CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Policy Session Worksheet

Presentation Date: 4/9/19 **Approx. Start Time:** 3:00 pm **Approx. Length:** 30 minutes

Presentation Title: County Website Content Redesign 2019 Reveal

Department: Public & Government Affairs

Presenters: Jessie Kirk, Web Content Editor, Public & Government Affairs

Other Invitees: Dave Cummings, Chief Information Officer/Director Technology Services
Dave Devore, Chief Technology Officer/Assistant Director of Technology Services.

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

Informational session to update the Board prior to the public unveiling of a newly-designed county website later this month. The objective is to make the County's website more user friendly and focused on the services the county provides to our residents and the public.

EXECUTIVE SUMMARY:

For the past 14 months, Public & Government Affairs has worked cooperatively with Technology Services to develop an improved website that will be easier to use by the community. Great strides forward on this project began two years ago when PGA took over leadership of the county's web content strategy and hired a web content editor to create a vision for county-wide best practices in web writing and design.

Approximately 50 percent of the county's web traffic is coming from people using phones or mobile devices. The new design will accommodate that growing trend while also providing ease of navigation and greater functionality for county departments to reach new audiences. . Significant changes include:

- Greater accessibility through automatic translation into key languages and a greater commitment to ADA standards;
- Developing an intuitive main menu so users can find services even if they don't know the department that provides it;
- Creating how-to pages that visually simplify complicated processes and
- Building service-driven landing pages dedicated to key audiences.

FINANCIAL IMPLICATIONS (current year and ongoing):

PGA hired Brewhouse PDX, an award-winning firm, who has designed and developed the website to our specifications.

PGA and Technology Services staff have spent hundreds of hours reviewing, migration and optimizing content.

Is this item in your current budget? ☒ YES ☐ NO

STRATEGIC PLAN ALIGNMENT:

- How does this item align with your Department's Strategic Business Plan goals?
  - Build public trust through good government

- How does this item align with the County's Performance Clackamas goals?
  - Build Public Trust through Good Governance

LEGAL/POLICY REQUIREMENTS: N/A

PUBLIC/GOVERNMENTAL PARTICIPATION:

PGA conducted a survey of almost 800 website users including community members and staff; held eight focus groups with department stakeholders; reviewed analytical data from our current website users and conducted a competitive analysis of other county websites to determine best practices and gather insight on improvements to user experience.

RECOMMENDATION::

Informational only. No action needed.

ATTACHMENTS:

PowerPoint Presentation – Website Redesign 2019

SUBMITTED BY:

Division Director/Head Approval _____
Department Director/Head Approval s/Tim Heider
County Administrator Approval _____

For information on this issue or copies of attachments, please contact Jessie Kirk @ 503-742-5916

Website REDESIGN 2019

CLACKAMAS COUNTY

search

CLACKAMAS COUNTY

FEATURED | RESIDENTS | BUSINESS | RECR

Winter Driving Guide

Restaurant Inspections
How does your favorite restaurant measure up?

Burger and fries

Urban & Rural Reserves
Protecting rural and natural areas while providing for a healthy economy and livable communities.

Leaves of grass

Liquefied Natural Gas
Questions and concerns about liquefied natural gas (LNG) pipelines proposed for the county? Check out this site.

LNG

Tree Tas
Address
to trees
areas of

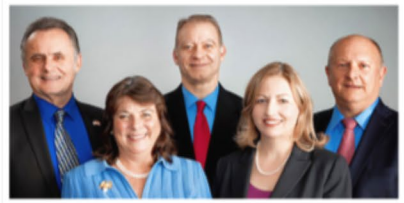
Online P
Pay Your
Online.

