City Website Redesign

Media & Communications and Information Technology

City Council Study Session
December 17, 2024
ITEM 2

1

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

2

PROJECT GOALS

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

3

3

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)

4

4

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)

5

5

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

6

6

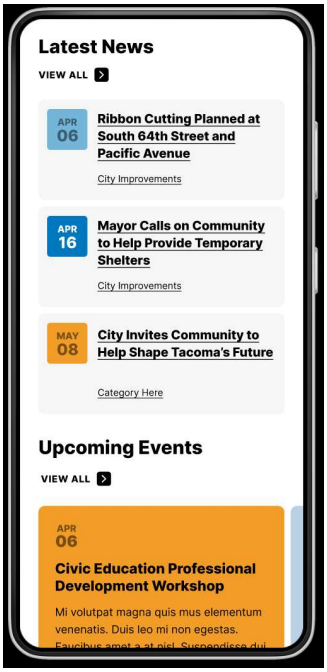
IMPLEMENTATION

- 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

7

7

DESIGN PROTOTYPES



8

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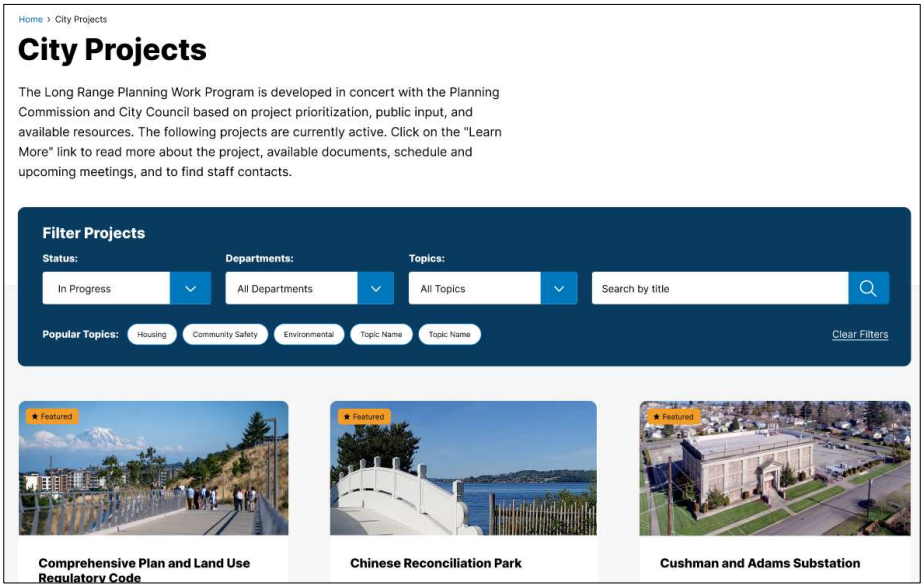

9

SEAL OF THE CITY OF TACOMA 1884

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10