all official records of the city.
	 Processing <u>alcoholic beverage licenses and gaming permits</u>
	• <u>City elections</u>
	 Candidate forms and reports
	 Recruitment for, applications for and appointments to the 19 city boards and
	 Running <u>City Council</u> meetings, and posting and compiling meeting agenda n
	 Distributing codified updates to the <u>City Code of Ordinances</u>
	 Holding and maintaining the City Seal, affixing it to all instruments requiring s
	 Preparing citizen recognitions, proclamations and honorary documents
	 Validating and certifying petitions



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lic and other governmental entities.

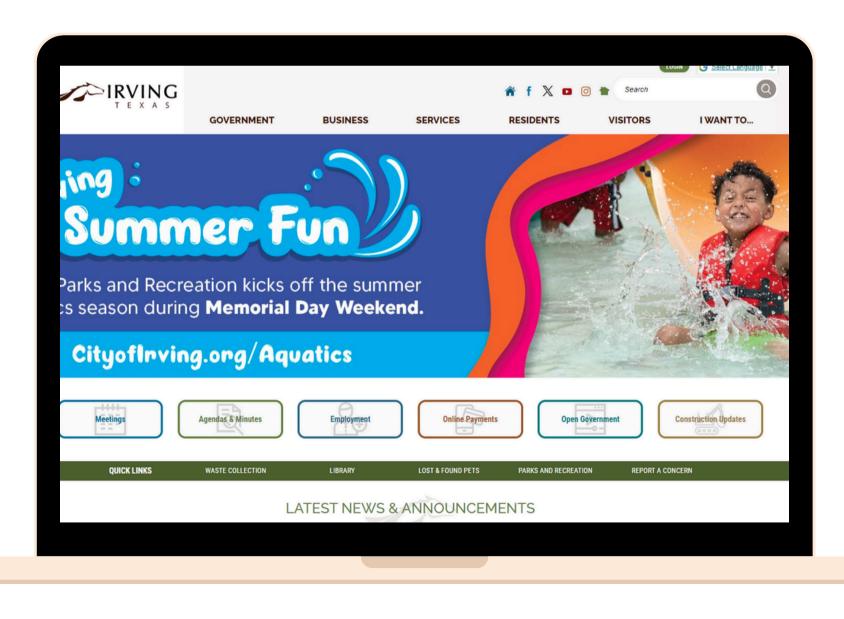
commissions

notices

such seal

Photos, Graphics, and Videos

- Update Seasonally
- High-Resolution, Quality Photos Only
- Optimize Load Time
- When to Use Video



Websites Aren't Filing Cabinets

- Archive
- Record Retention
- Remove Old Forms
- Update Documents
- Establish Content

Retention Schedule



"Think this is bad? You should see the inside of my head."

About You Department or Division: Select Are you a Director, Assistant Director, Super Select How often do you make changes to your po ○ Never ○ Rarely ○ Sometime en **Overall Satisfaction with Department** (1 for least satisfied and 5 for most satisfied $\bigcirc 1 \bigcirc 2 \bigcirc 3 \bigcirc 4 \bigcirc 5$ About Your Audience Residents say they have visited your department's site ○ Never ○ Rarely ○ Sometime Residents complain about your department's site ○ Never ○ Rarely ○ Sometime Residents compliment your department's site ○ Never ○ Rarely ○ Sometimes ○ Often Industry professionals say they visit your department's site ○ Never ○ Rarely ○ Sometimes ○ Often What do you believe residents are looking for on your department's site?



