

BOARD OF ALDERMEN

ITEM NO. D(2)

AGENDA ITEM ABSTRACT

MEETING DATE: April 5, 2005

TITLE: A Presentation on the Proposed Town Web Site Reorganization

DEPARTMENT: Information Technology	PUBLIC HEARING: No
ATTACHMENTS: N/A	FOR INFORMATION CONTACT: Andy Vogel, 918-7305 Richard White, 918-7314

PURPOSE

In an effort to better organize information on the town's web site and to create a home page that gives web visitors a sense of place, a group of town employees have been working on redesigning the town's web site. The purpose of this item is to present a proposed redesign of the town's web site and to seek feedback from the Board of Aldermen.

INFORMATION

During a presentation on sustainable communities to the Board in February 10, 2004, Dr. James Johnson, William Rand Kenan, Jr. Distinguished Professor of Management at the UNC Kenan-Flagler Business School, Director of the Urban Investment Strategies Center, and co-Director of the Center for Sustainable Enterprise, mentioned that branding is being used more frequently as a method to further economic development initiatives. He also stated that it is important for sustainable communities to create a strong sense of place, attachment, and belonging. With those thoughts in mind, Andy Vogel, James Harris, Trish McGuire, Dennis Joines, Claudia Sanderford, and Richard White have worked over the past several months contemplating ways to reorganize the town's web site.

Anticipated benefits of the reorganization include ease of use and providing an immediate sense of place. This is an effort to ensure that online resources are organized in a way that will provide a gratifying viewing experience for all viewers. It also takes the Town's interest in sustainability one step further by considering how we are viewed by the global community.

59.1 percent of respondents to the *2002 Carrboro Citizen Satisfaction Survey* indicated that they or no one in their households had ever visited the town's web site. Respondents indicated that they would like to see relevant information on the town's web site. 82.5 percent of the web respondents rated the town web site as good or excellent.

FISCAL IMPACT

N/A

RECOMMENDATION

Staff recommends that the Board provide feedback on the proposed redesign of the town's web site.