

KEEPING YOUR WEBSITE FRESH

Molly Fox, City of Bedford

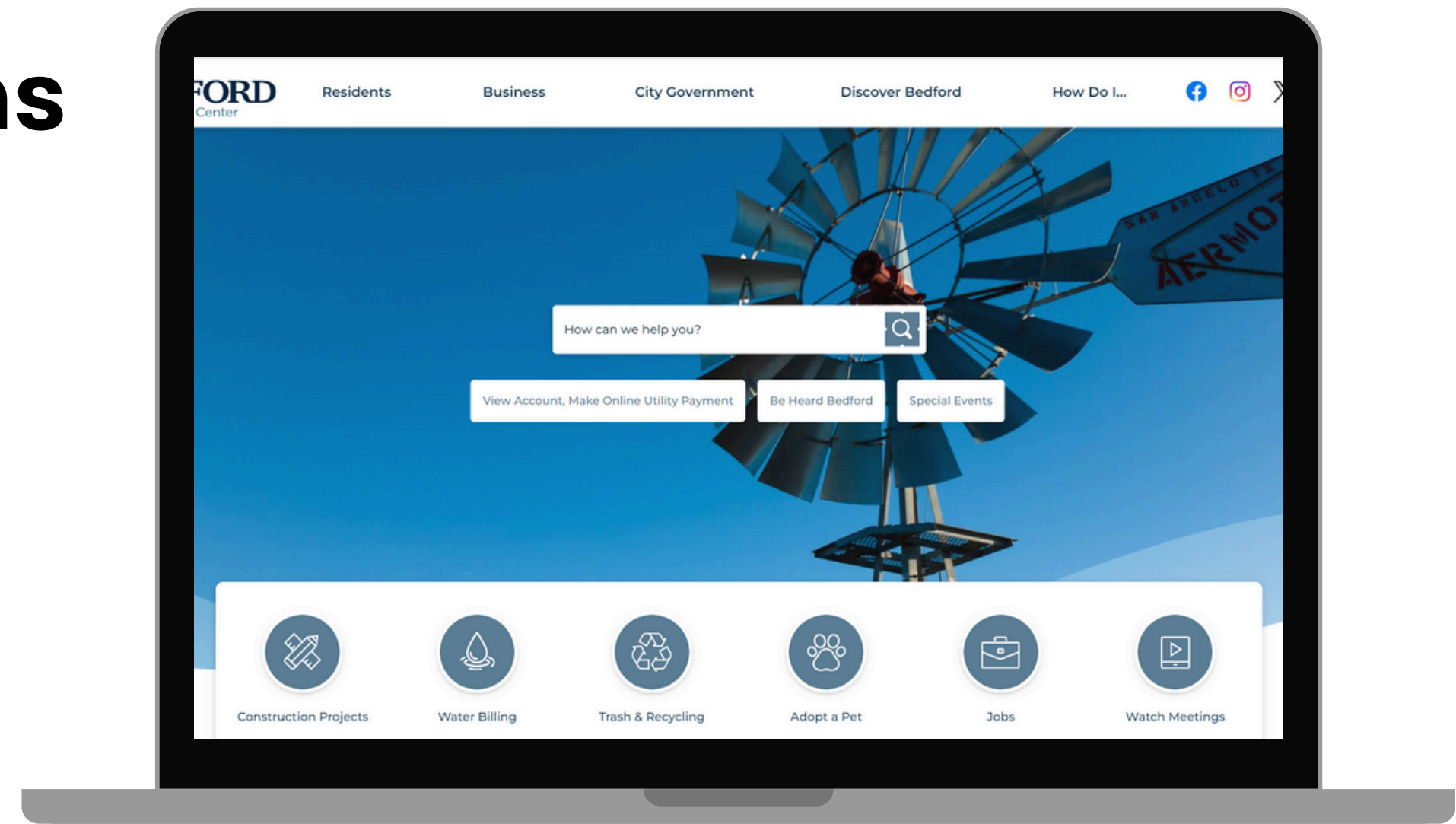
Alex Hartman, City of New Braunfels

Isaac Vasquez, City of Irving



Why Websites Matter

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





What Makes a Good User Experience?

- **Know how your user thinks**
- **Were they able to find it quickly?**
- **Can they get the info they want on the device they're using?**

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 CitySecretary@plano.gov 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 [City Council agendas and minutes](#), and learn about Plano's [Mayor and City Council 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.

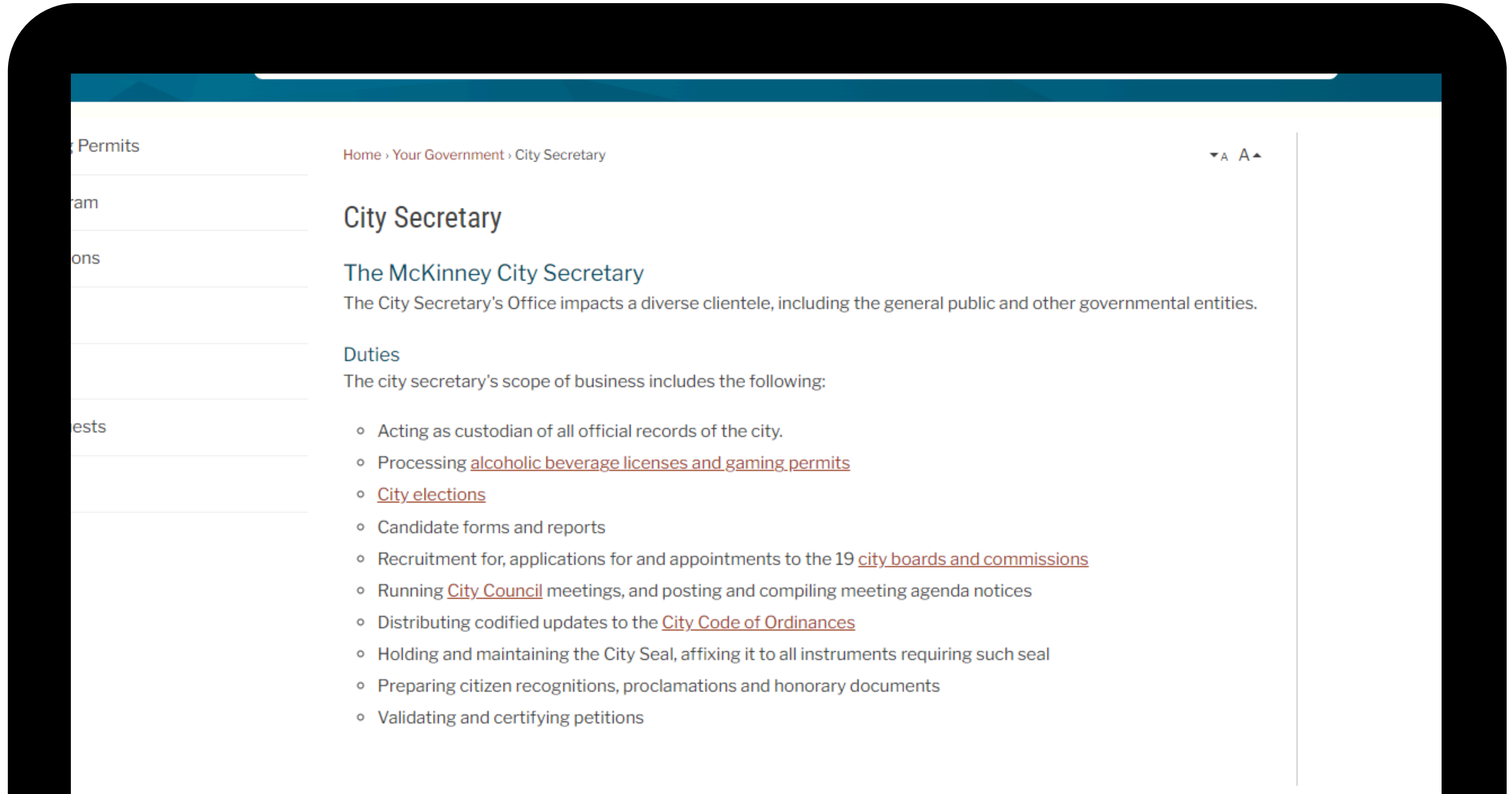
Municipal Code and Ordinances

- View the most recent [Municipal Codes and Ordinances](#), or view all of the City's codes and ordinances in the [Municode](#) system.

