Fulton County Board of Commissioners
Agenda Item Summary

BOC Meeting Date
11/20/19

Requesting Agency	**Commission Districts Affected**
County Manager	All Districts

Requested Action *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*
Presentation: Website Update

Requirement for Board Action *(Cite specific Board policy, statute or code requirement)*
All People Trust Government is Efficient, Effective and Fiscally Sound

Is this Item related to a Strategic Priority Area? *(If yes, note strategic priority area below)*

Yes   All People Trust Government is Effective, Efficient and Fiscally Sounds

Is this a purchasing item?
No

Summary & Background	*First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)*

Scope of Work: To deploy a modernized web environment for Fulton County citizens and employees.

The web presence revitalization project revolutionized the county's public facing web platforms. State-of-the-art technology and collaborative meetings with County departments helped to determine the design that most effectively met the needs of each agency. Our new platform allows administrators and content managers the freedom and flexibility to manage and update website content via a managed workflow process. The redesign produced a vibrant functional web presence with detailed statistics on system performance and visits.

Community Impact: The new solution provides a more user-friendly, service oriented interface for citizens and staff. Residents will benefit from the new technology deployment through their experience with improved search technology, user-friendly menus and sharper, clearer graphic capabilities.

Department Recommendation: N/A- Review and update only.

Project Implications: This initiative was a critical component of the county digital strategy.
The web environment is the "virtual front door" for Fulton County Government to the world. It is a visitor's first stop and a citizen's primary information resource and communications conduit. A

Agency Director Approval		**County Manager's Approval**
Typed Name and Title	**Phone**	
Signature	**Date**	

Revised 03/12/09 (Previous versions are obsolete)

19-0929

vibrant, functional, and dynamic web presence was the initial phase of an overall modernization. It is a critical element of government service delivery and customer care. Without this effort our ability to deliver new methods of serving and informing citizens would be greatly impaired. The new platform also provides the ability to integrate connectivity to all manner of social media applications which enables connected visitors and citizens to remain aware of various types of health, safety, and enrichment activities tied to Fulton County Government.

Community Issues/Concerns: The existing county web presence was deployed in 2009 with only marginal improvements over the past 9 years while web technology has vastly improved over the same period. Systems have better and more robust security features, more diverse content, greater accessibility, and superior options for the delivery of services and information to a plethora of devices including tablets, mobile phones, as well as computer. The enhanced features of the SiteCore platform permit customer/citizen personalization for tailored information delivery, focused and customized group communications and rich dynamic content.

Department Issues/Concerns: The current environment was deployed in 2009. The technologies for management, maintenance, and support of websites has greatly improved since that time. Fulton County needed a new feature rich system to support current and future demands to deliver information and provide digital services. The SiteCore solution that was selected for this implementation is an industry leading technology used by many large organizations and businesses. The current obsolete platform raised concerns over the ongoing integrity and safety of county data as well as continued viability for county use.

History of BOC Agenda Item: This procurement item was initially approved in July, 2018.

Contract & Compliance Information	*(Provide Contractor and Subcontractor details.)*

.

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Signature	**Date**	

Revised 03/12/09 (Previous versions are obsolete)

 # 19-0929

19-0929

Solicitation Information No. Bid Notices Sent:	NON-MFBE	MBE	FBE	TOTAL
No. Bids Received:				

Total Contract Value	.
Total M/FBE Values	.
Total Prime Value	.

Fiscal Impact / Funding Source *(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)*

.

Exhibits Attached *(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)*

Source of Additional Information *(Type Name, Title, Agency and Phone)*

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Procurement

Contract Attached:.	Previous Contracts:.		
Solicitation Number:.	Submitting Agency:.	Staff Contact:.	Contact Phone:.

Description:.

FINANCIAL SUMMARY

Total Contract Value:		MBE/FBE Participation:	
Original Approved Amount: .		Amount: . %: .	
Previous Adjustments: .		Amount: . %: .	
This Request: .		Amount: . %: .	
TOTAL: .		Amount: . %: .	

Grant Information Summary:

Amount Requested: .	☐ Cash
Match Required: .	☐ In-Kind
Start Date: .	☐ Approval to Award
End Date: .	☐ Apply & Accept
Match Account $: .	

Funding Line 1:.	Funding Line 2:.	Funding Line 3:.	Funding Line 4:.