Annual Department Website Audit

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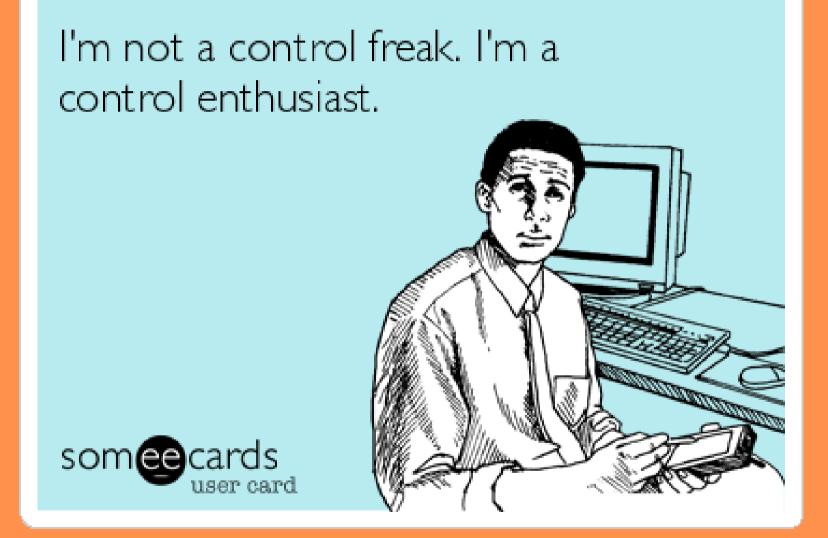
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Leverage and Accountability

Governance Policy

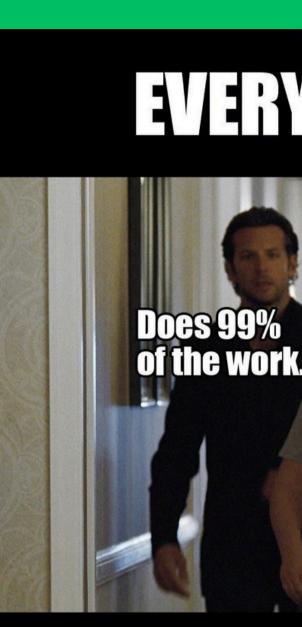
Standards and Best

Practices

Brand Guides

Who Helps You?

- Centralized vs. Decentralized
- Web Content Editors
- Training Your Team





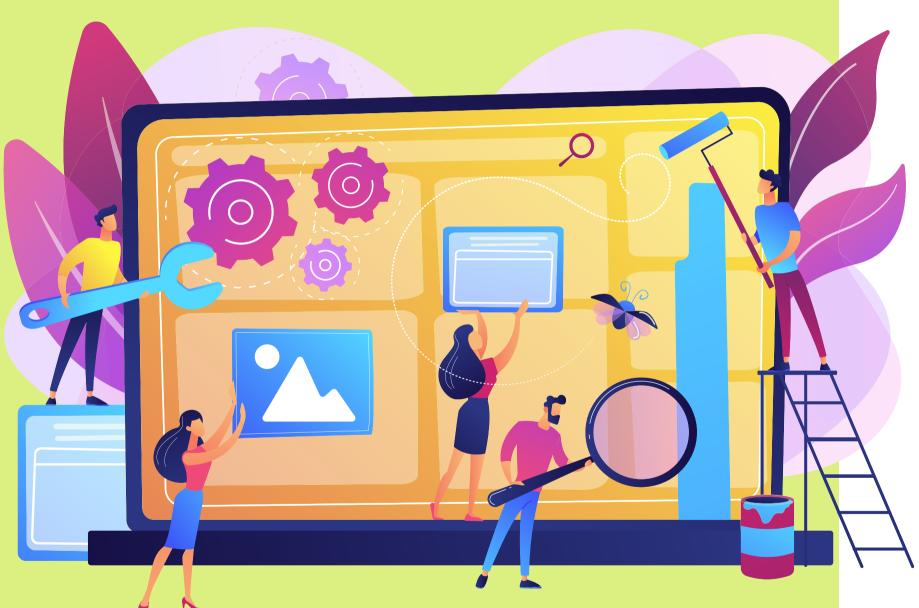
EVERY GROUP PROJECT

Says he's going to help, but he's not.

Has no idea what's going on the whole time.

