Website Redesign Executive Summary

Indian River County
Board of County Commissioners
Information Technology Department

03/18/2022

Objectives

Indian River County seeks to redesign the County website. The primary objectives and goals of the website redesign are as follows:

An Effective Website
The County is seeking to redesign the County website so it is interactive, inviting, and engaging. In addition, the website should allow residents, visitors and business partners to complete their tasks quickly and easily using any device.

- **Serve the needs** of all users by letting them easily find what they are seeking, providing them with access to key services on a 24x7 basis, allowing them to share information and interact with County staff.
- **Brand Indian River County** for residents, visitors, businesses and elected officials, and showcase our community in a way that highlights why this is a great place to live, visit, and do business.
- **Provide a pleasant experience** to all users by making it easy for them to complete their tasks or find what they want in a straightforward manner.
- **Provide content** that is useful, interactive, and engaging.
- **Promote transparency** of our local government by making it easy to share and post information, and for users to find and interact with the information.
- **Build a foundation** that can adapt and evolve as the community's needs change over the near and long-term.

Content Management System (CMS)
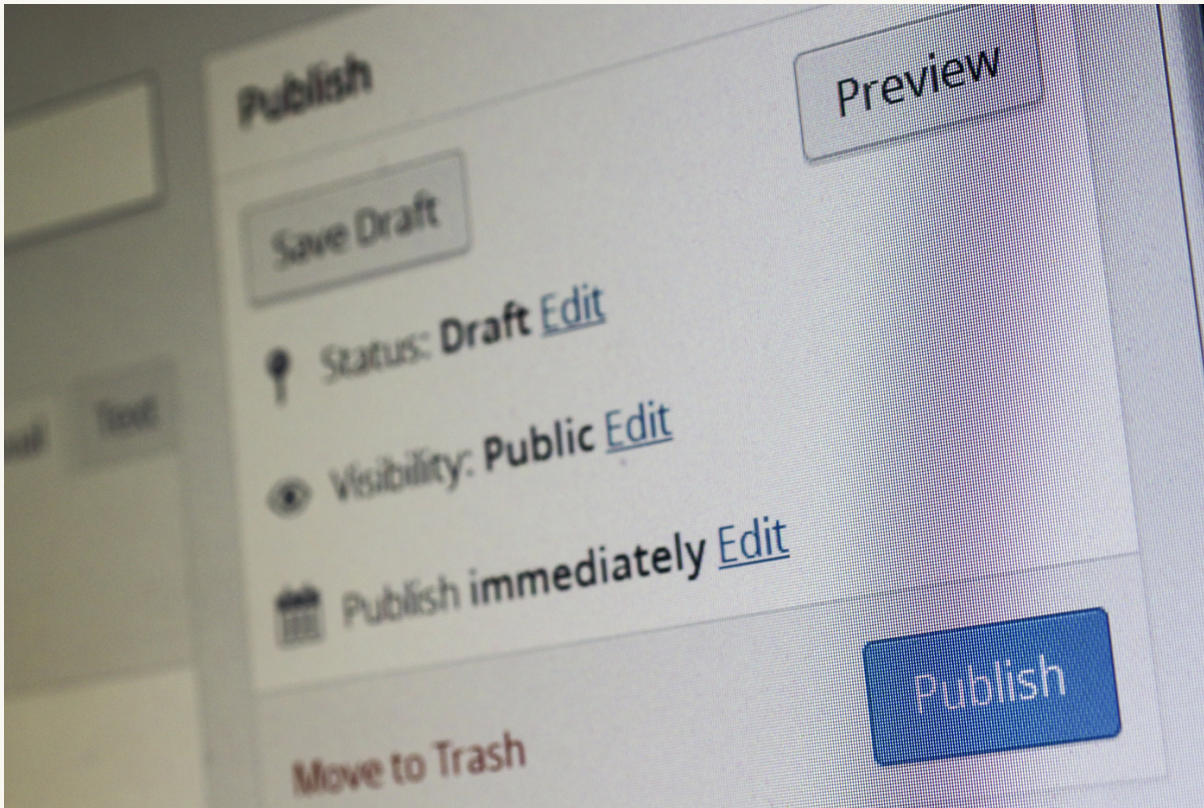
The redesigned website will utilize a Content Management System (CMS), an application used to manage web content, allowing multiple contributors to create, edit, and publish content to the website. Some features of a CMS are:

- Content Rich Text Editor - A user friendly editor to add content.
- Content Types - Choose from a large selection of content types.
- Content Tagging - Group, search, and display content of the same topic.
- Content Scheduling - Post content on a timer.
- Content Expiration - Set dates for content to expire.
- Archiving - Archive content for use later.
- Media Management - Edit, crop, and resize images.
- Links - Manage links and URLS.
- Navigation Builder - Easily build navigation modules.
- Approval Workflow - Assign approval sequence for quality control.

