



City Website Redesign

Media & Communications and Information Technology

City Council Study Session

May 14, 2024

ITEM 24-0521



1

OVERVIEW

- Cityoftacoma.org is our primary platform for informing & engaging with our community
- Helps promote belief & trust
- Has been in existence since 2013
- We're in the process of redesigning it--anticipated to launch in Spring 2025

2

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OVERVIEW

- Average of 5.5 million page views per year
- Currently 12,600 pages on the site
- But it has come to the end of its shelf life and it's time to retire it

3

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BACKGROUND

- Website assessment conducted (late 2022-mid 2023)
- RFP process & selection (late 2023)
- Tacoma-based company, SiteCrafting selected as vendor
- Project Planning
- Stakeholder Analysis
- Project Kickoff

4

4

PROJECT GOALS

- Improve navigation & enhance findability
- Modernize the design
- Increase accessibility & usability
- Improve transparency & content accuracy
- Enhance resident engagement
- Improve information assurance/security

5

5

NEXT STEPS

- Working with Staff on the Content
Audit/Strategy/Migration
- Community Outreach
- Design
- Implementation
- Anticipated Launch in Spring 2025

6

6

OUTREACH

- Community Focused Events
 - One Tacoma: Shared Vision, Shared Future Workshops
 - June 20-Central Tacoma at Bates Technical College
 - June 27-East Tacoma at Salishan Family Investment Center
- Two focus groups to get feedback on the site (late June 2024)
- 1-1 Usability Testing
- Final Community Outreach and Testing
 - Early 2025 Before Go-Live

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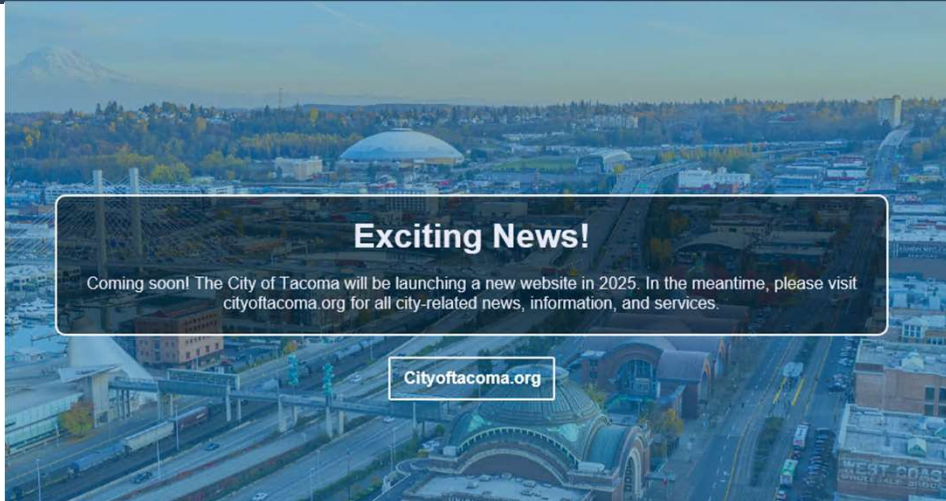
IMPLEMENTATION

- We've secured the Tacoma.gov Domain
 - Improved security on the website
 - More credibility and trustworthy
- Currently conducting an internal assessment to see how we implement it

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TACOMA.GOV



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DESIGN

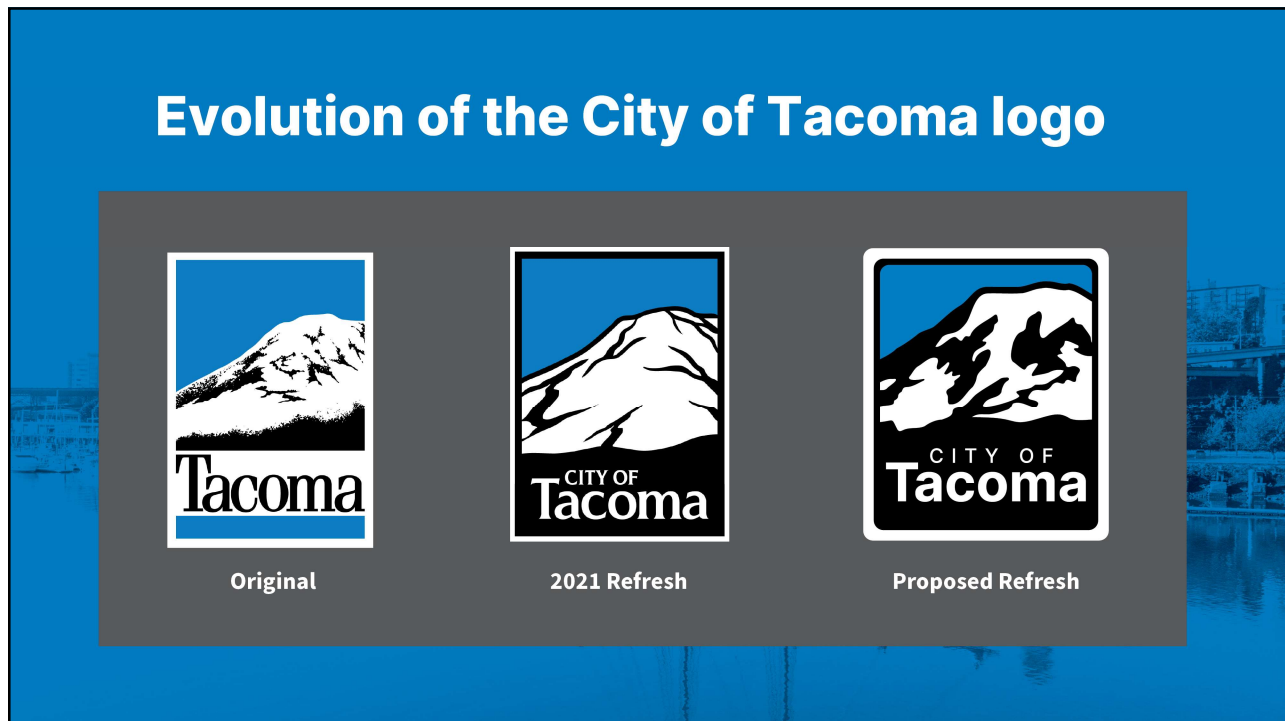
- Mobile-first approach
- More photos and videos to highlight the beauty of Tacoma
- Modernized look & feel
- Refresh of our iconic logo