Forms and Applications

- Government officials are required to disclose potential conflicts of interest, you can view [Conflict Disclosure forms](#) on the City Secretary page.

Example: City of McKinney



Home > Your Government > City Secretary

▼ A A ▲

City Secretary

The McKinney City Secretary

The City Secretary's Office impacts a diverse clientele, including the general public and other governmental entities.

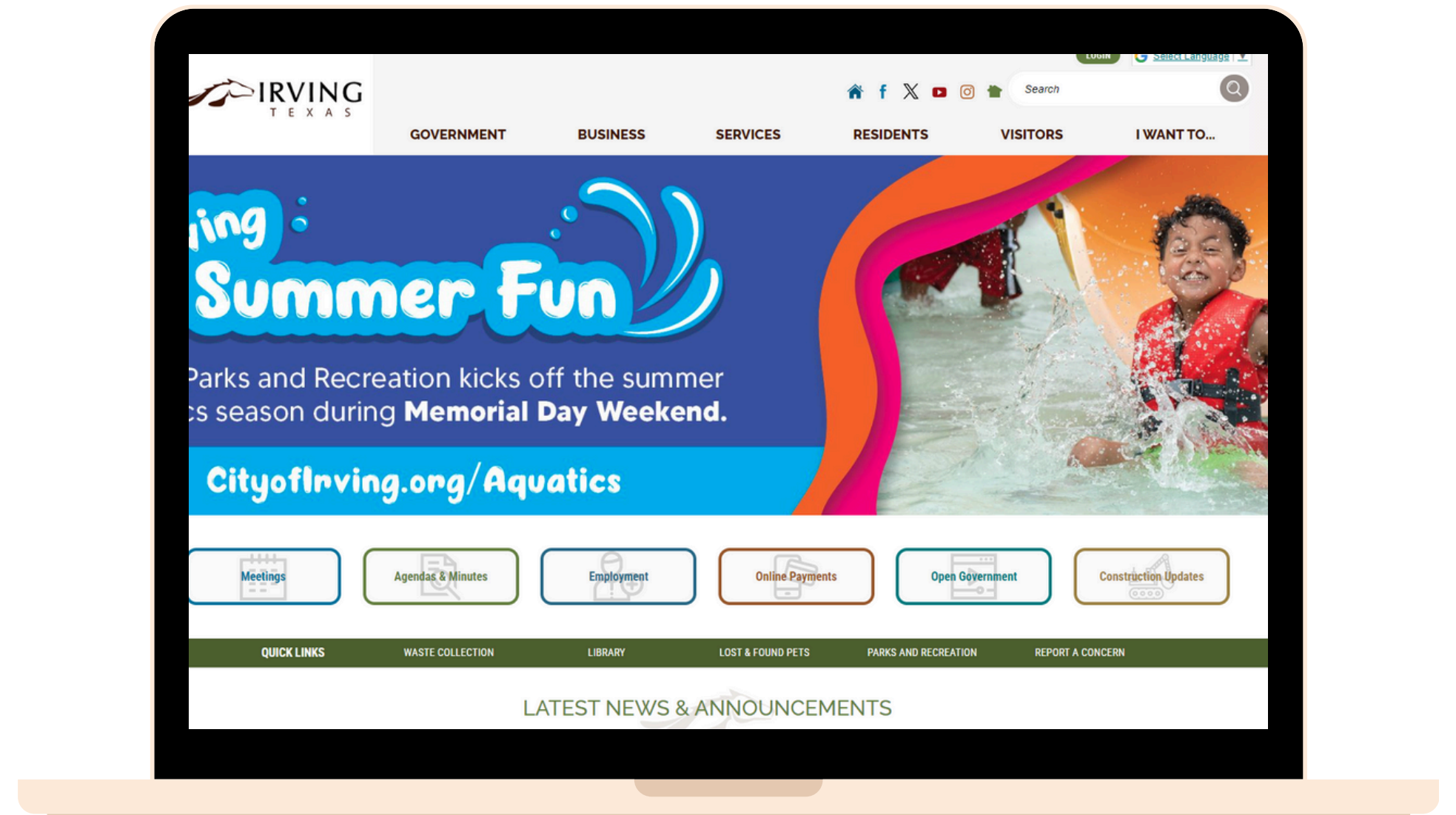
Duties

The city secretary's scope of business includes the following:

- Acting as custodian of all official records of the city.
- Processing [alcoholic beverage licenses and gaming permits](#)
- [City elections](#)
- Candidate forms and reports
- Recruitment for, applications for and appointments to the 19 [city boards and commissions](#)
- Running [City Council](#) meetings, and posting and compiling meeting agenda notices
- Distributing codified updates to the [City Code of Ordinances](#)
- Holding and maintaining the City Seal, affixing it to all instruments requiring such seal
- Preparing citizen recognitions, proclamations and honorary documents
- Validating and certifying petitions

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





Annual Department Website Audit

About You

Department or Division:

Are you a Director, Assistant Director, Supervisor, or Content Manager?

How often do you make changes to your portion of the website?

Never Rarely Sometimes Often

Overall Satisfaction with Department

(1 for least satisfied and 5 for most satisfied)

1 2 3 4 5

About Your Audience

Residents say they have visited your department's site

Never Rarely Sometimes Often

Residents complain about your department's site

Never Rarely Sometimes Often

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?



Leverage and Accountability

I'm not a control freak. I'm a control enthusiast.



someecards
user card

- **Governance Policy**
- **Standards and Best Practices**
- **Brand Guides**

Who Helps You?

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

EVERY GROUP PROJECT



IN SCHOOL YOU HAVE EVER DONE



Daily Maintenance

- **Content Consulting**
- **Design**
- **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**

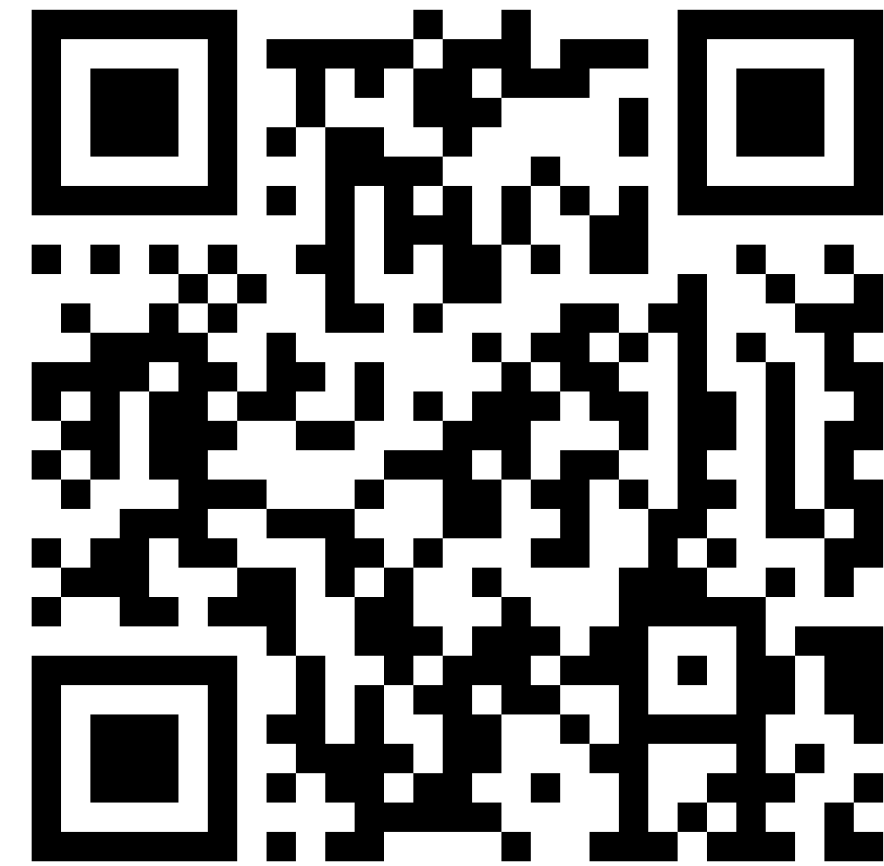
Dept. of Justice – Website Accessibility

