

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

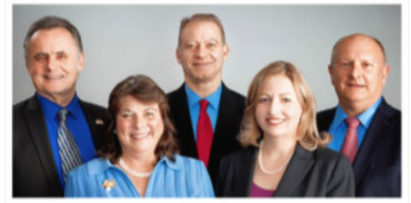




Winter Driving Guide

- [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](#)

Not finding what you're looking for? [L](#)



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](#)

Warming Center Information



Warming Centers

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

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.

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](#)

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.

Homelessness Task Force



Housing Affordability and Homelessness Task Force

Seeking solutions to make housing affordable.

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](#)

Measles Exposure in region



Public Health Division

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

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.

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](#)

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

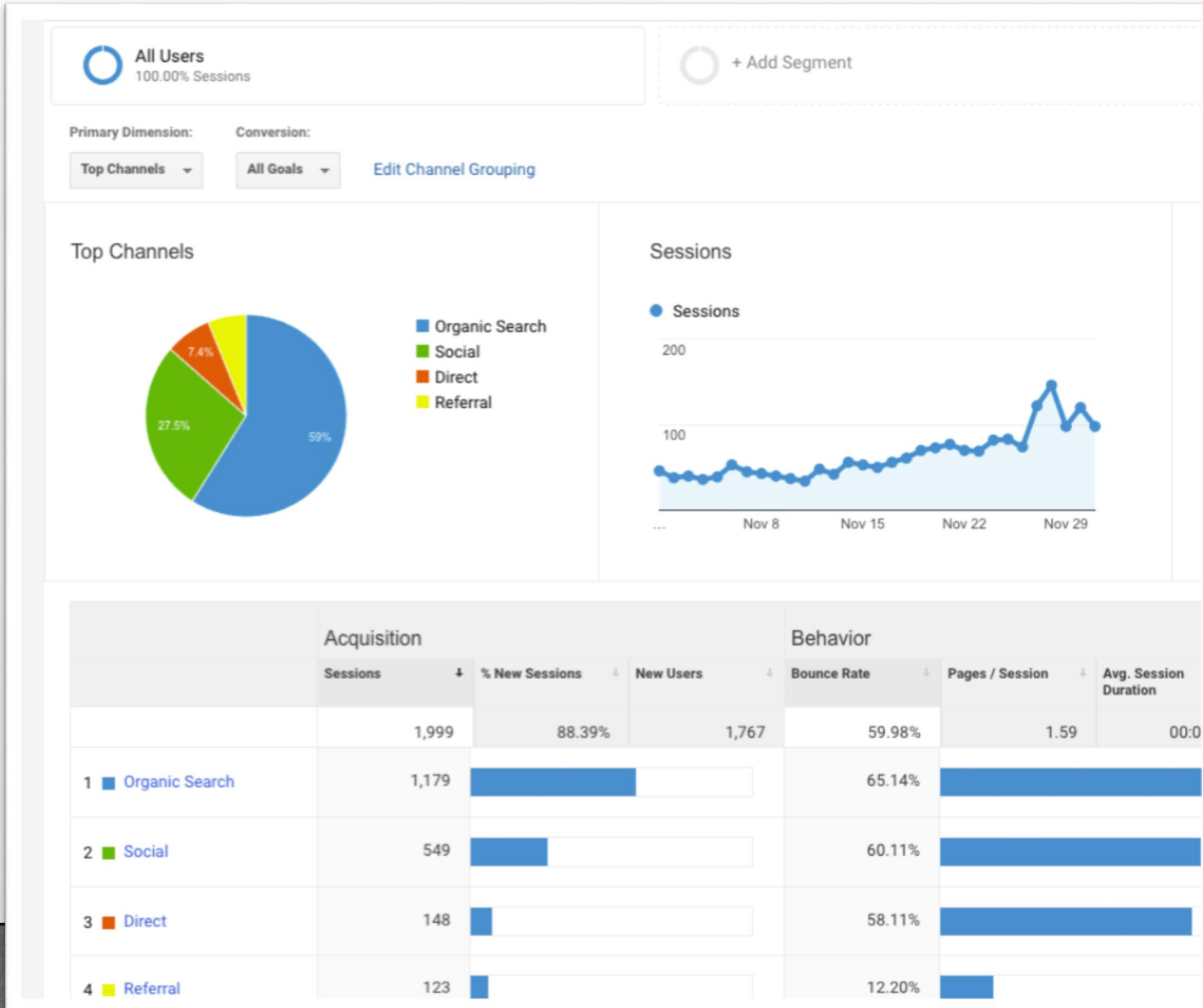
0 in small grants.

dl.