Public R
Request
receive
records
Clackam

Not finding what you're looking for? L

Home | Departments | Services | Government

Search in webpages | Search



Your Clackamas County Commissioners

1/29 11:30 am	Mt. Hood Express – Operations Update
1/29 1:30 pm	OIR Report Follow Up
1/29 2:30 pm	Update on Amendment of the Ambulance Service Contract

News

In the news

1/29 Brightwood Loop Road daytime lane closures Jan. 31 for bridge repairs

1/25 Clackamas County proposes a local vehicle registration fee to raise funds for roads; public invited to comment at hearings Feb. 7, 21

1/24 New openings on ABCs: Development Agency Budget

Events

Events

1/10 1:00 pm	Living Well with Diabetes
1/16 10:00 am	Living Well with Chronic Conditions
1/30 1:00 pm	Food Waste Stops with Me Workshop

Warming Center Information

Warming Centers

When the weather dips below freezing, locations in the county stay open to provide shelter from the elements.

Court rules Happy Valley improperly withdrew from Parks District

Court rules Happy Valley improperly withdrew from Parks District

Judge Henry Breithaupt ruled that the City used the incorrect state statute to withdraw from the District.

Measles Exposure in region

Public Health Division

If you have questions about potential exposure, contact the Clark County Public Health Division.

County Administrator named

Clackamas County Commissioners appoint Gary Schmidt as new County Administrator

Clackamas County Commissioners Thursday appointed Gary Schmidt as County Administrator following a nationwide search. Schmidt will replace Donald Krupp who is retiring at the end of the month.

Homelessness Task Force

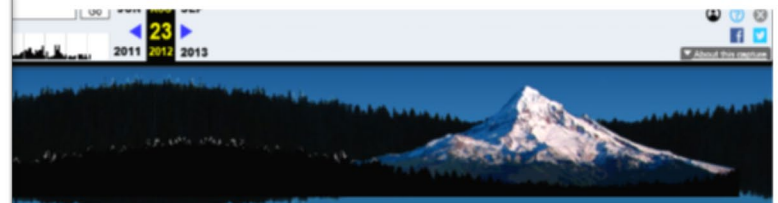
Housing Affordability and Homelessness Task Force

Seeking solutions to make housing affordable.

2019 Legislative Agenda

Legislative Agendas

Each year, the Board of County Commissioners approves state and federal legislative agendas that outline the county's policy and funding priorities for the Oregon State Legislature and the U.S. Congress.



Contact Us

Small Grant Program
. 15. Read the program description and application

Search Clackamas County
Calendar
Residents
Local Government
Doing Business
Explore Clackamas County
Forms & Permits
Health & Social Services
Property Information
Public Safety
Mobile Apps

's contribution to TriMet's Portland-Milwaukie Light Rail project to $19.9 million from $25 million and approved the sale of