- 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

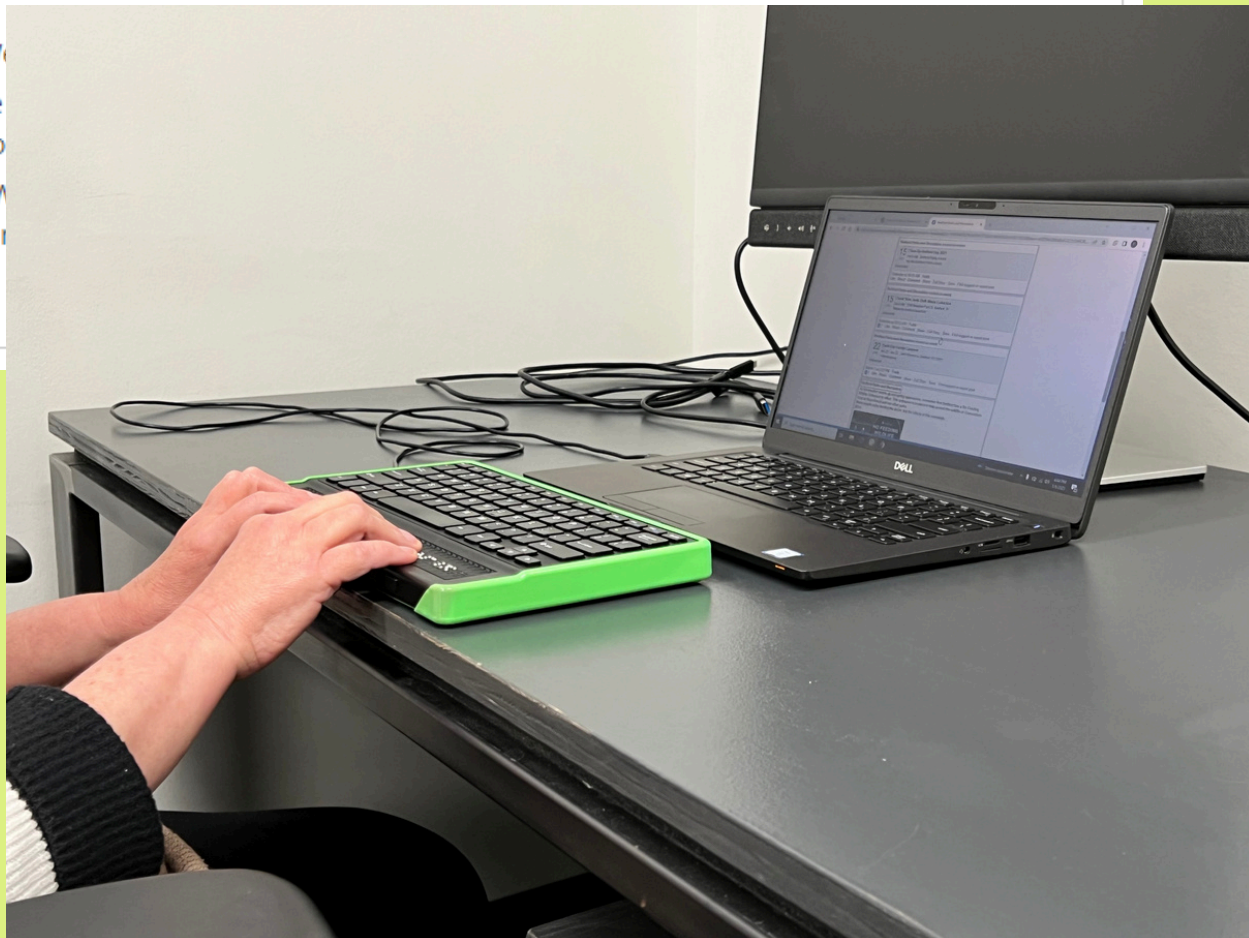
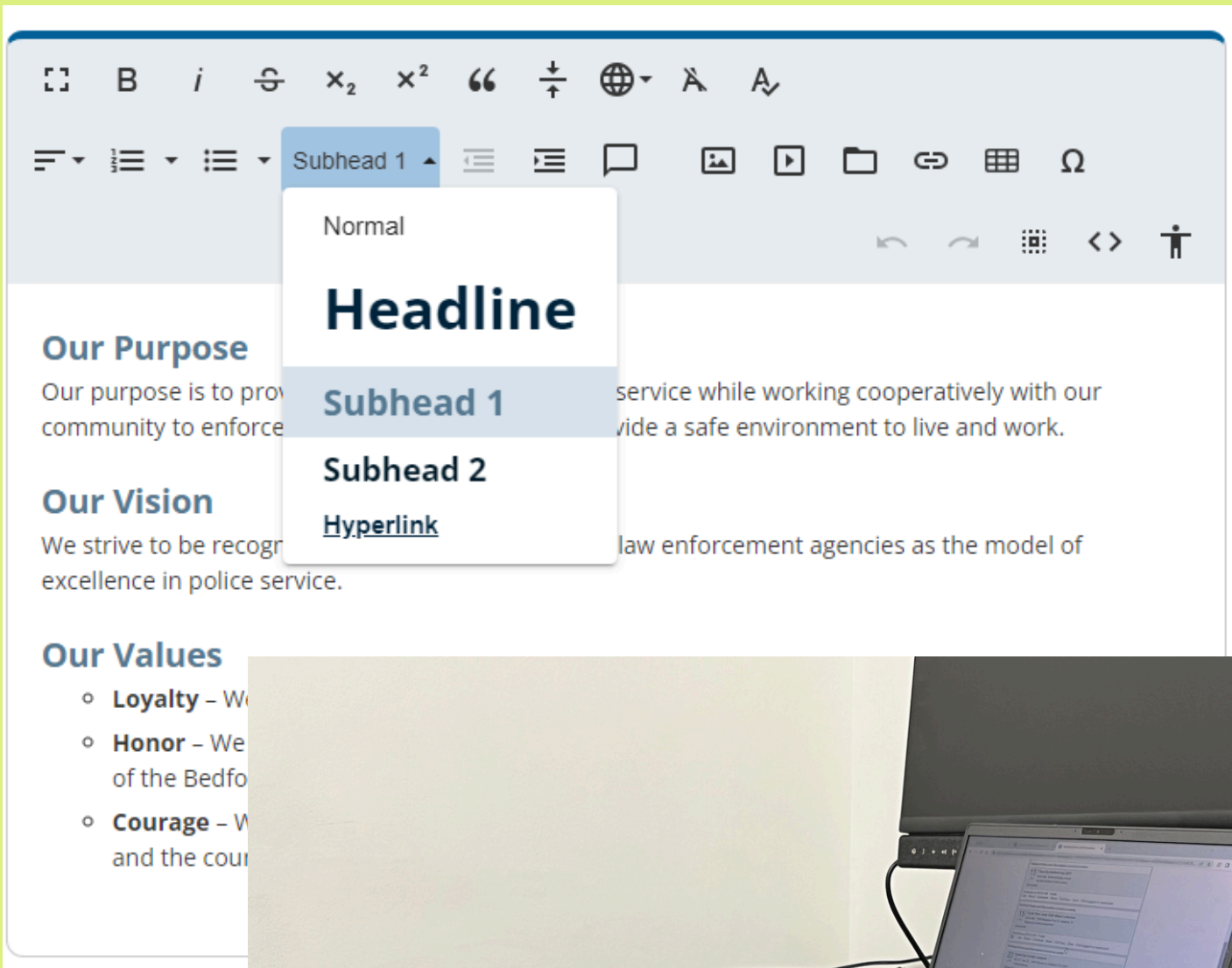