Disappear at the verv isn't seen again unit the end

IN SCHOOL YOU HAVE EVER DONE



- Design

Daily Maintenance

Content Consulting

Page Creation

Accessibility is Crucial Affects 1 in 5 Americans Improves Search Engine Optimization Increases Site Traffic Required By Law to Meet **Certain ADA Standards**

WEBBIEBDONE

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Dept. of Justice – Website Accessibility

- Applies to All State and Local Governments' Website AND Mobile Apps
- Required to Meet Web Content Accessibility Guidelines (WCAG) 2.1, Levels A and AA
- Compliance by April 24, 2026 (50K+) or April 26, 2027 (>50K, Special Districts Govts.)

Dept. of Justice – Website Accessibility

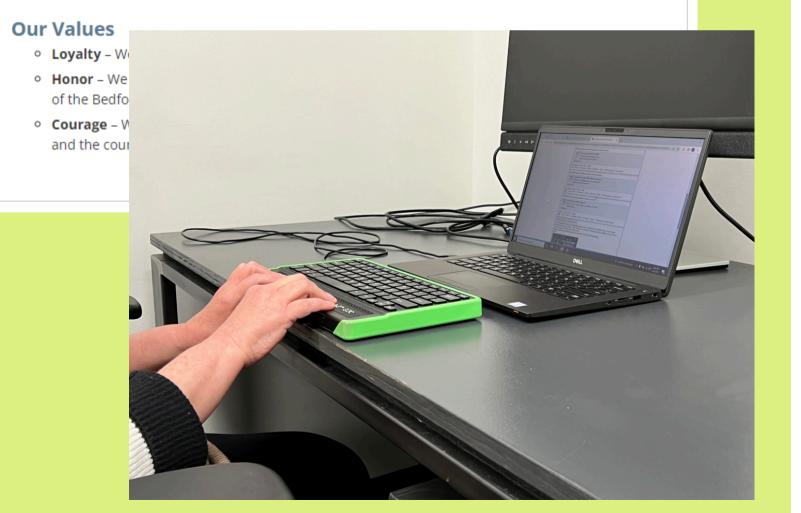


DOJ Ruling Summary/Exceptions



Ways to Improve Accessibility Now

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	Normal	∽ ~ iii <> †
Our Purpose	Headline	
Our purpose is to prov community to enforce	Subileau I	service while working cooperatively with our vide a safe environment to live and work.
Our Vision	Subhead 2 Hyperlink	
We strive to be recogr excellence in police set		law enforcement agencies as the model of



- Heading Hierarchy
- Use a Screen Reader on
 - **Your Website**

Alt Text on All Photos

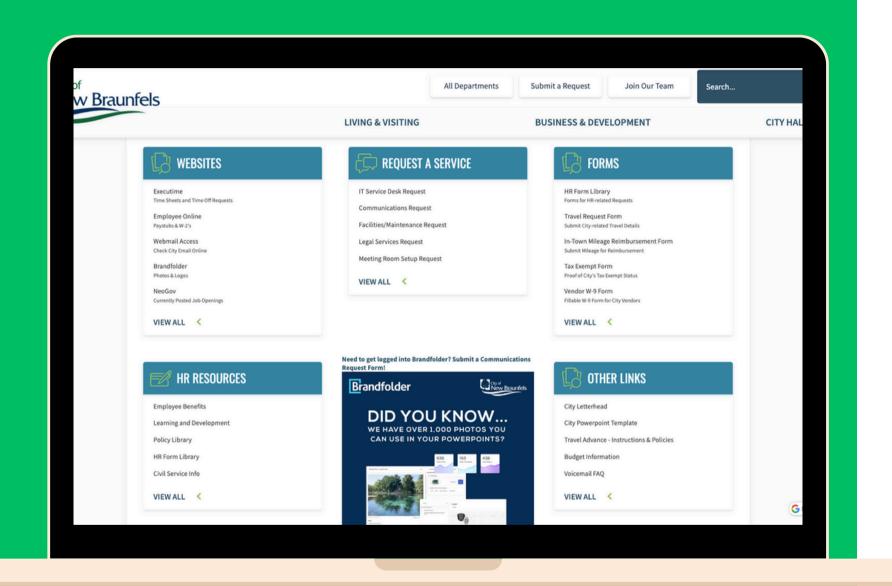
Keep it Mobile

- Best Practices
- To App or Not to App
- Benefits of Chatbots



CHAT WITH US AT WWW.BEDFORDTX.GOV





- What Info Do You
 - Include?
- Should All Departments
- **Be Represented?**

Let's Talk Intranet

Do You Have One?