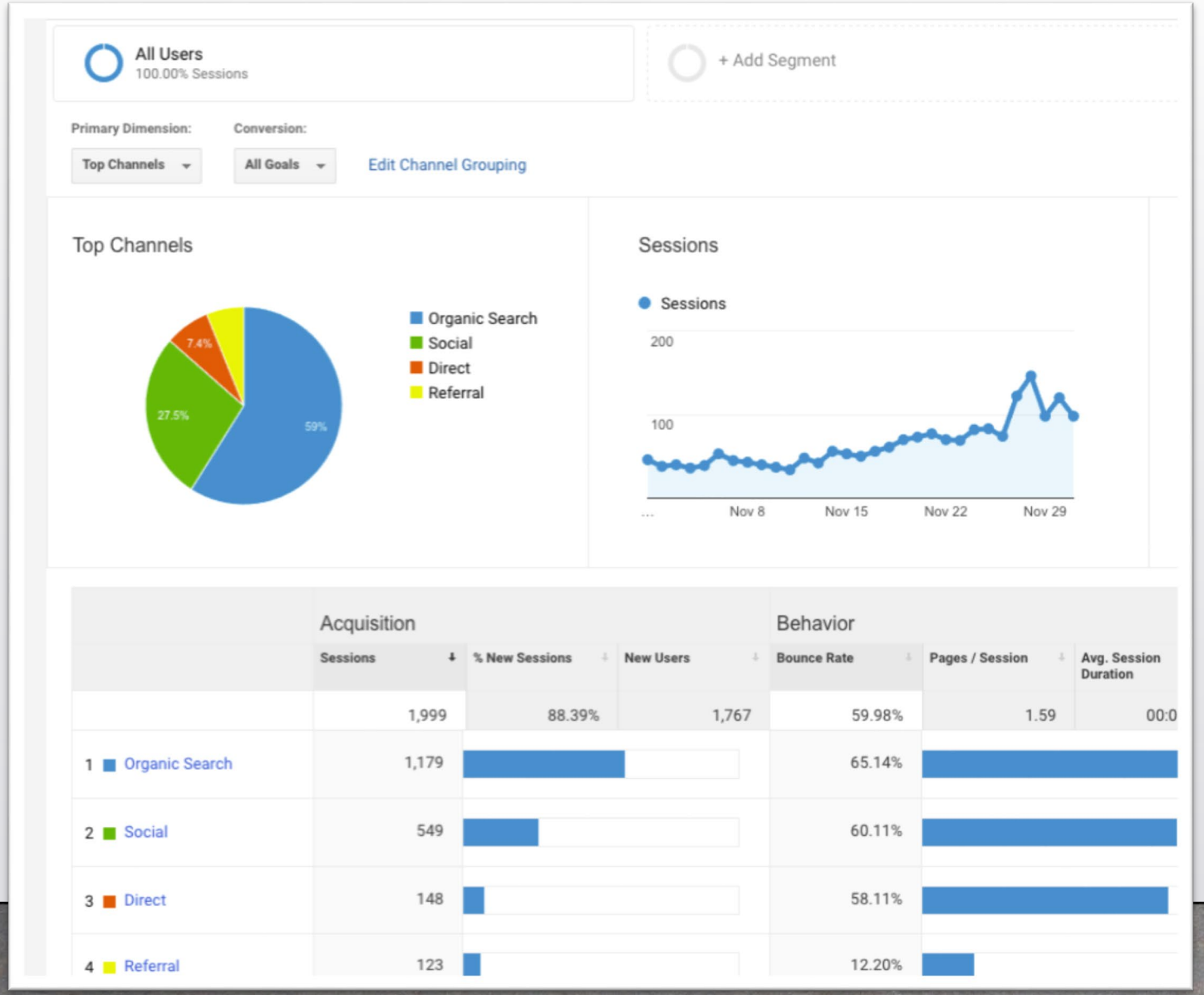
0 in small grants.

Council (OTIC) by Gov. John Kitzhaber, his office reported.

C). Representation is needed from the Clackamas/Happy Valley/Damascus area; however, anyone interested is encouraged to

day, Aug. 25, at Clackamas Town Center. Activities and exhibits will be open from 10 am to 3 pm both inside and outside the