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

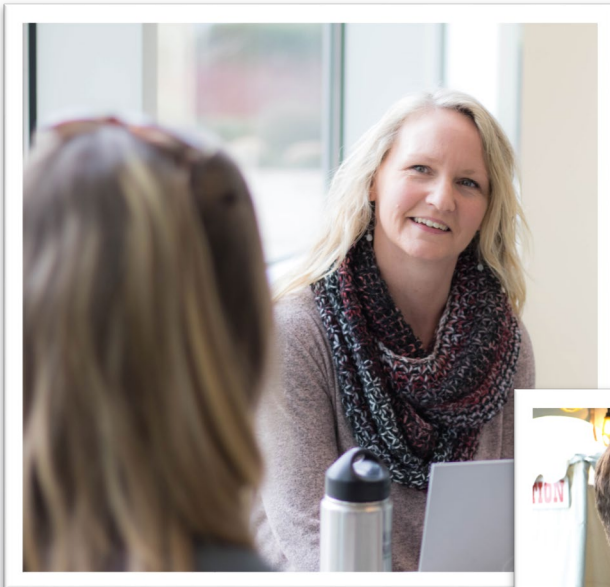
IC). Representation is needed from the Clackamas/Happy Valley/Damascus area; however, anyone interested is encouraged to

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



Research

- Survey
- Analytics
- Focus groups



GOALS: User-first

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

Drupal is dynamic

My account

Create Article

Home » Add content

Title *

Tags

Enter a comma-separated list of words to describe your content.

Body (Edit summary)

Source

Format Font Size

User Interface Customization

CKEditor interface can be easily adopted to every Drupal theme.

You can change the interface color in a few seconds using UI Color Picker available in the CKEditor Administration area.

Lots of other things are asily configurable:

- width, height;
- language (over 50 available!);
- toolbar (using drag and drop tool);
- enabled plugins;
- and much, **much more!**

body ul li

Related News

DOG SERVICES

JUN 04 Public invited to tour Clackamas County Dog Services at June 14 open house >

DOG SERVICES

NOV 16 Free microchipping, rabies vaccinations for Clackamas County-licensed dogs 4th Saturdays; next clinic is Nov. 25 >

DOG SERVICES


APR 17 Free microchipping, rabies vaccinations for Clackamas County-licensed dogs offered April 22 >

Upcoming Adoption Event

EVENT CATEGORY

OCT. 26 9:30am - 10:30am

Adopt a Dog Event >



Become a Volunteer!

Quisque in facilisis quam. Phasellus ex enim, pharetra vel erat ac, laoreet mattis turpis. Proin consequat vestibulum velit, at ultrices ligula finibus vel. Suspendisse vulputate cursus tempus. Mauris tempor nisl non enim ultrices viverra. Donec ac mi at quam pretium tempor.



How Can We Help You? type your search term here



Maps and locations



Taxes



Pay and Apply



Public Safety

Popular Resources



Your Clackamas County Commissioners

The Board of County Commissioners invites you to take part in meetings, have your say and let us know what's important to you.

Performance Clackamas

Our plan to ensure high performance standards for serving customers. View our Performance Clackamas dashboard.

Courthouse Replacement

We've outgrown our current courthouse! Learn more about the Courthouse Replacement Project.

Legislative Priorities

Learn about some of the ways we're working with the state and federal governments to improve the quality of life for the people of Clackamas County

Future courthouse

Featured Guides



Property owners



Military and Veterans



Animals in Clackamas County



Low-income services

ALL GUIDES

Sign Up for our Newsletters

name

email address

SUBMIT

Design

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



Welcome to Clackamas County

We're urban, suburban, rural and wild

How Can We Help You?



Maps and locations



Taxes



Pay and Apply



Public Safety

New ways to present information



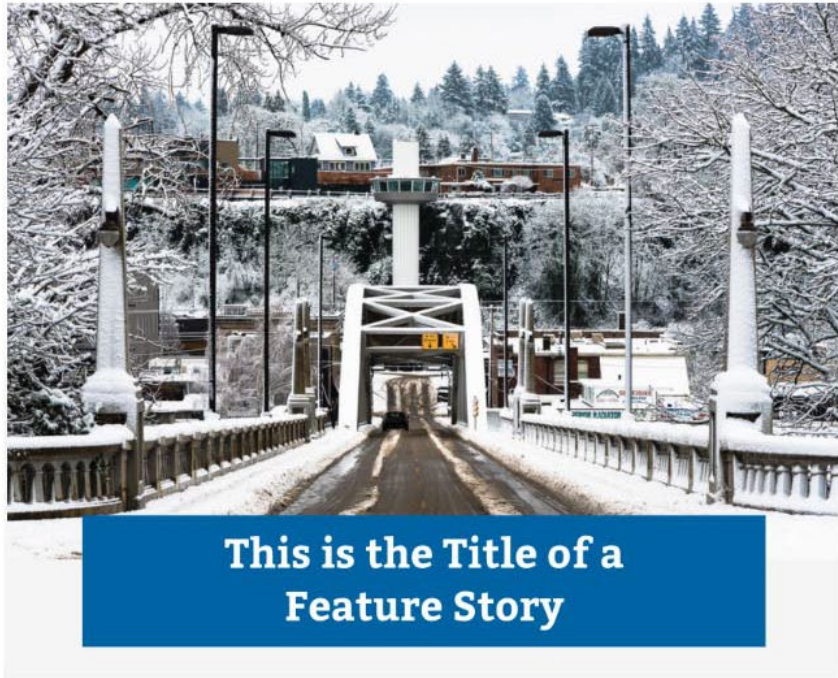
[News/blog](#)



[How to page](#)



[Resources pages](#)



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

Filter

NEWS ITEM CATEGORY

OCT. 26

Praesent ac erat ut Metus Euismod Tempus

Culpa qui officia deserunt mollit anim id est laborum.