Starting Over

• How to Begin the

Bidding Process

- What Do You Include?
 - Multi-Factor Authentication
 for Site Admins
 - $\circ\,$ Site Security Included
 - Service Level Agreements
 - On-Site Training, Present to
 Council

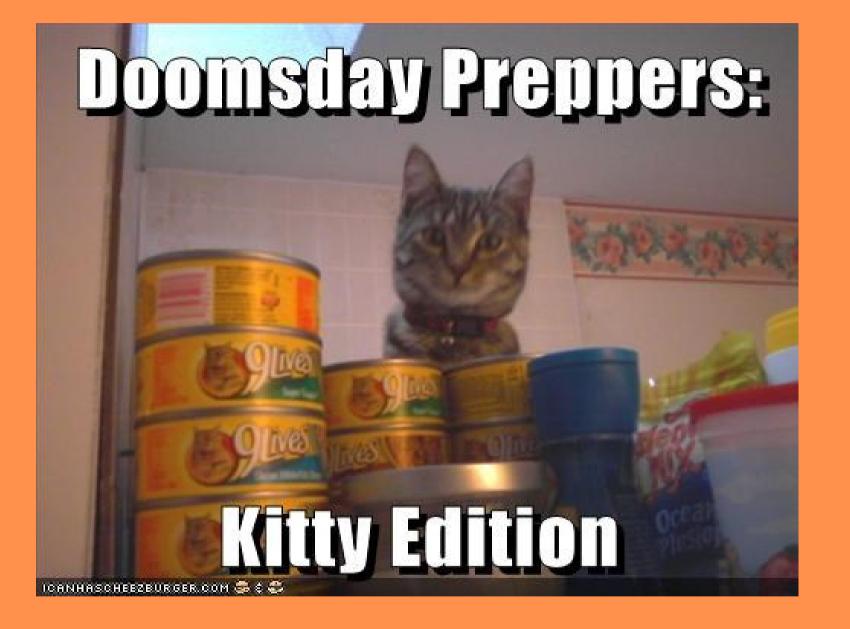


You're not starting over...

You're starting with experience.

What to Expect: Vendors POV

- What's Council's Involvement?
- In-person? Zoom? Or, presentation from staff?
- When does legal need to get involved?
- Do you require vendor registration?
- Once approved, what are next steps? Timeframe?
- Will a PO be required?
- Bring other depts to table during early convos



Redesign Prep

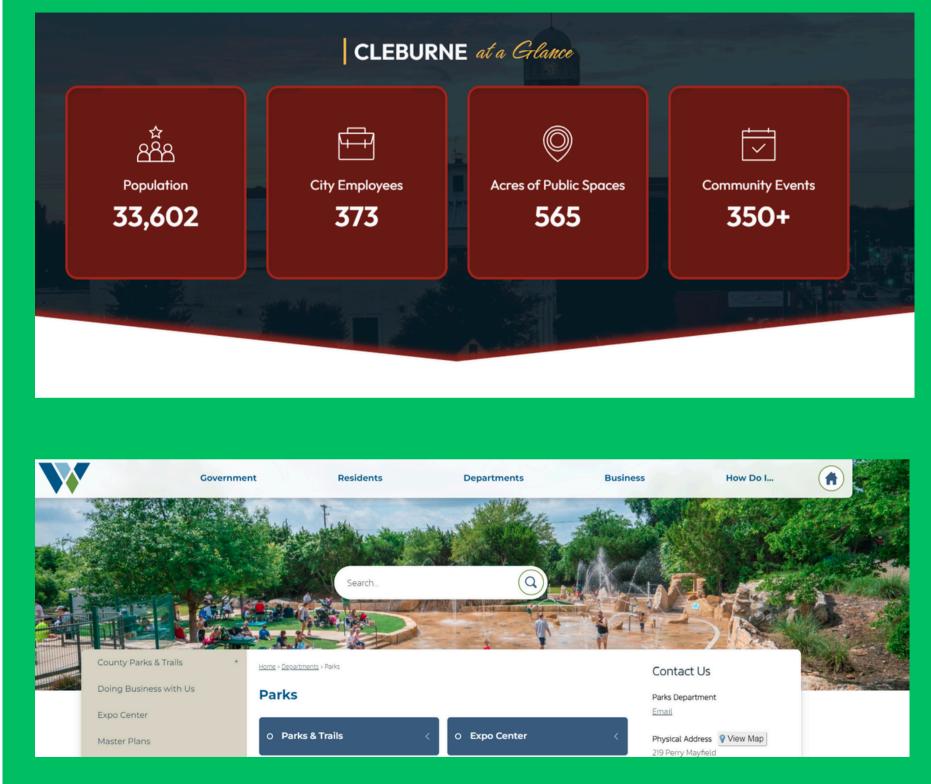
- Design Trends Look Around
- Create a Plan
- Don't Forget User-Testing