aster | Privacy statement | Site Map



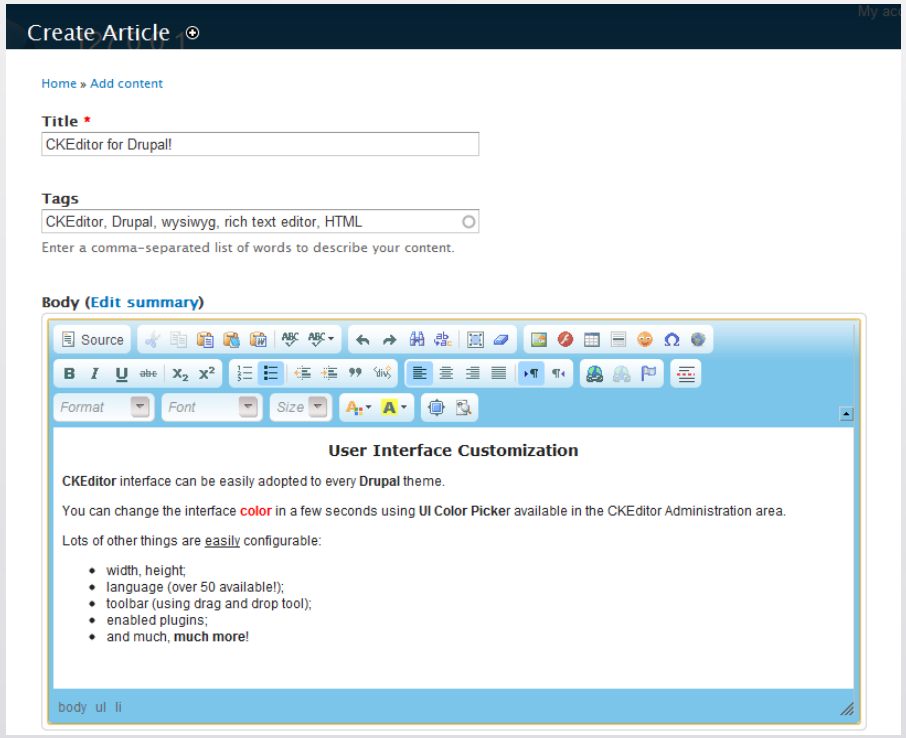
Research

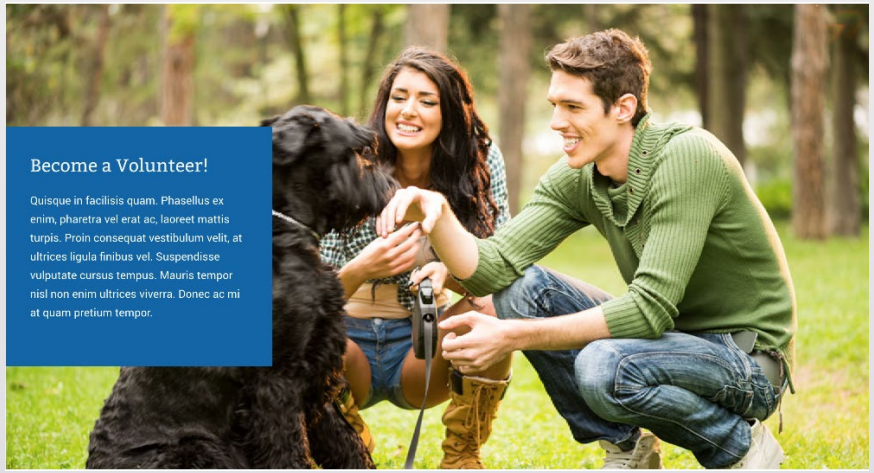
- Survey
- Analytics