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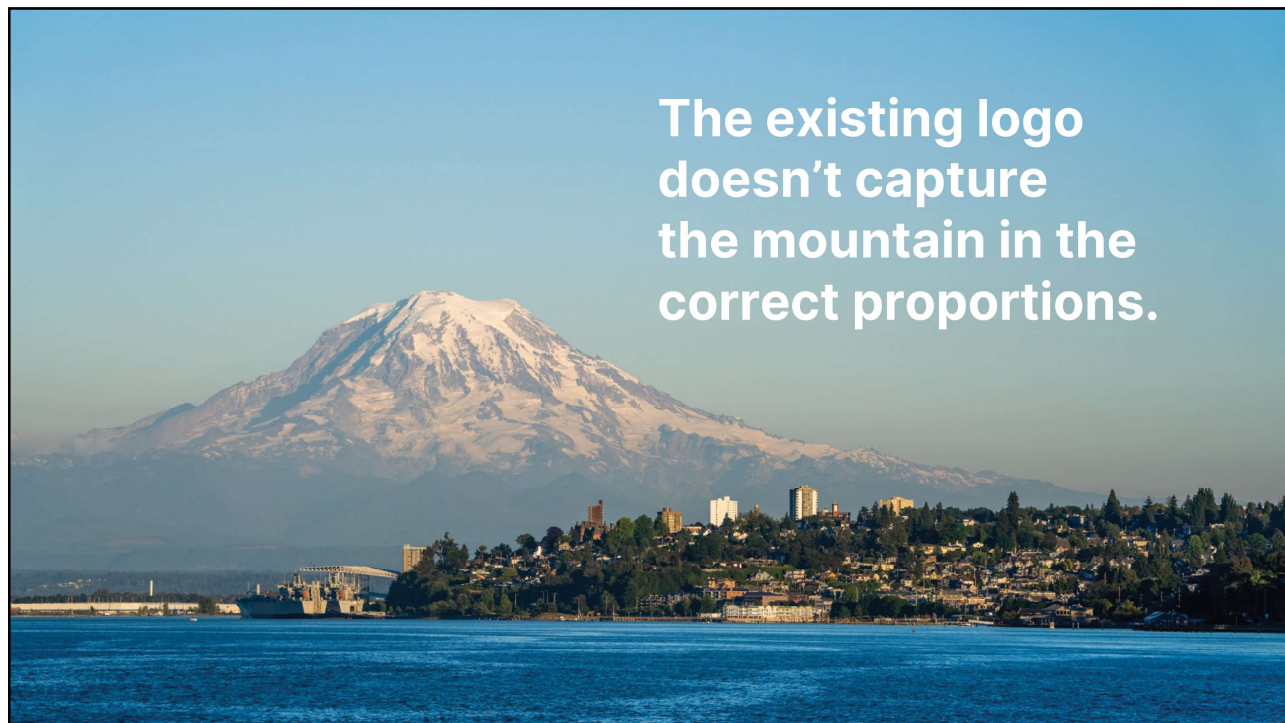
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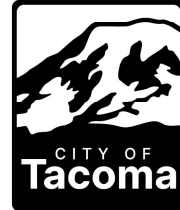


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Logo Variations

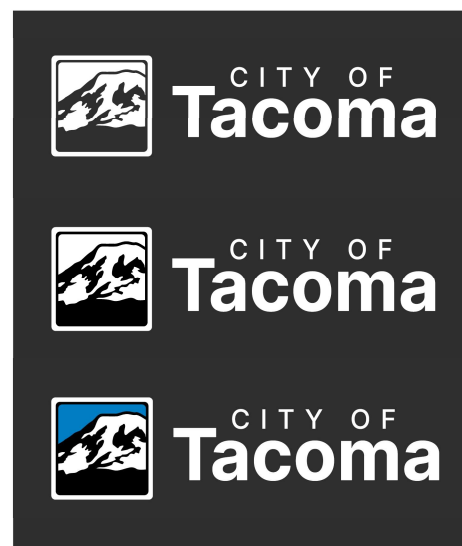


Main City of Tacoma Logo



15

Alternate Logo



16

Typography

New Typeface

Inter


This is a free typeface
so we can ensure
organization wide
adoption

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

17



City of Tacoma Event
This is where a subtitle would go

10/20/24 | 10:00 A.M.



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cityoftacoma.org
747 Market St, Tacoma, WA 98402

X f i @cityoftacoma

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Your Job Title

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CITY OF Tacoma

18



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