**DOJ Ruling
Summary/Exceptions**



**WCAG 2.1
Guidelines**

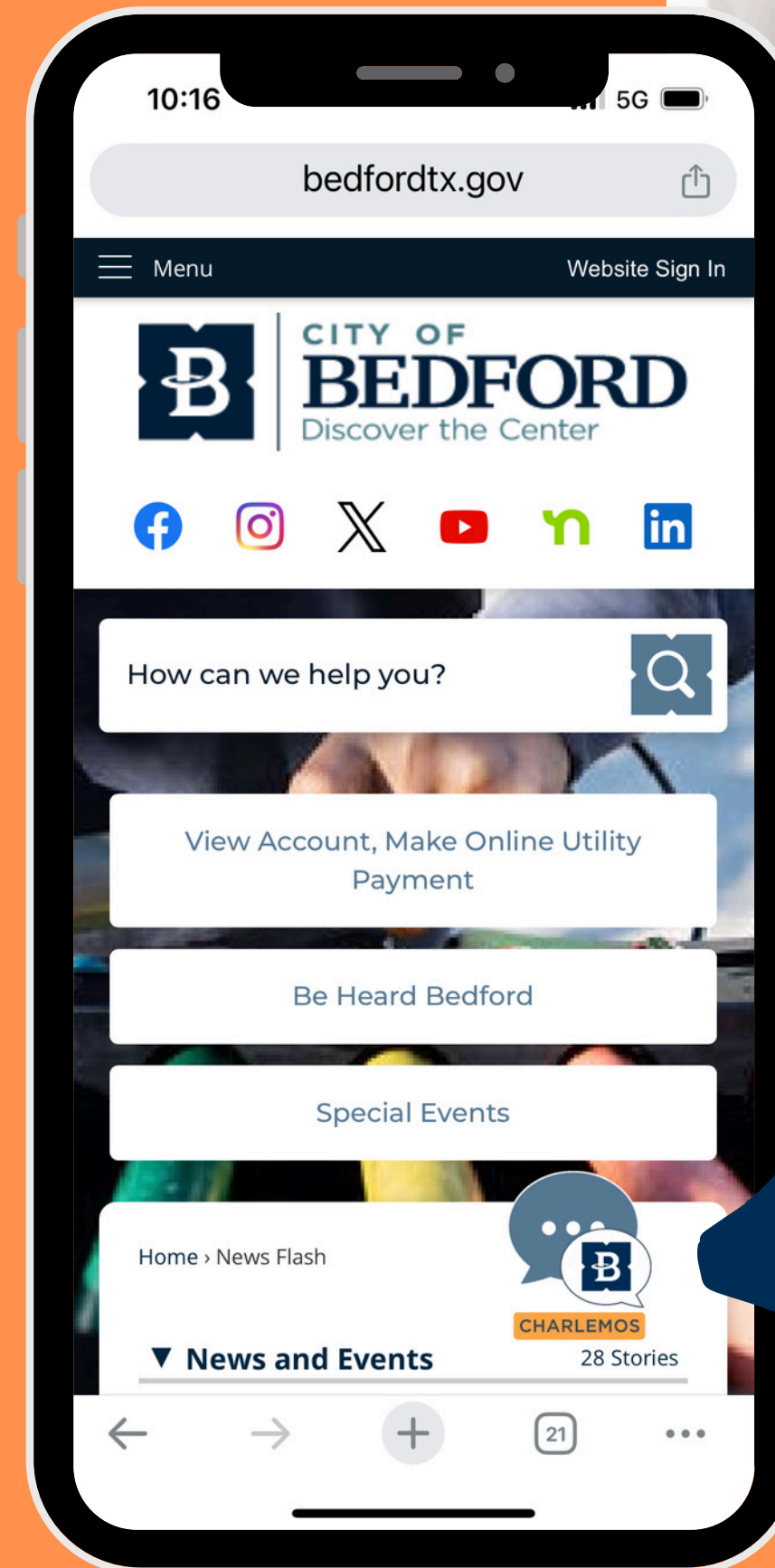
Ways to Improve Accessibility Now



- **Alt Text on All Photos**
- **Heading Hierarchy**
- **Use a Screen Reader on Your Website**

Keep it Mobile

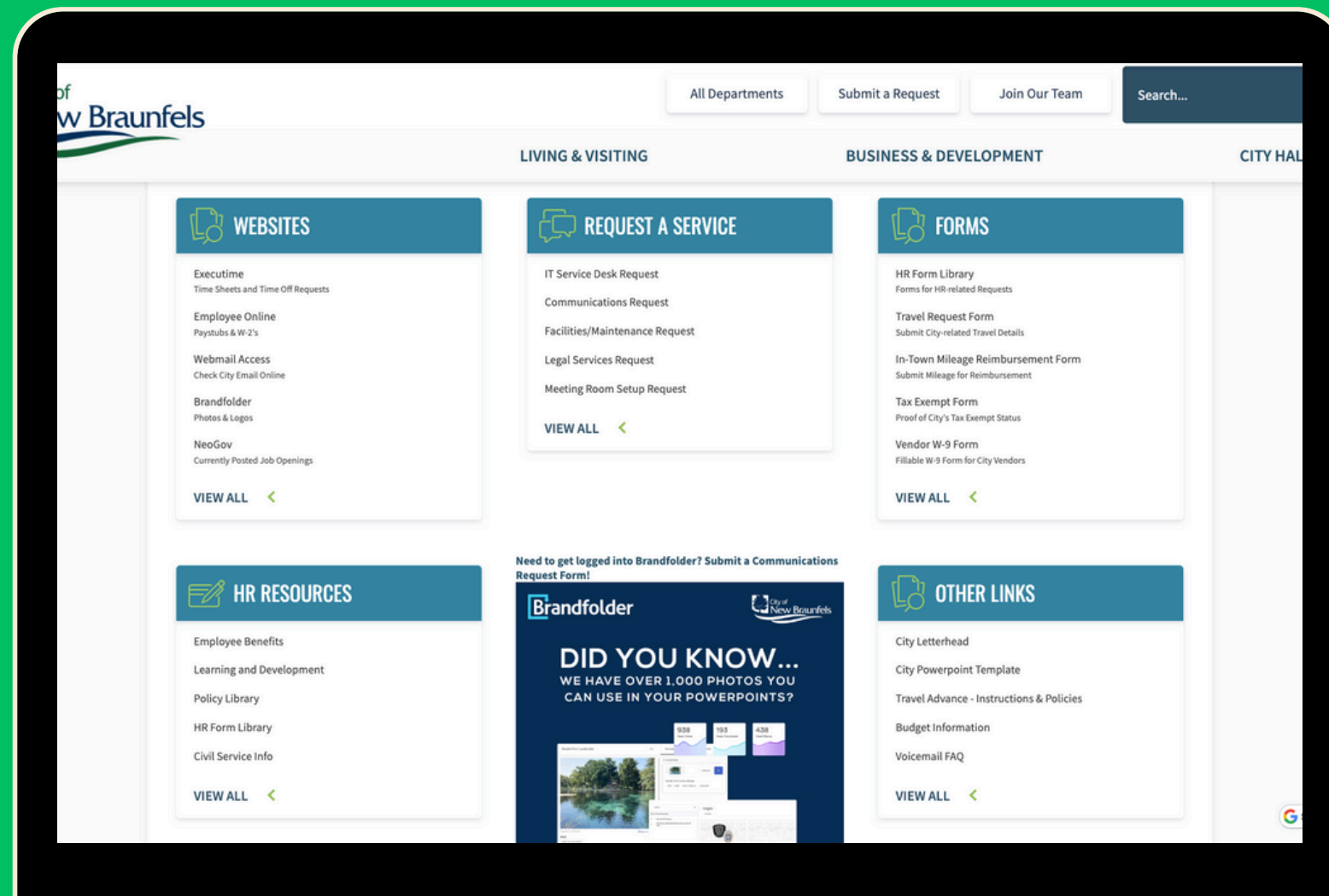
- **Best Practices**
- **To App or Not to App**
- **Benefits of Chatbots**