- Focus groups

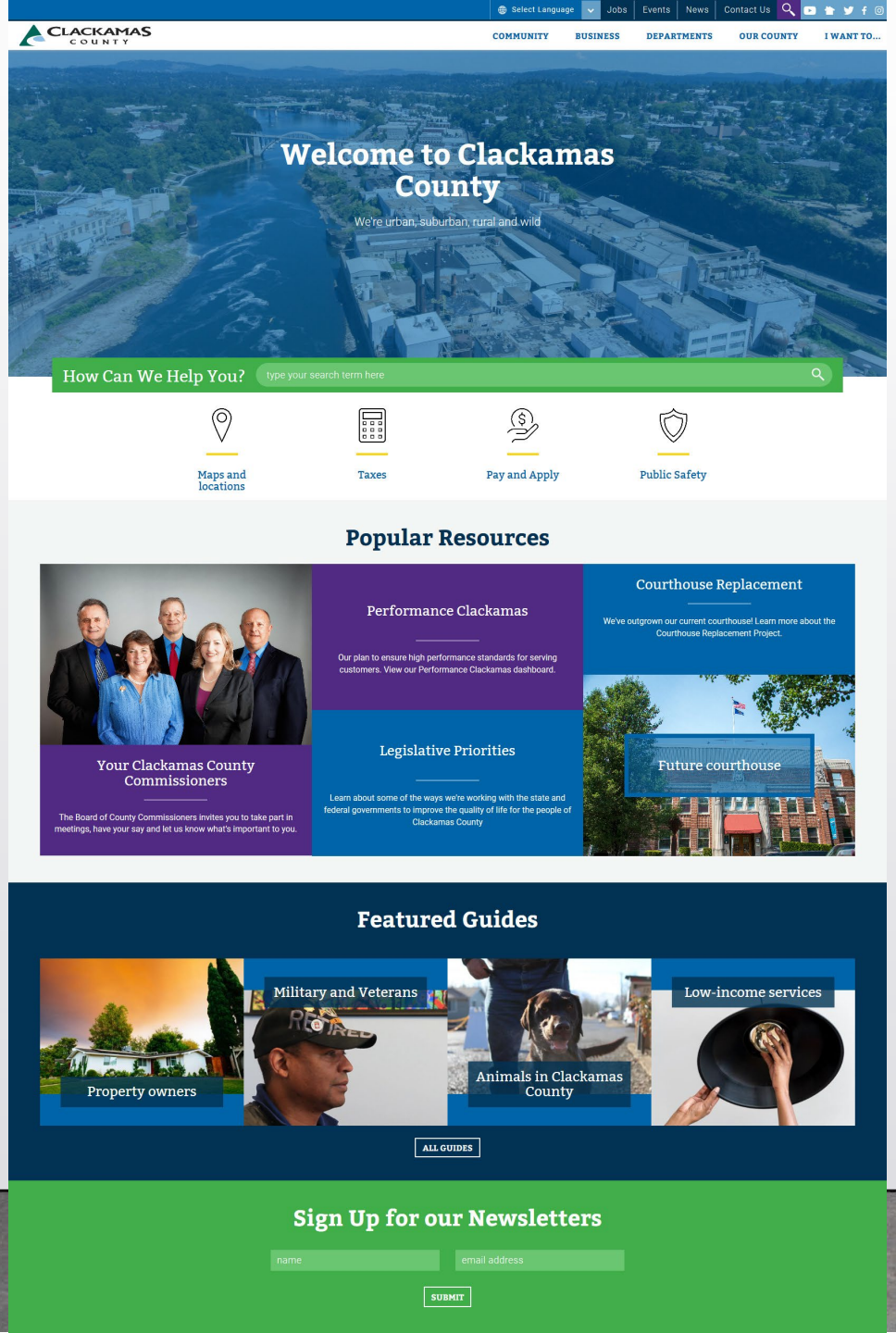
GOALS: User-first

- Focus on services
- Easy to use for Clackamas County residents
- Mobile friendly

