NEXT STEPS

The city will use the research findings and recommendations to make iterative improvements to the current website and measure progress. Research indicated that the city website can most benefit from:

1) improvements to the way the city organizes and categorizes web content, so information is easier and more intuitive to find;

2) improvements to city website search effectiveness and functionality; and

3) improvements to content management so information is more consistent, up-to-date and user-focused.

Improvements to the current city website are already underway and will be pursued in 2019 as these changes will benefit the city now and into the future.

The work completed in 2018 includes a blueprint for a new city website, a more versatile organization of information, based on user research, testing and input from internal and external customers. This blueprint, and other larger-scale website improvement recommendations, will be implemented in 2019 through a website redesign process. The city plans to issue a request for proposals (RFP) for a website redesign in early summer 2019 after conducting a requirements gathering and market research process. The requirements gathering will focus on the following areas: information architecture and design; web content authoring; e-services; content governance; ongoing user testing; and development support. The city plans to issue a brief request for information to help assess current, leading-edge solutions, or the "art of the possible," in several of these focus areas to shape the 2019 RFP.

Redesigning a website is a multi-year process, and work in 2019 will lay the groundwork for the launch of a new city website in 2021, which will be followed by extensive testing and user feedback. The website will be reframed as a component of a lifecycle that can be managed iteratively in a more sustainable way into the future based on ongoing user input and evolving organizational needs.