CHAT WITH US AT WWW.BEDFORDTX.GOV



Let's Talk Intranet



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

Starting Over

- **How to Begin the Bidding Process**
- **What Do You Include?**
 - **Multi-Factor Authentication for Site Admins**
 - **Site Security Included**
 - **Service Level Agreements**
 - **On-Site Training, Present to Council**



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**

Doomsday Preppers:



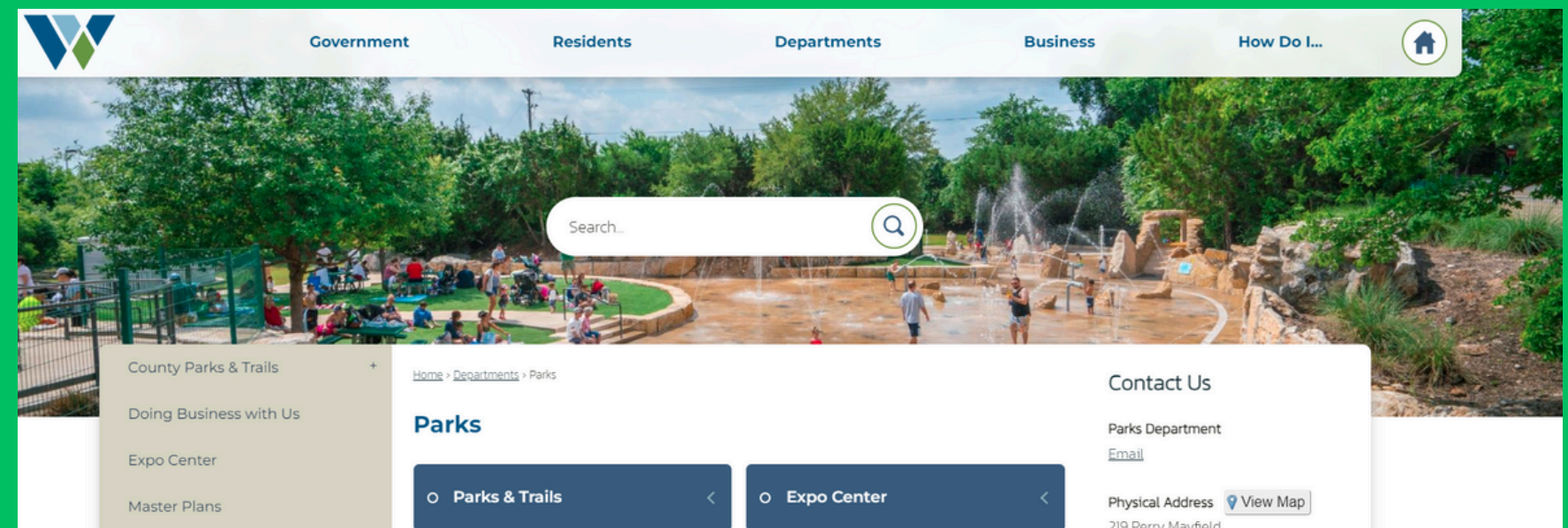
Kitty Edition

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**