Drupal is dynamic

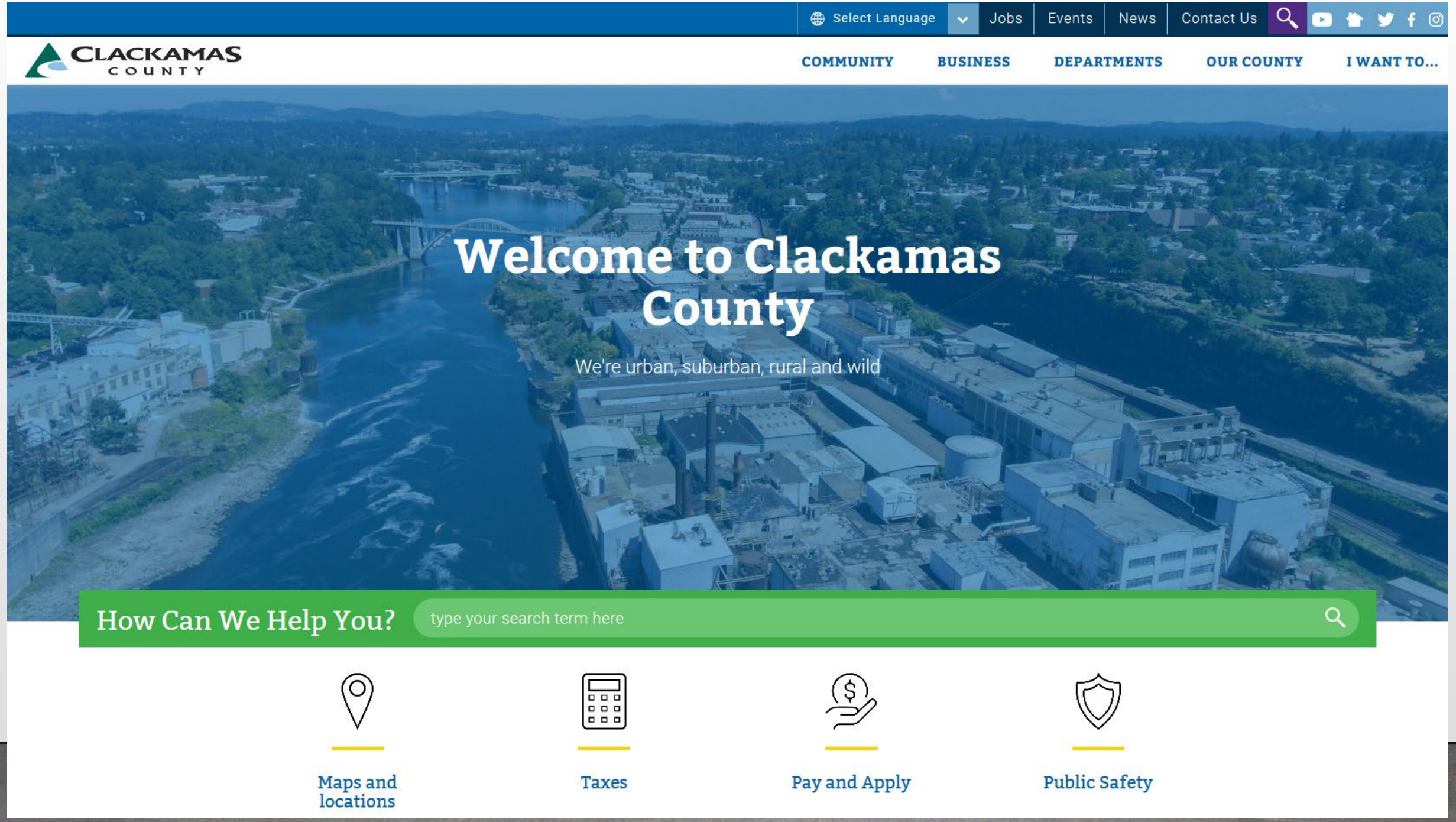






Design

- Clean, modular
- Consistent branding
- More video and photos


Select Language
Jobs
Events
News
Contact Us
CLACKAMAS COUNTY
COMMUNITY
BUSINESS
DEPARTMENTS
OUR COUNTY
I WANT TO...
Welcome to Clackamas County
We're urban, suburban, rural and wild
How Can We Help You?
type your search term here
Maps and locations
Taxes
Pay and Apply
Public Safety

New ways to present information

[News/blog]

[How to page]

[Resources pages]

News

This is the Title of a Feature Story

Upcoming Events

EVENT CATEGORY
OCT. 26 — 9:30am - 10:30am — Living Well with Chronic Illness

EVENT CATEGORY
OCT. 28 — 5:00pm - 7:00pm — 12-Week Citizenship (ESL) Class (18+ Years)

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MORE EVENTS

Search News — type your search term here

Filter: By Date | By Department

NEWS ITEM CATEGORY — OCT. 26
Praesent ac erat ut Metus Euismod Tempus
Culpa qui officia deserunt mollit anim id est laborum.

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Tap for sound

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3.5 ★★★★☆
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Latest Tweets

Tweets | Tweets & replies | Media | Likes

Clackamas County, OR @clackam.. · 1h
South End Road will be closed from S 2nd St. to Barker Ave. at night, Oct. 21-22, 8 p.m. to 6 a.m., for pavement repairs in the @orcity area. #pdxtraffic @ClackCoSheriff @PDXTrafficNow bit.ly/roadClosures

How to

Select Language Job

CLACKAMAS COUNTY

COMMUNITY BUSINESS

HOW TO APPLY FOR A PASSPORT

How to Apply for a Passport

Lorem ipsum dolor sit amet, per quot labore ut, te alia omnesque mel, utinam sanctus at vis. Eos ex quem prompta temporibus. An sit probo clita fabellas. Vix cu quem possit interesset.

The U.S. State Department has designated Clackamas County Records Management as place that can accept your passport application. (The passport itself is not issued from here). If you would like to apply for a passport at our facility, please follow the steps outlined below. Records Management is located at located at 1810 Red Soils Ct. Suite 120 Oregon City, OR 97045.

We are open Monday through Thursday from 9 a.m. to 3 p.m., and Fridays from 9 a.m. to 2 p.m.