Design Trends/Special Features

- Splash Modal
- Predictive Text in

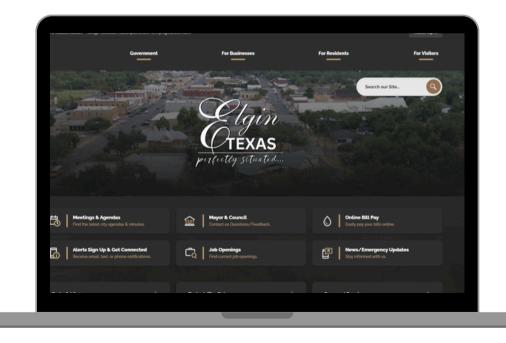
Search Bars

- Custom Banners/Pages
- Metrics
- Multi-Language Support



CivicPlus – Homepage Trends

- Centralized Search Bar
- Additional Set of Graphic Buttons
- Fixed Headers



Elgin, TX









Hampton, VA

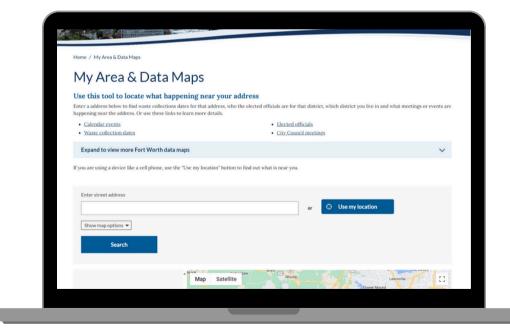


Cleburne, TX

Granicus - Content Strategies

- Wayfinding Service Request Page GP
- 24/7 Feedback Loop San Antonio
- Creating a Sense of Place Fort Worth
- Cross Promoting Neighbors DART

Help Us M	ake the Si	te Better			
Did our website he	lp you today? We a	re working to impro	ve your experience.	Answer the questions b	elow to give us your feedback.
DSD - W	absite Ev	perience F	adhack		
030 - W	ensite EX	benefice F	eeuback		
1. What is your	overall experience	e using this website	?		
~	~		\cdot		
Very Poor	Poor	Fair	Good	Very Good	
				Next	
				_	
					Share 🕝 🛞 🖸 (



San Antonio, TX

Fort Worth, TX

DART

DALLAS AREA RAPID TRANSIT
My DART Updates To sign up for updates or to access your subscriber preferences, please enter your contact
information below. Subscription Type Email
Email Address • molly fox@bedfordtx.gov Submit Cancel
OR
Sign in using your preferred social media account
Your contact information is used to deliver requested updates or to access your subscriber preferences.

Grand Prairie, TX

What are you looking for? Q Residents Business Government Departments		c	Contact Us Report Issue Employ	ee Portal English (United State
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Look Around

- **3CMA**
- NAGW
- CAPIO, NC3C,
 MAGC
- Non-Govt.