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Communication

Communication and public outreach features are at the forefront of the requirements for a redesigned website CMS, providing departments tools to get the word out about projects and County business. Some of the communication tools features are:

- Electronic Newsletter - Sign up by topic or department and get news in your inbox.
- Polls and Surveys - Gain valuable input about projects and community topics of interest.
- Blogs - Keep the public informed about departmental projects and happenings.
- Social Media Publishing - Publish website articles, reports, maps, or other content to County social media accounts.
- Social Sharing - Buttons to share site content to social sites.
- Staff Contact - Easily connect to County staff and services.


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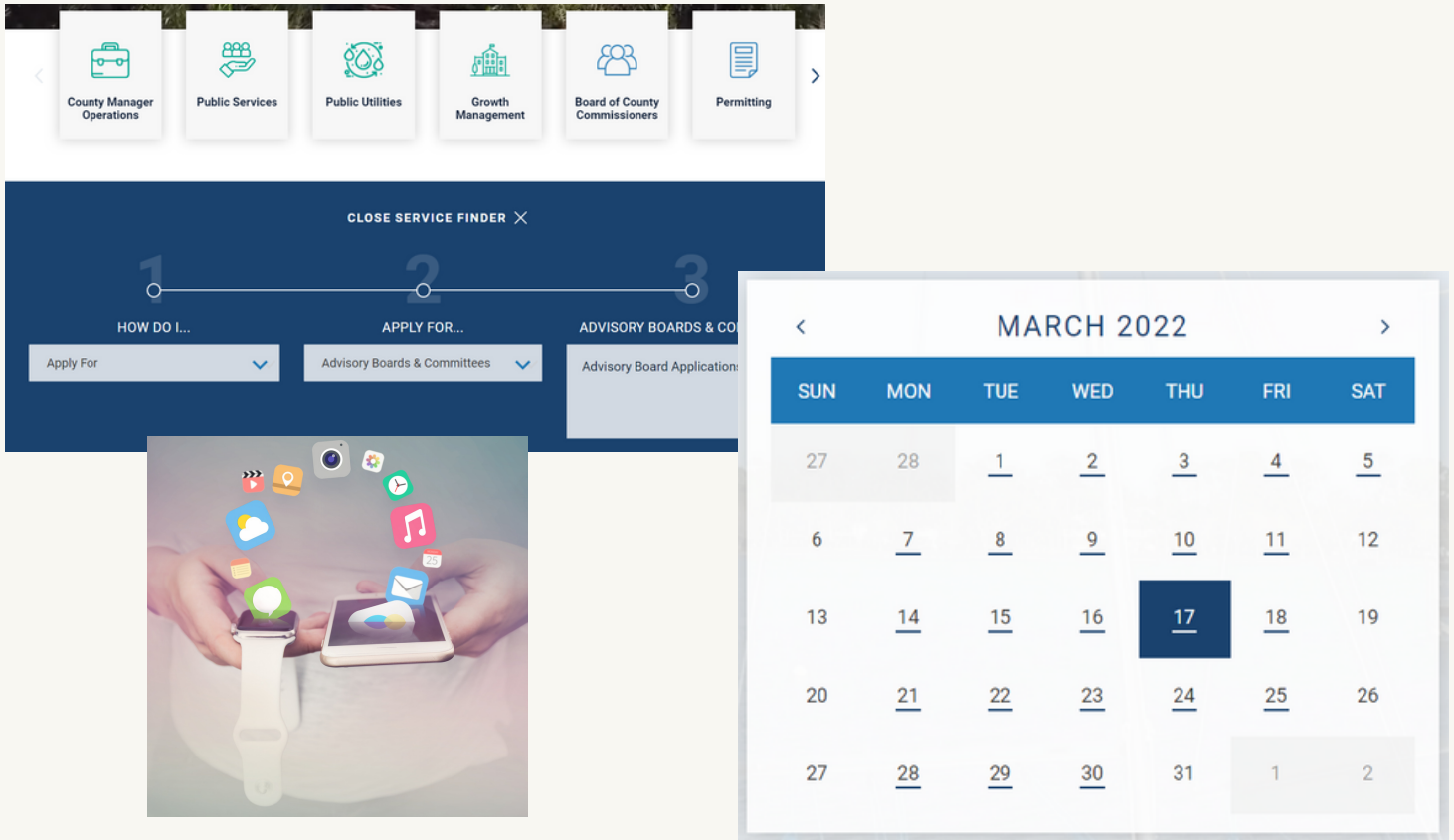
Features

