



City Website Redesign Project

Media & Communications and Information Technology

City Council Study Session

June 10, 2025

ITEM 1



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OVERVIEW



- New citywide website launched as tacoma.gov on April 30, 2025
- Migration and site launch was successful
- Email addresses also transitioned to @tacoma.gov

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TACOMA.GOV ANALYTICS



(Data from April 30-June 4, 2025)

- New users: 126,000
- Pageviews: 350,000
- User engagement: 208,000

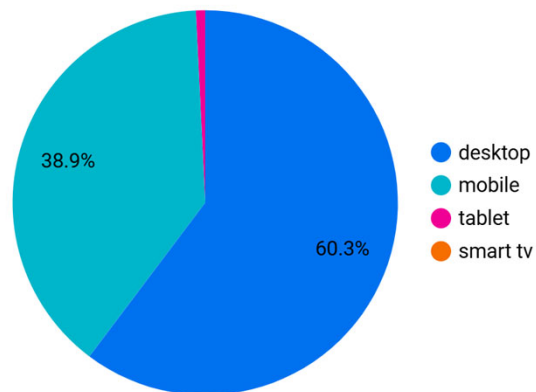
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TACOMA.GOV ANALYTICS




Device Category



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FEATURES OF THE NEW SITE

- **Enhanced User Experience:** Streamlined navigation and a more intuitive, modern interface.
- **Mobile Optimization:** Fully responsive design for easy access on smartphones and tablets.
- **Updated Content:** More relevant, timely information on City services, programs, projects, initiatives, and events.
- **Accessibility Improvements:** Compliance with Web Content Accessibility Guidelines and Americans with Disabilities Act (ADA) standards.

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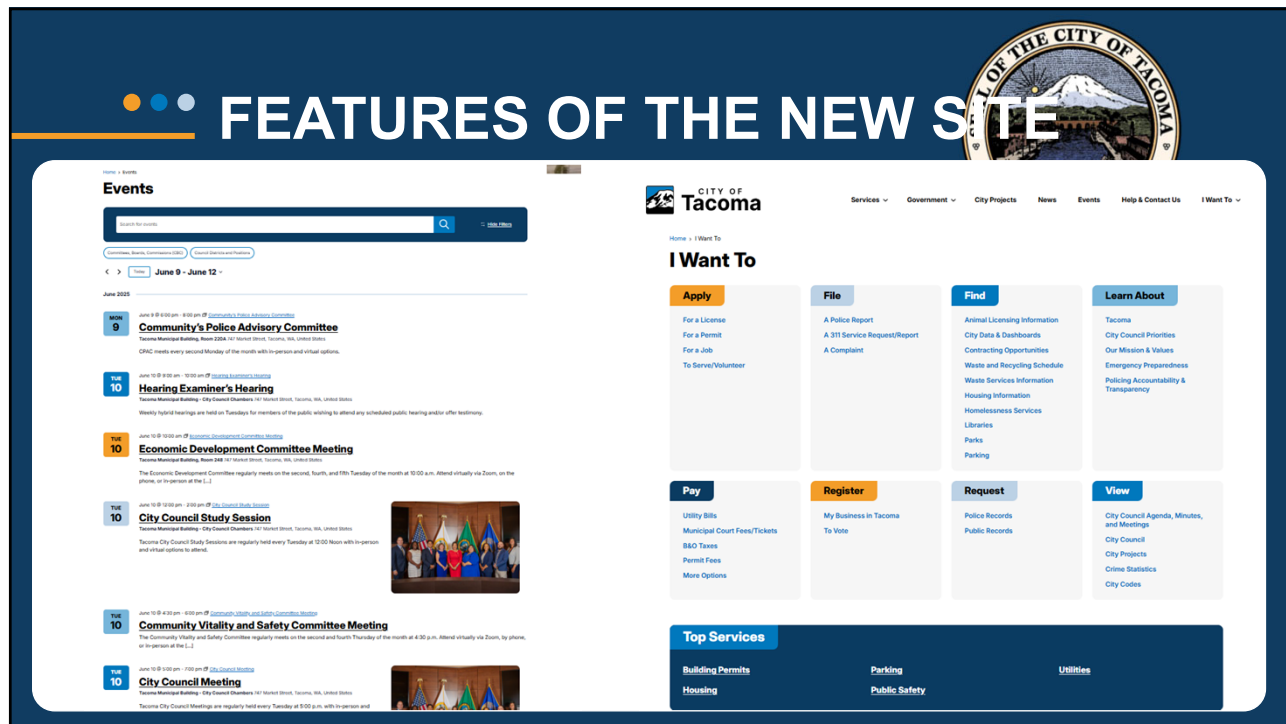