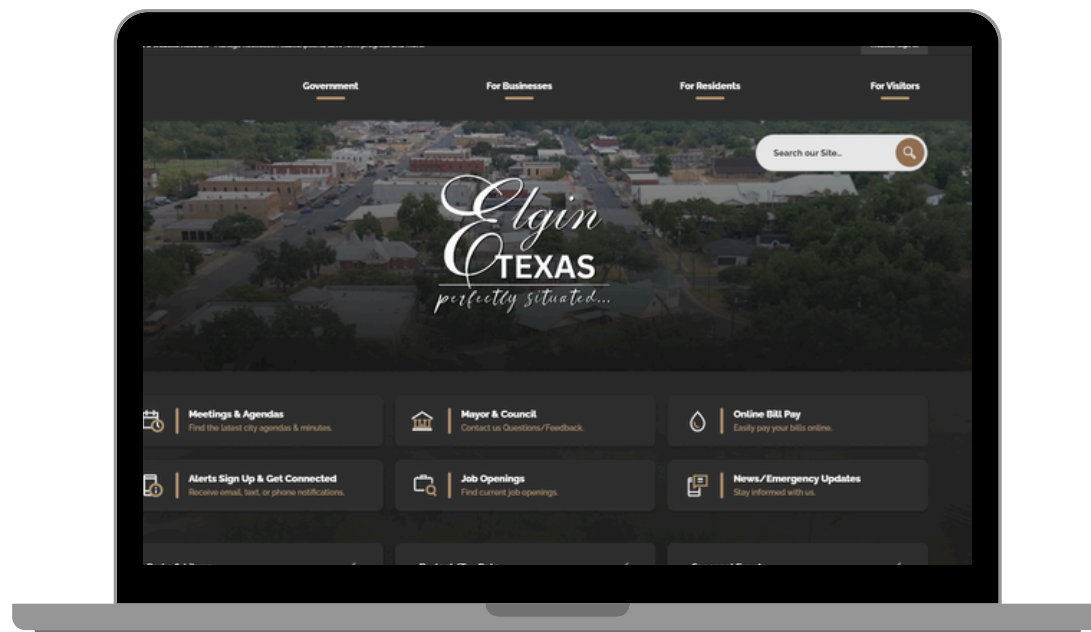


CivicPlus – Homepage Trends

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



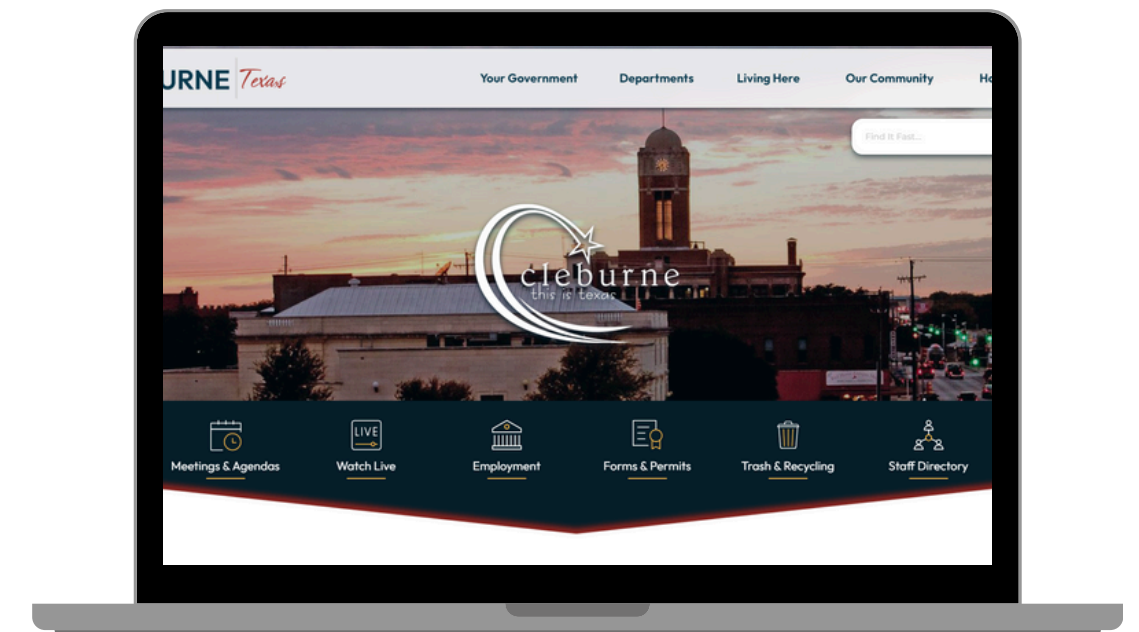
Hampton, VA



Elgin, TX



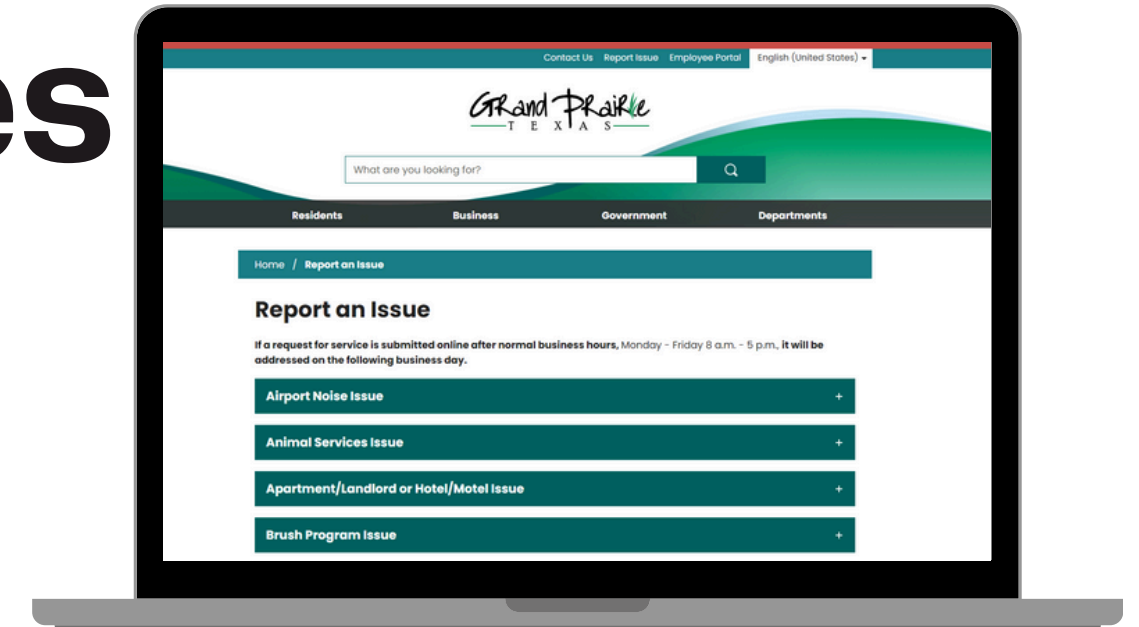
Lakeway, TX



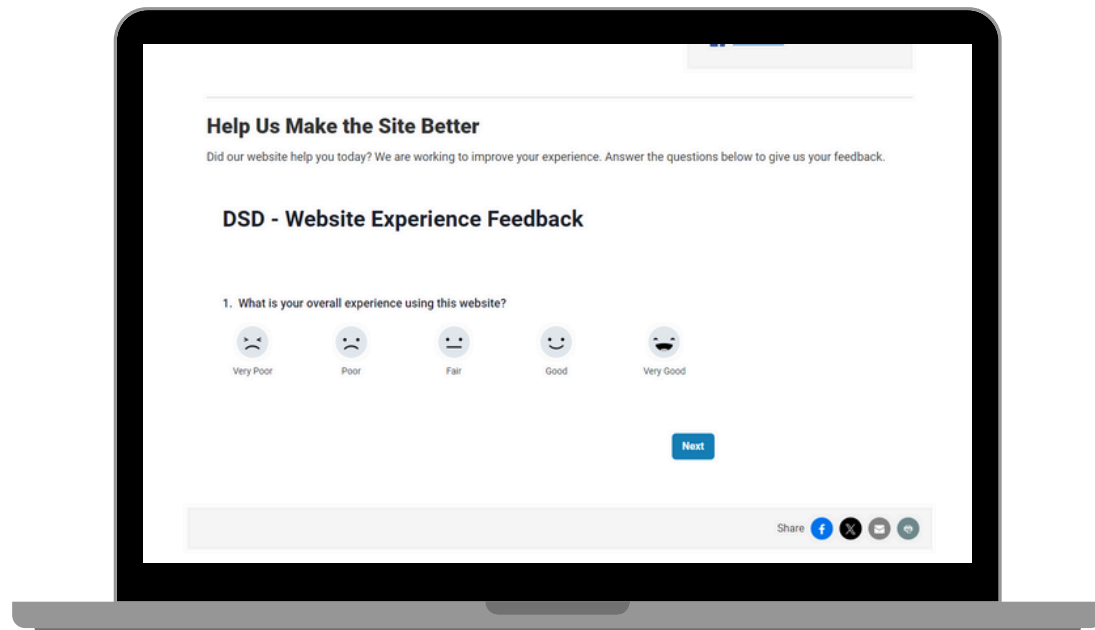
Cleburne, TX

Granicus - Content Strategies

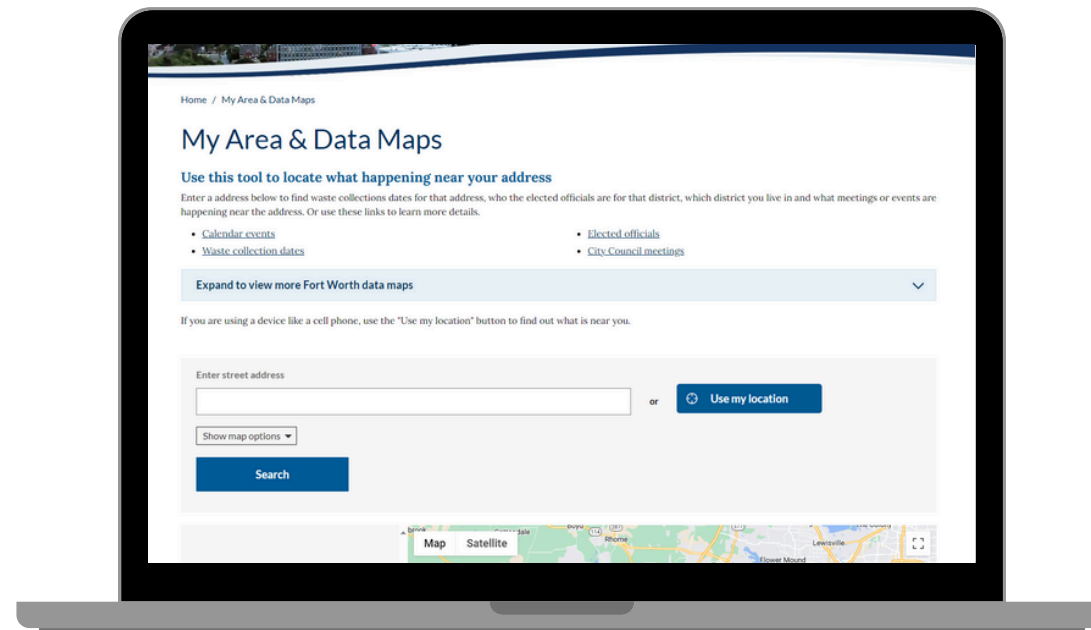
- Wayfinding Service Request Page - GP
- 24/7 Feedback Loop - San Antonio
- Creating a Sense of Place - Fort Worth
- Cross Promoting Neighbors - DART