A new CMS system will provide technology to provide residents, visitors, and businesses with a feature-rich web experience, making it easy to do business with the County online. Some of the included features will be:

- Automatic Sitemap - Easily find your way around the website.
- Dynamic Featured Content - Most searched-for content is featured automatically.
- Frequently Asked Question (FAQ) App - Find the answers you're looking for.
- Advanced Site Search - Search site-wide for content in multiple media formats.
- Social Media Integration - View County social media feeds from web pages.
- Advanced Forms - Electronic form builder to create forms and eliminate paper processes.
- Event Calendar - Robust graphical meeting and event calendar.
- "I want to" Navigation - A tab to get to common County services.

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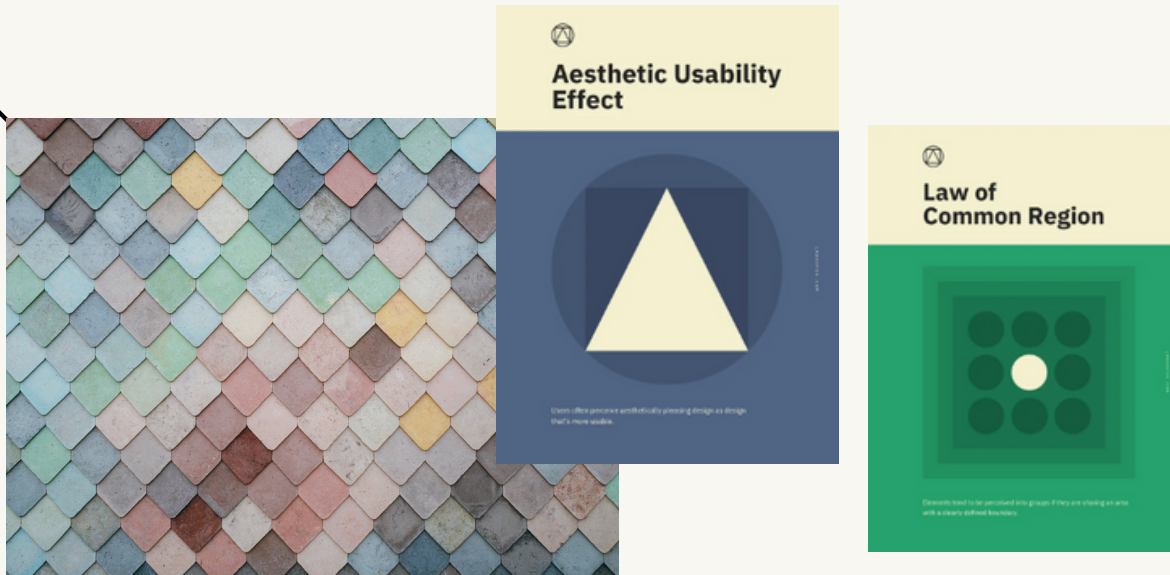
Design

The Content Management System will allow for a consistent design throughout all pages of the website through the use of custom templates. The County is looking for a fresh new design look with the following design considerations:

- Consistency - Visually consistent design elements throughout all pages.
- Clarity - Clean, simple, pages with clear focal points and intentions.
- High Quality Imagery - Compelling and professional images.
- Standardized Colors - A color palette of five or fewer colors.
- Limited fonts - Keep fonts to under three for visual unity.
- Local Slideshow - Slideshow of County scenes and points of interest.
- Minimal scroll - The home page will minimize scroll.
- Mobile Friendly - Access website from any device.
- Accessible - Content available to anyone using assistive technologies.

Indian River County

RFI Results

The County Purchasing Division posted a Request for Information (RFI) March 2, 2022 to March 18, 2022. Notice of the RFI was sent to a distribution list of companies identified which have produced CMS websites for Florida Counties, have the style of website identified as preferable in design by stakeholders, and appear to offer the features and functionality specified in the Website Requirements Specification document.

Eleven companies responded to the RFI, including the response questionnaire. Staff ranked the top five which most closely matched the project requirements and types of websites desired for a CMS redesign project. The proposed initial project cost range is $84,796 to $147,936 and the median estimated annual recurring cost is $9,700.

If the board approves the project, a full RFP would be conducted with an extensive scoring system to select a company. The purpose of this RFI was to identify companies that could meet the project requirements and utilize their proposals to estimate costs for funding the project. The top ranked companies of the RFI are:

1. Revize
2. CivicPlus
3. Planeteria Media
4. SGS Tech
5. eWay Corp