

Proposed Plan

County Website Redesign and
Implementation

Purpose of this Document

Through the 2019 budget process the Salt Lake County Council approved funds for a full redesign of the SLCO.org website, with the legislative intent that funds would not be released until a plan for the project had been approved by TAB and presented to Council. The following is the proposed approach and plan.

Background

Over 1.3 million residents rely on the wide range of county services from tax information, Parks and Recreations opportunities, Human Services, including services for seniors, criminal justice and youth services, just to name a few. Residents count on easy access to their 18 elected officials (Mayor, Council (9 members), Clerk, Assessor, Auditor, Recorder, Surveyor, Treasurer, District Attorney and Sheriff), as well as timely, transparent information about how tax dollars are being spent and associated outcomes. The Salt Lake County website is a critical entry point for citizens to access and interact with their government.

As such, Salt Lake County (the County) is interested in a new web design that maximizes the user experience by efficiently connecting constituents to services, information, trending county issues, and engagement and feedback opportunities etc.

Key Tasks Completed

1. Administrative Services and Information Services released an RFI on March 11th, 2019 to get a sense of how vendors would approach this project and the anticipated cost.
2. Contracts and Procurement received 12 responses to the RFI on March 20th, which suggested there is a lot of interest in this project, confirmed the amount requested for this project (\$250,000) is appropriate and provided material that will be used in the RFP.
3. Administrative Services and Information Services presented a general project update at the March 21st TAB meeting and accomplished the following:
 - a. Approval of proposed project goals (see below)
 - b. Request to create a small (3-5 person) working committee of individuals representing the interests of all elected offices (see committee membership below).
4. Requested a council representative for the working committee – Lisa Hartman was voted as the Council representative on the 4/2/19 COW.
5. Held first working group committee on Tuesday, May 7th to begin preparing a final project plan.
6. The working group presented and received approval for the final project plan from TAB on May 22nd.
7. Requesting Council approval to release \$250,000 June, 2019.

Working Committee Purpose and Membership

The website overhaul is a large, multifaceted project. In order to make progress, TAB agreed a small (3-5 member) working committee should be assigned to represent the interests of countywide stakeholders. The role of working committee members is to:

1. Represent the needs and interests of the group(s) being represented (i.e. Mayor's Office, Council, Independent Electeds) and their customers (i.e. county website users).
2. Establish effective communication channels with the group(s) being represented to both collect feedback and report on progress (this can be done with the assistance of the consultant, other members of the working group etc.).
3. Work collaboratively with the entire working group to collectively represent the needs of all stakeholders.
4. Provide effective and efficient decision support.
5. Assist in mediating conflicting needs and requirements.
6. Report to TAB on project status.
7. Engage TAB as needed for approval of major decision points.
8. Participate in presentations to Mayor, Council, and Electeds.

All working group members were appointed by the elected official(s) they are representing:

1. Mayor – Chloe Morroni
2. Council – Lisa Hartman
3. Surveyor, Assessor, Treasurer, Auditor, Recorder & Clerk – Reid Demman
4. Sheriff – Kevin Hunter
5. DA – Lisa Ashman
6. Project Sponsor – Megan Hillyard
7. Project Support – IT

General Approach and Funding

The project team proposes the project funding will be used to hire an agency to guide and produce a SLCo website redesign. The agency is necessary as a neutral party to balance the many competing requests and interests in this project and bring best practice expertise and knowledge. The request of the agency will include, but not be limited to the following:

- Gather and check website needs and assumptions
- Help define website audiences (personas)
- Integrate best practices (current technologies and principles)
- Bring a broad, neutral perspective that is not based on an individual office or agency
- Inventory existing web data versus data we need to collect (i.e. the assumption is that there is a need to conduct constituent surveys/focus groups to confirm the needs of the site)
- Provide opportunities for two-way engagement with the county
- Leave users of the website feeling satisfied that they can quickly find what they are looking for

- Help establish best practices for ongoing management of the site:
 - o Guidelines
 - o Branding
 - o Training

The RFI that was released by the county in early March, 2019, resulted in responses from 12 vendors indicating a project of this size would cost between \$38,000-\$300,000. Accordingly, the team is comfortable with our \$250,000k allocation. The results of the RFI support and extend the agreed upon goals for this project (see below) into areas such as useability, user journeys, constituent outcomes, and a general focus on the needs of residents.

Project Goals

In order to balance the interests of 18 elected officials and over 40 divisions and agencies it is necessary to have agreed upon goals that will drive the website redesign. To our knowledge, the county has not had agreed upon countywide website goals before, accordingly; the current site is a product of a competing individual requests. The three TAB approved project goals are listed in the table below. The Working committee added requests that must be taken into consideration underneath the associated goal:

| Goal #1: Clean Unified Experience that Incorporated County Branding | Goal #2: Connects Constituents to Services, Information and Trending County Issues | Goal #3: Uses Data and Analytics to Inform Design |
|--|---|--|
| Responsive design – designed for mobile | Prioritizes engagement: <ul style="list-style-type: none"> - Sparks engagement by highlighting trending issues - Provides engagement opportunities (two-way feedback) | Consider data we have and data we need to collect to answer the question: How do constituents want to engage with the county website? This will lead to new technology such as Livestream etc. |
| Site is Visually appealing to attract users | Common County Calendar | Create opportunities for continuous user experience on the website (i.e. Did you get what you need today?) |
| ADA Compliant | Highlights SLCo as a major employer – employee-centric focus | |
| Language Translation Capabilities | Connects constituents to services 24/7 | |
| Easy, Robust search function | Connects constituents to services in a crisis | |
| Strategically placed social media | Highlights all elected officials and educates what they do | |

Summary of Request

The Salt Lake County website working committee requests the release of the \$250,000k appropriation for the website project. The funding will be used to solicit a consultant through an RFP process. The RFP development and vendor selection will be guided by the working committee and anchored in the agreed upon project goals. The working committee recommends hiring a consultant to guide this project to balance the many competing interests and to take advantage of government website development “best practices”.

Phased Approach

The project plan calls for a three phase approach:

Phase 1 – Sponsorship and Goals

- Development of vision for the project
- Utilizing the RFI process to inform our thinking and approach
- Working with TAB to develop a governance committee.

Phase 2 – Steering Committee and Governance

- Instantiate a steering committee
- Develop a draft plan for TAB input and approval
- Seek Council approval for release of approved funding
- Conduct RFP
- Establish project and ongoing governance

Phase 3 - Execution

- Vendor research
- Data analysis
- Design reviews
- Web development of initial launch sites
- Staging and test
- Training

Phase 4 – Implementation