For more information, please contact Records Management at 503-655-8323 or recordsmanagement@clackamas.us.

FIRST-TIME APPLICANTS AGES 16 AND OVER | APPLICANTS AGE 15 AND YOUNGER

1 Get your photo taken

You'll need photos of your face taken within the last six months for your passport. You can bring in two identical copies as long as they meet the guidelines, or take advantage of the photo services available at the Records Management office for $15.

2 Apply in person

Apply in person at the Records Management office. Each applicant must present:

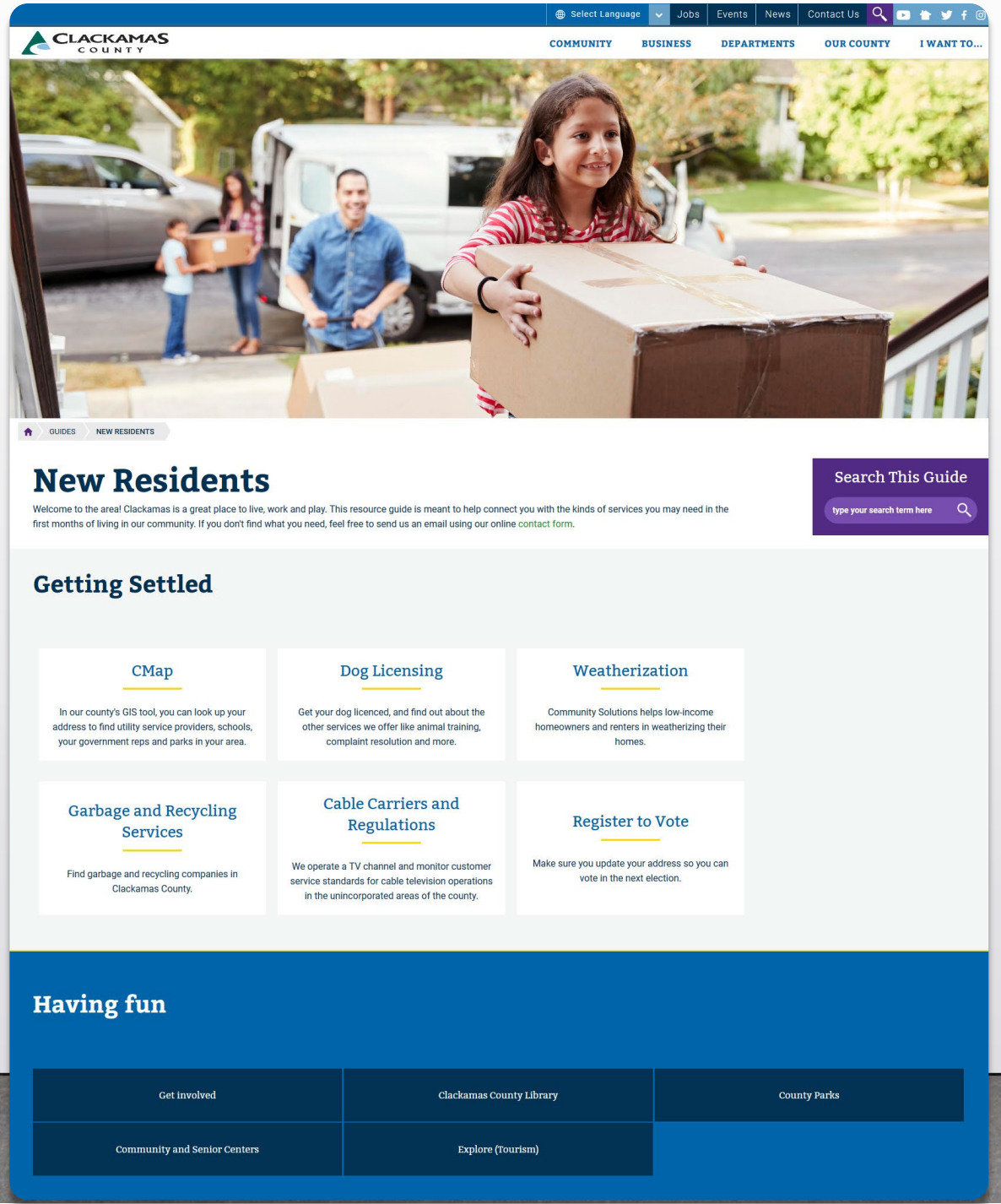
- Proof of U.S. citizenship (state-issued birth certificate or certificate of naturalization)
- Proof of identity. May be asked to provide two pieces of photo ID.
- Two passport photographs (passport photo services available onsite)
- Children under 18 years old must have parental consent.