NEWS ITEM CATEGORY

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OCT. 26

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OCT. 26

Facebook

Clackamas County, Oregon
@ClackamasCounty

Sign Up Send Message

Like Follow Share Save

County • Oregon City, Oregon
3.5 ★★★★★

Home About Photos Videos Review

Latest Tweets

Tweets Tweets & replies Media Likes

Clackamas County, OR @Clackam... In South End Road will be closed from S 2nd St. to Barker Ave. at night, Oct. 21-22, 8 p.m. to 8 a.m., for pavement repairs in the @orcilly area. #pdxtraffic @ClackCoSheriff @POXTrafficNow #IfYouDntClose

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).

How to

Resource guides

CLACKAMAS COUNTY

COMMUNITY BUSINESS DEPARTMENTS OUR COUNTY I WANT TO...

Select Language Jobs Events News Contact Us

GUIDES NEW RESIDENTS

New Residents

Welcome to the area! Clackamas is a great place to live, work and play. This resource guide is meant to help connect you with the kinds of services you may need in the first months of living in our community. If you don't find what you need, feel free to send us an email using our online [contact form](#).

Search This Guide

type your search term here

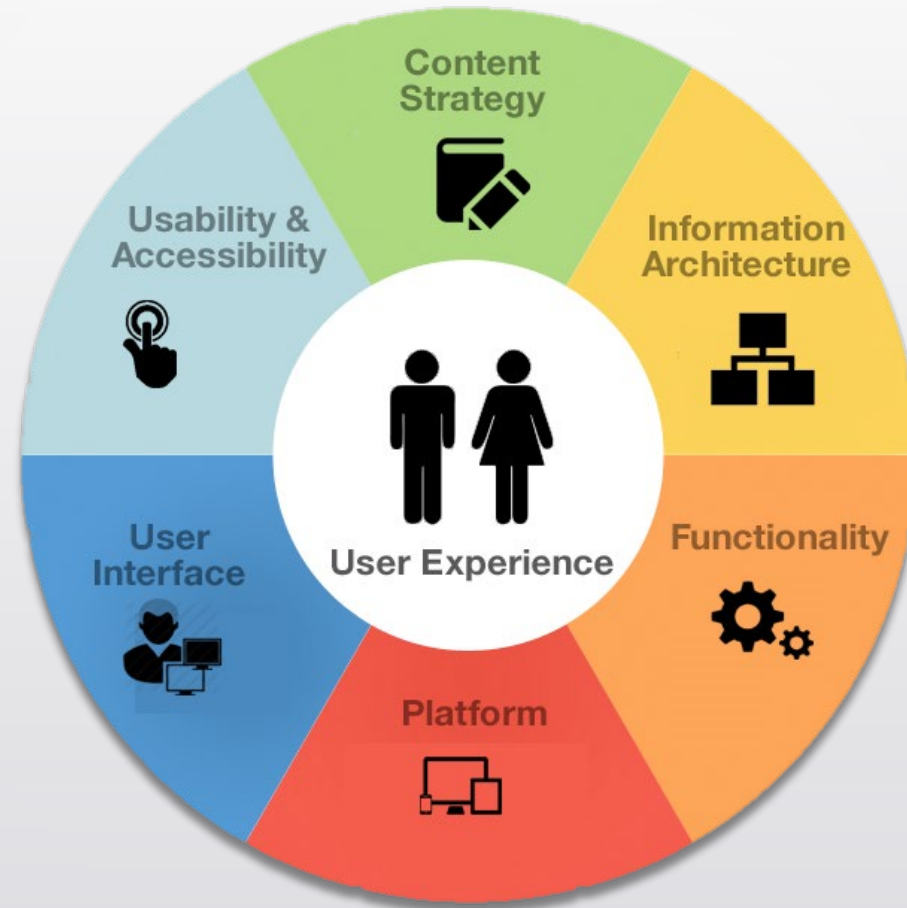
Getting Settled

- CMap**
In our county's GIS tool, you can look up your address to find utility service providers, schools, your government reps and parks in your area.
- Dog Licensing**
Get your dog licenced, and find out about the other services we offer like animal training, complaint resolution and more.
- Weatherization**
Community Solutions helps low-income homeowners and renters in weatherizing their homes.
- Garbage and Recycling Services**
Find garbage and recycling companies in Clackamas County.
- Cable Carriers and Regulations**
We operate a TV channel and monitor customer service standards for cable television operations in the unincorporated areas of the county.
- Register to Vote**
Make sure you update your address so you can vote in the next election.

Having fun

- Get involved
- Clackamas County Library
- County Parks
- Community and Senior Centers
- Explore (Tourism)

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