FEATURES OF THE NEW SITE

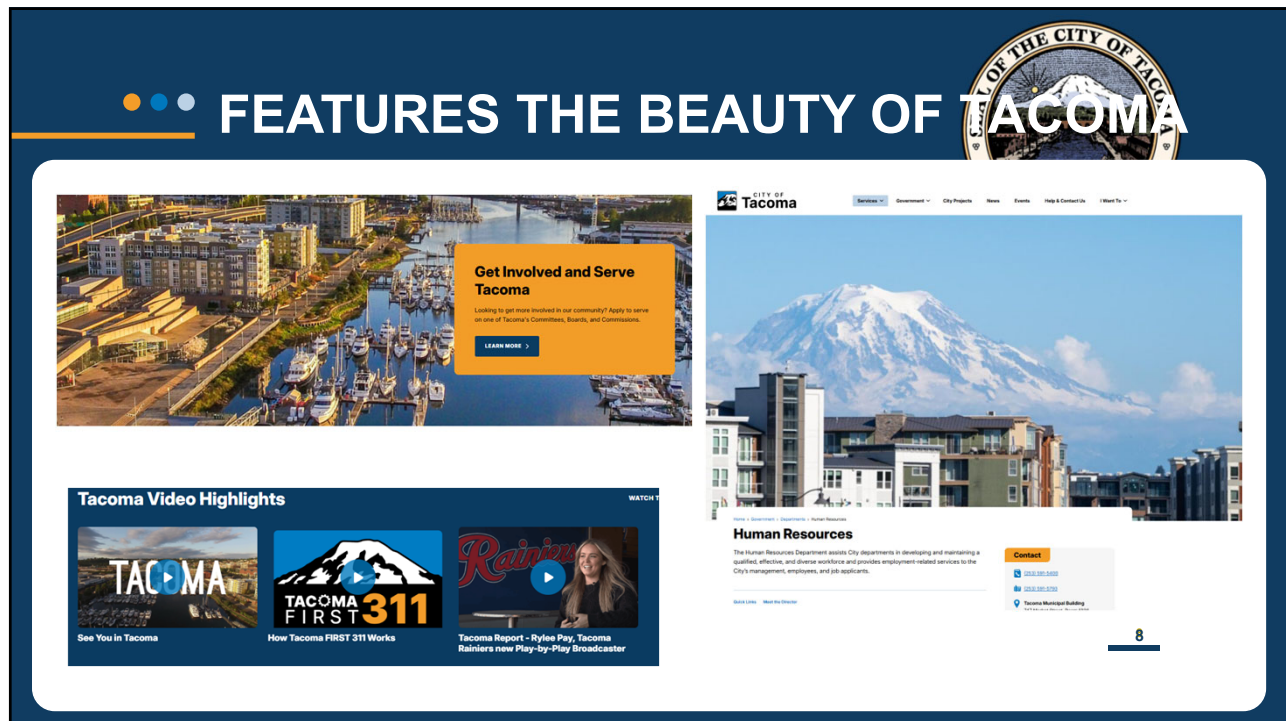
- **Enhanced Security** – Transitioning to the .gov domain helps mitigate cybersecurity threats.
- **New Translation Service Tool** – Upgraded to a more robust, paid version of G Translate
- **Better Search Functionality** – Customized search tool built into tacoma.gov
- **Improved Branding** – New look and feel and tacoma.gov URL is shorter and easier to remember

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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



- Tacoma-based SiteCrafting selected as vendor with contract up to \$440,000
- Content audit, preparation, and migration
- Training & communications
- Usability tests & focus groups
- 4,872 staff hours logged on the project

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