3 Get your passport in the mail

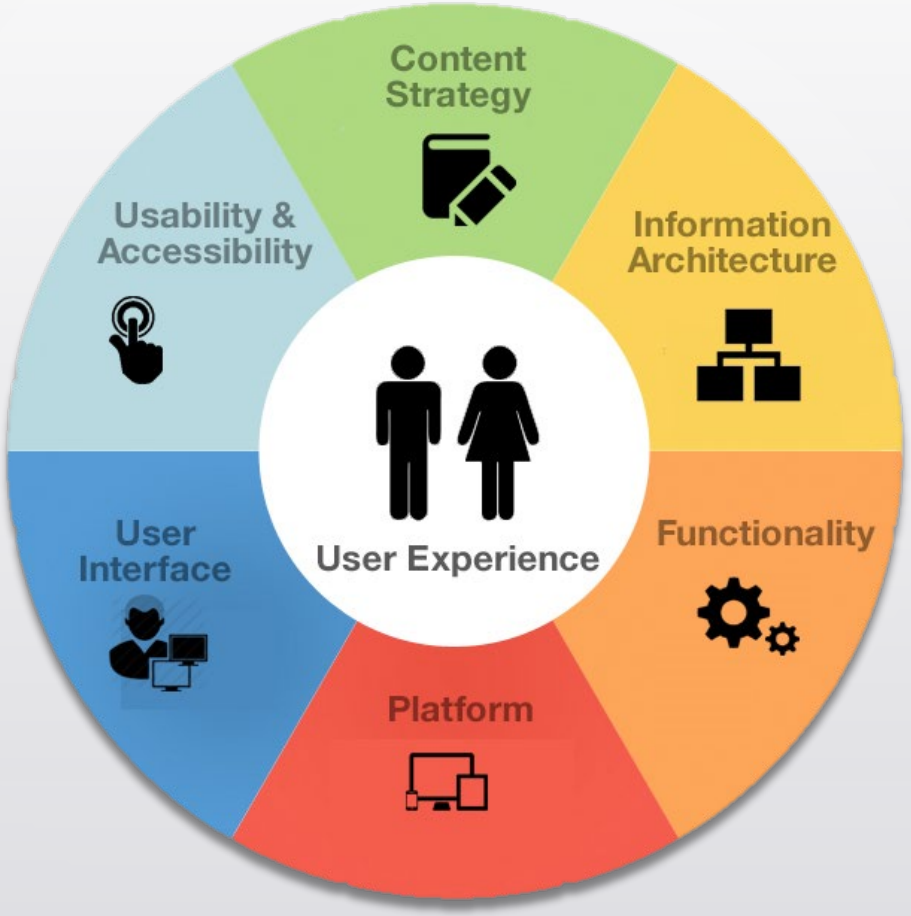
The amount of time it takes to receive a passport in the mail will vary depending on your needs.

- **Routine service:** Up to 6 weeks from application submittal until passport received.
- **Expedited service:** Up to 3 weeks from application submittal until passport received.
- **Expedited service with overnight delivery:** Up to 3 weeks from application submittal until passport received. Customer pays overnight postage fees. Customer must also provide proof of travel (itinerary or tickets, for example).

Resource guides



Content strategy



February, March 2018 — Internal and external research

April, May 2018 — RFQ, hired vendor

June 2018 — Completed content transition into Drupal

July 2018 — Vendor interviews with departments

December 2018 — Design complete

March 2018 — Department approvals

Spring 2019 — Launch new website

Questions?

Jessie Kirk

jkirk@Clackamas.us

503-742-5916