RESOLUTION NO <u>20071101-037</u>

WHEREAS, the City of Austin's mission is to make Austin the most livable virtual city in the country, and,

WHEREAS, the City of Austin Web site (<u>www cityofaustin org</u>) is considered the "face of Austin" for many people and is a primary communication tool for Austin city government to reach the public and for public interaction with the City, and,

WHEREAS, the City of Austin was an early pioneer on the Web, implementing one of the nation's first municipal Web sites in 1995, and,

WHEREAS, the site is an official City of Austin publication that offers more than 40,000 Web pages and 80,000 files with more than 4 5 million views a month, and,

WHEREAS, the City Web site has not seen significant upgrades or redesigns since 2002, and,

WHEREAS, content management system technology has improved and offers viable solutions for enterprise level Web sites, and,

WHEREAS, the City of Austin is considered a leader in technology attracting and sustaining a strong technological community, and,

WHEREAS, the delivery of information via the current Web technology has become cumbersome and is limited in its ability to efficiently and effectively publish Web content for the Web, **NOW, THEREFORE,**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN

That the City Council directs the City Manager to begin the implementation of Open Government Online, a citywide Web redesign project, including but not limited to the following initiatives
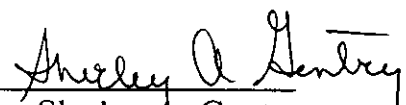
1   Enlisting Austin residents as active participants in the Web redesign process

a)   Launch an online and paper survey to identify user groups, user patterns and experience with the current city Web site,

b)   Launch a series of town hall meetings,

c)   Utilize on-going focus groups that include a variety of user groups,

d)   Utilize various online collaboration tools to communicate with and solicit feedback from the public

2   Utilizing current Web technology and techniques to create a cutting edge municipal Web site

a)   Develop a new site information architecture that is intuitive, user-friendly, and accessible,

b)   Create a consistent design and professional user-interface by implementing content and design standards,

c)   Add an increased number of on-line service offerings and enhanced delivery of those services,

d)   Add improvements in search capabilities and ability for users of the site to find the information and services they expect to find

3   Significantly increasing number of online services and transactions to the public

a)   Deliver a solution adherent to current industry standards and best practices for e-Government, particularly those that promote openness, accountability, and responsiveness,

b) Improve content integrity through timely and relevant information regarding news, policies, programs, and services

4 Launching a Marketing Campaign and public information campaign to educate the public regarding the new site and its features

5 Continuing to involve the public in ongoing benchmarking and quality control initiatives to establish a positive image in the community and cultivate potential long-term involvement

a) Empower the public to voice their ideas, values and needs concerning the City Web site's features, functions, serves, content, and design

6 Establishing a structure of governance that provides Executive level oversight of Web policies and standards

a) Establish a project redesign Steering Committee,

b) Submit annual reports to Council and quarterly reports to Emerging Technologies Subcommittee

ADOPTED ___November 1___, 2007 **ATTEST** _____

Shirley A Gentry

City Clerk