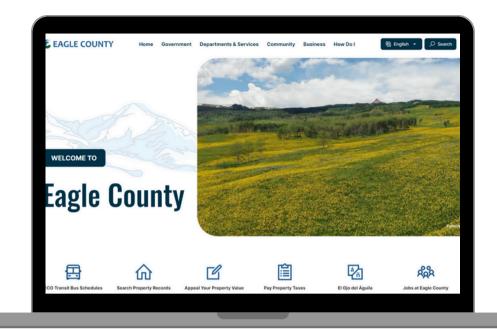
Websites



Hilton Head, SC



Hillsboro, OR



Eagle County, CO



Sandy City, Utah



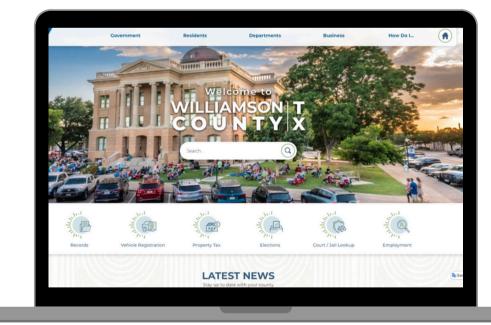
City of Beaumont

Thank you! and Congratulations to...



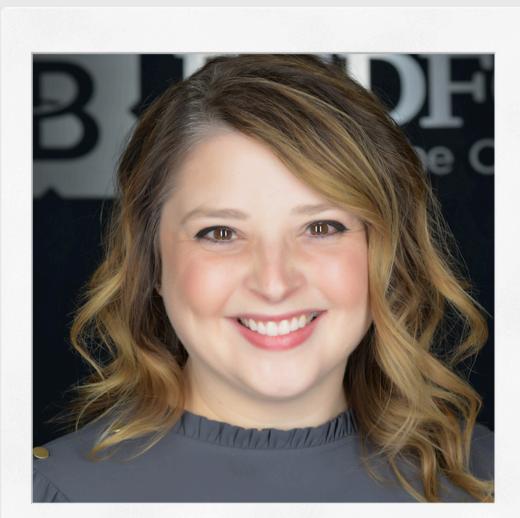
City of Cleburne

Williamson County



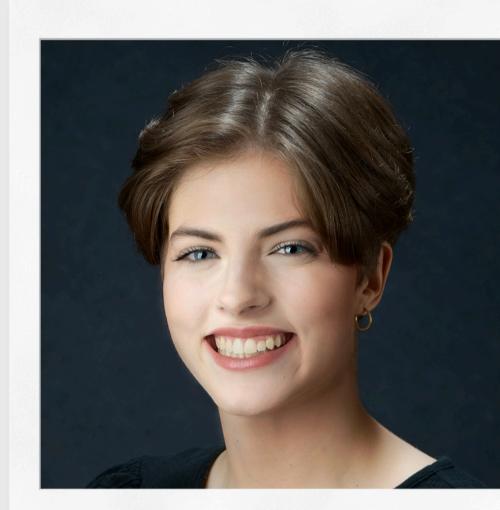


City of Boerne



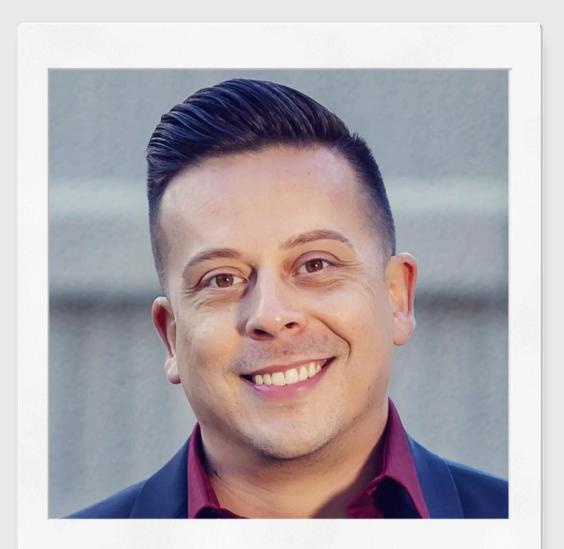
Molly Fox





Alex Hartman





Isaac Vasquez

