



City Website Redesign

Media & Communications and Information Technology

City Council Study Session

December 17, 2024

ITEM 2



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OVERVIEW

- Cityoftacoma.org is our primary platform for informing & engaging with our community
- Critical for belief & trust
- Has been in existence since 2013
- Anticipated to launch in Spring 2025

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PROJECT GOALS

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

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BACKGROUND

- Website assessment conducted (late 2022-mid 2023)
- RFP process & selection-Tacoma-based, SiteCrafting selected as vendor (late 2023)
- Project Planning & Stakeholder Analysis (Spring 2024)
- Usability Testing & Focus Groups (June 2024)
- Community Engagement (June 2024)

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BACKGROUND

- Incorporating community feedback into website layout
- Confirmed and procured plug-ins and software services
- Content audit (Summer 2024)
 - 12,600 web pages
 - 1,594 web pages down to 560
- Content creation/preparation (Sept.-Nov. 2024)
- Transferring of information to new website environment (November-December 2024)

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NEXT STEPS

- Implementation/site development
- Training staff on new platform, guidelines and design
- Updating content and final approval of all pages before go-live
- Final round of usability testing & focus groups (on desktop and mobile) in March 2025
- Anticipated launch in Spring 2025

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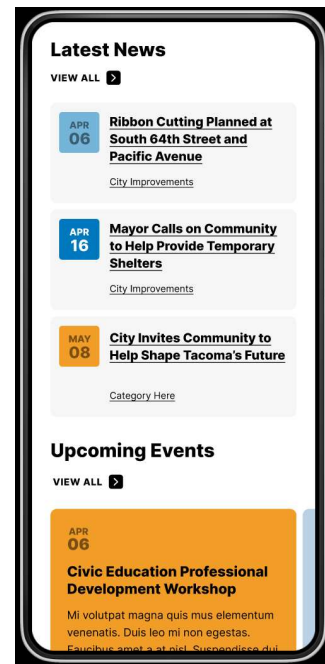
IMPLEMENTATION

- Launching the site as tacoma.gov
 - Improved security on the website
 - More credibility and trustworthy
- Domain change project is a separate project from the website redesign project but is being closely coordinated
- Includes emails and Single Sign-On (SSO) authentications

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DESIGN PROTOTYPES



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DESIGN PROTOTYPES

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City Projects

The Long Range Planning Work Program is developed in concert with the Planning Commission and City Council based on project prioritization, public input, and available resources. The following projects are currently active. Click on the "Learn More" link to read more about the project, available documents, schedule and upcoming meetings, and to find staff contacts.


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