

BOARD OF ALDERMEN

ITEM NO. D-3

AGENDA ITEM ABSTRACT

MEETING DATE: January 22nd, 2013

TITLE: Website Redesign Kick-Off Presentation

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| DEPARTMENT: Manager's Office – IT Division | PUBLIC HEARING: NO |
| ATTACHMENTS: None | FOR INFORMATION CONTACT: Andrew Vogel - 919-918-7305 |
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PURPOSE

To present the Board of Aldermen with information on the Town's website redesign.

INFORMATION

As part of the FY 2012/2013 Operating Budget the Carrboro Board of Aldermen approved funds for the redesign of the Town's website. The redesign will bring many new and needed enhancements to the Town's website and allow Town staff to more easily maintain the site and keep content fresh and relevant. The website redesign effort will be incorporate design elements from the Town's current branding efforts.

The redesign will include major enhancements to the Board of Aldermen Meeting video live streaming and archiving functionality, reliability and compatibility (Apple/PC).

Also included in this project will be the implementation of a comprehensive agenda and minutes workflow management solution. Staff will be able to manage the entire legislative process from drafting files, through assignment to various departments, to final approval in a highly efficient manner. This solution will further integrate agenda documents, meeting minutes and Board of Aldermen Meeting video streaming on the website.

A staff workgroup has been formed to manage the project's process and ensure long term success. Input will be sought from the Carrboro Board of Aldermen. There will be community outreach in the form of one or two moderated community input work sessions and an online survey available on the Town's current website.

The redesign of the Town's website and enhanced video streaming implementation will be completed by the Fall of 2013.

FISCAL IMPACT:

\$65,000 budgeted in FY 2012/2013 Operating Budget.

RECOMMENDATION:

Receive the Presentation.