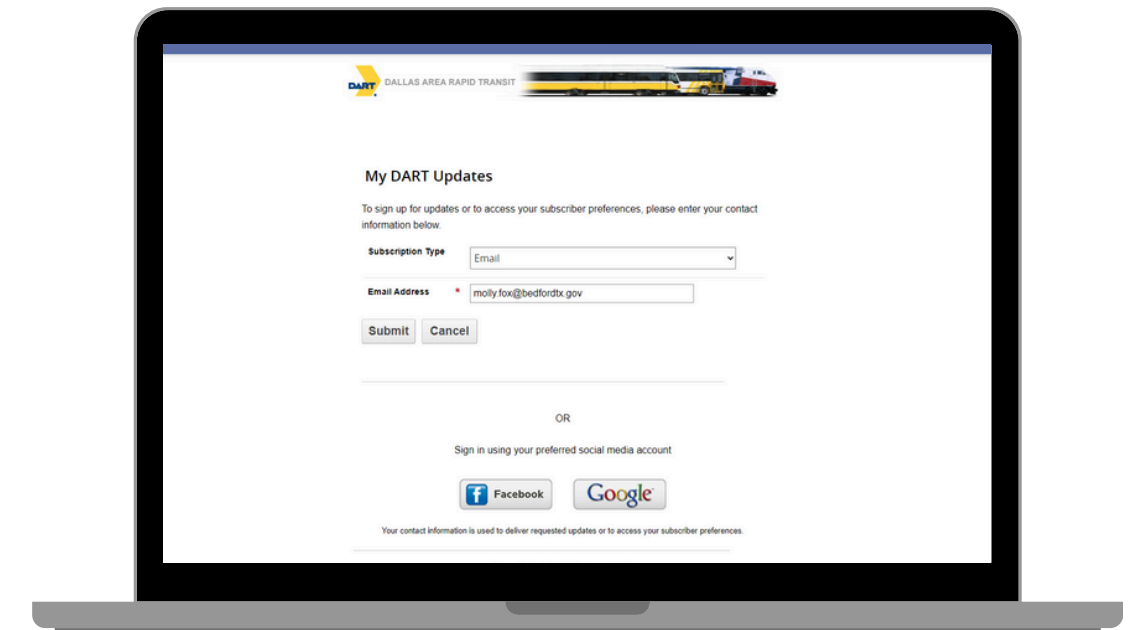
Grand Prairie, TX



San Antonio, TX



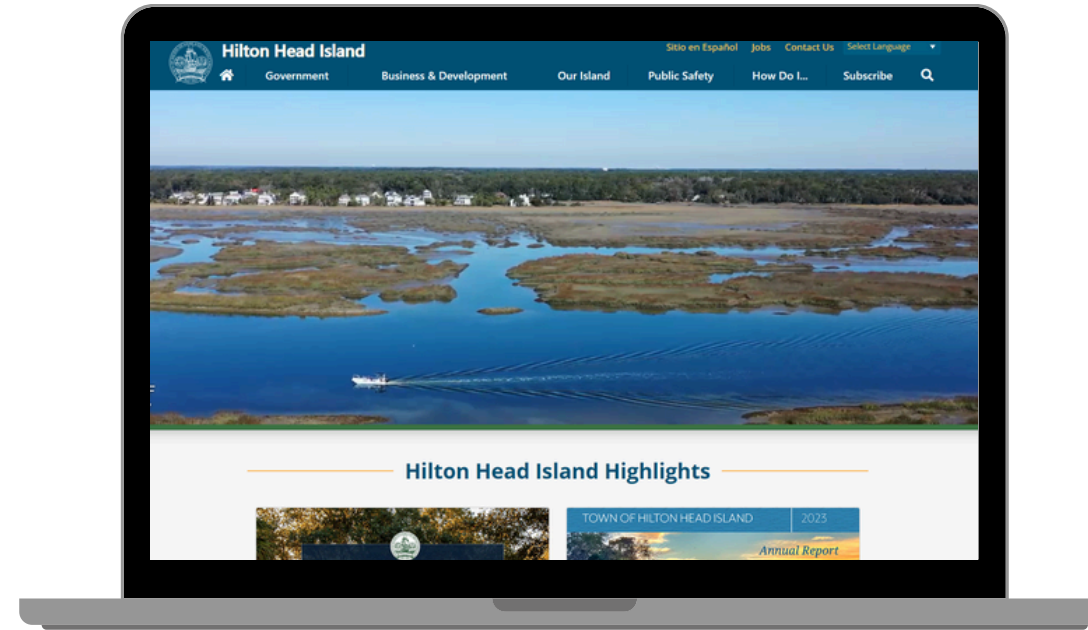
Fort Worth, TX



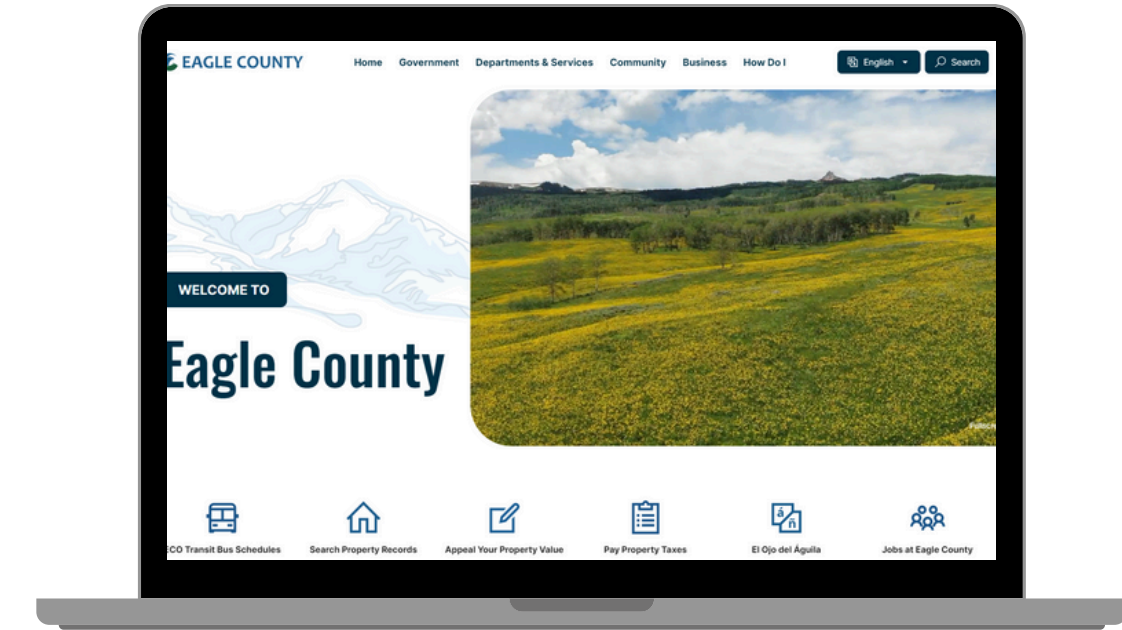
DART

Look Around

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



Hilton Head, SC



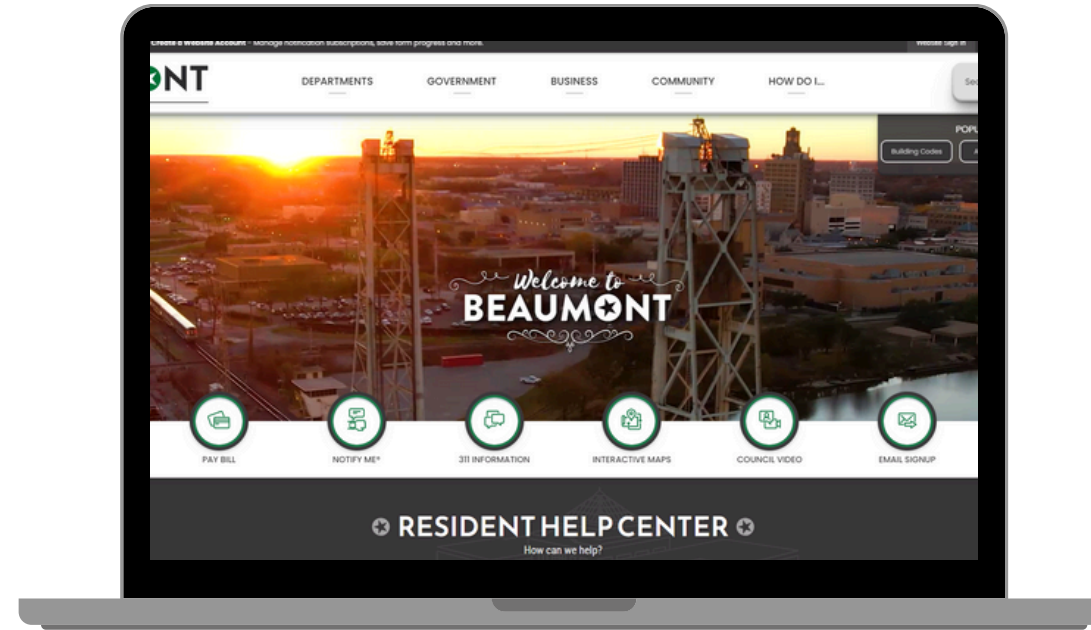
Eagle County, CO



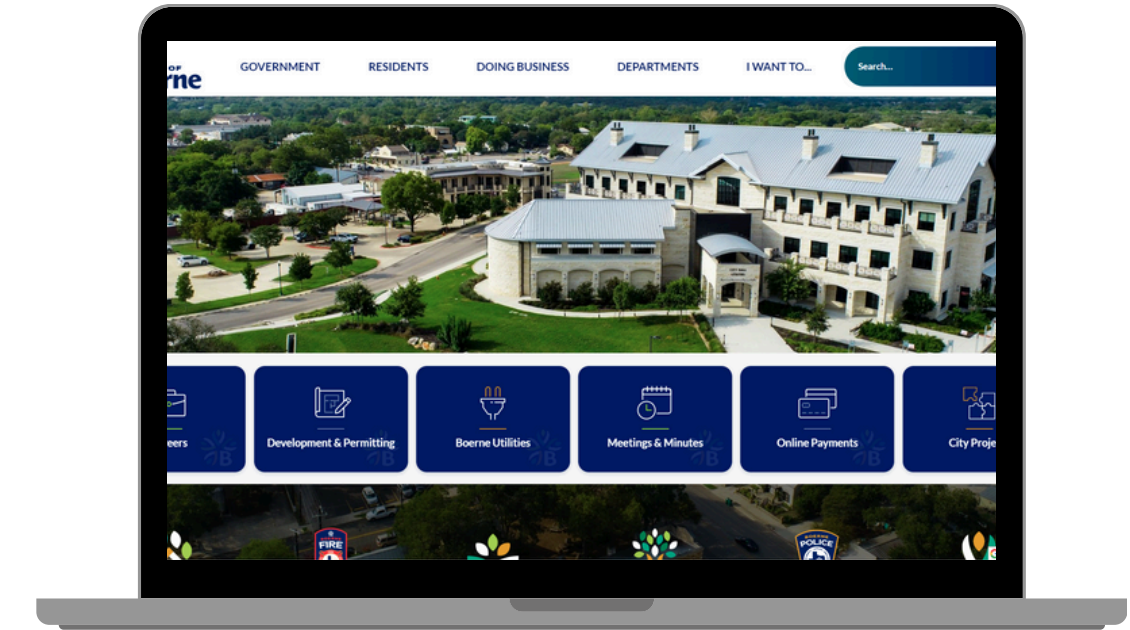
Hillsboro, OR



Sandy City, Utah

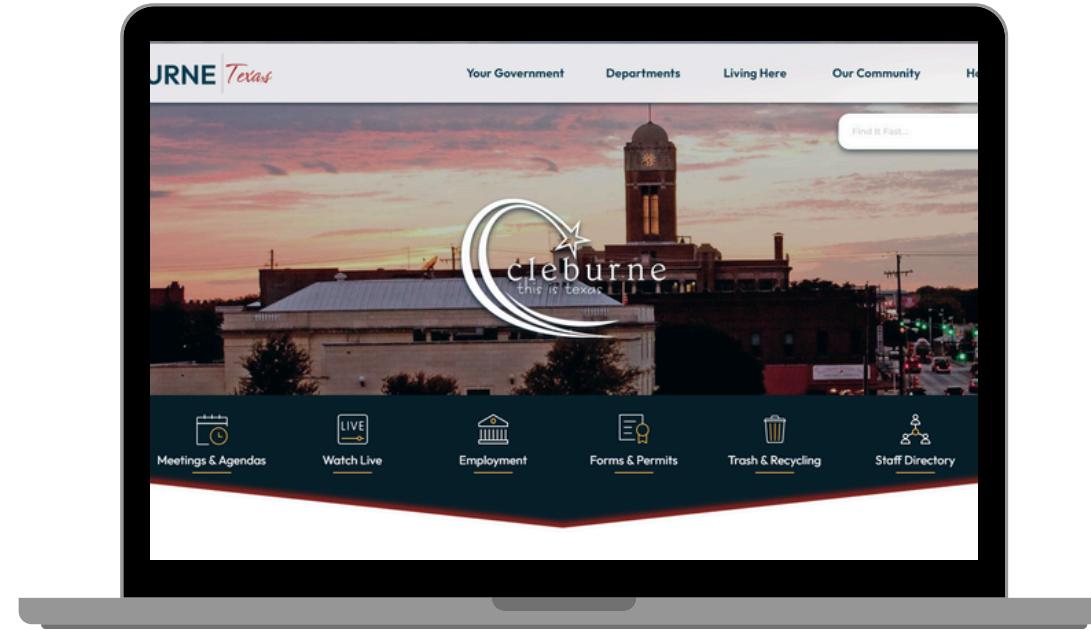


City of Beaumont

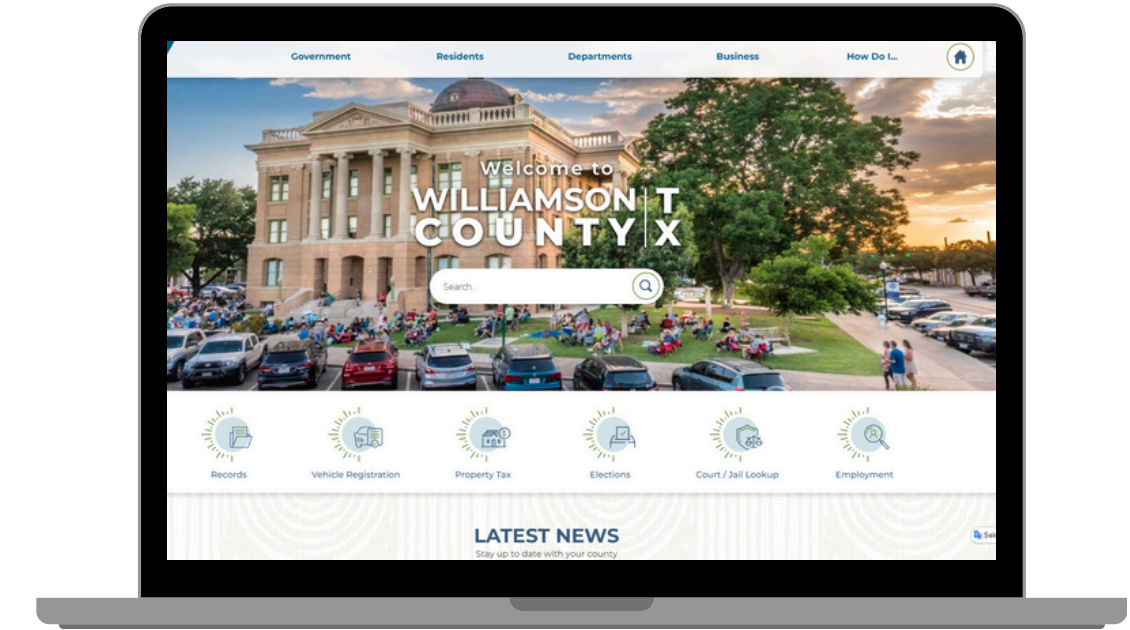


City of Boerne

Thank you!
and Congratulations to...



City of Cleburne



Williamson County



Molly Fox



Alex Hartman



Isaac Vasquez