KEY CONTRACT TERMS

Start Date:.	End Date:.
Cost Adjustment:.	Renewal/Extension Terms:.

ROUTING & APPROVALS
(Do not edit below this line)

.	Originating Department:	.	Date: .
.	County Attorney:	.	Date: .
.	Purchasing/Contract Compliance:	.	Date: .
.	Finance/Budget Analyst/Grants Admin:	.	Date: .
.	Grants Management:	.	Date: .
.	County Manager:	.	Date: .

Fulton County
Web Presence Revitalization
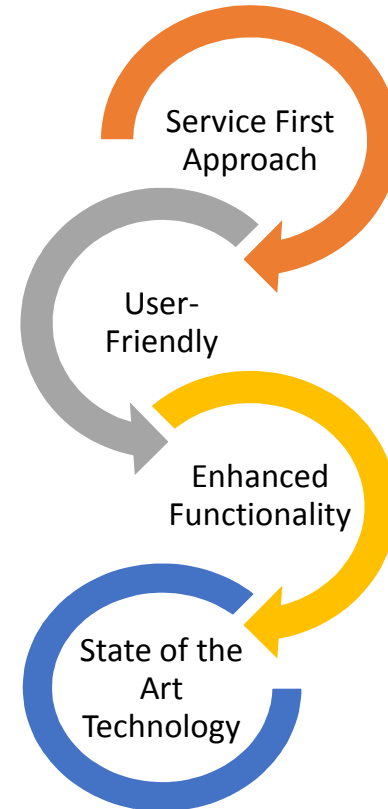
November 6, 2019

The Launch!

FULTON COUNTY

The Fulton County revitalized website was launched Monday, October 21, 2019.

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The new solution provides a more user-friendly, service oriented interface for citizens and employees. Residents will benefit from the new technology deployment through their experience with improved search technology and user-friendly menus.

The web presence revitalization project revolutionized the county's public facing web platforms as it is a critical element of government service delivery and customer care.
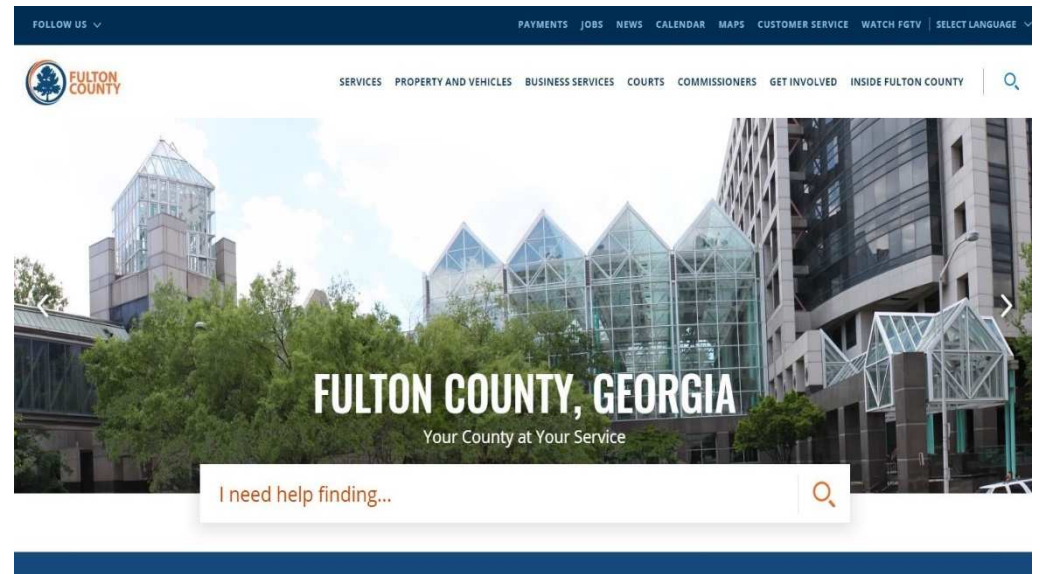
BENEFITS

Service First Approach

User-Friendly

Enhanced Functionality

State of the Art Technology

So What's New and Improved?

§ Sharper, clearer graphic capabilities

§ Enhanced Board of Commissioners page

§ Services

§ Payments

§ County events/activities/calendar

§ Service locator tool

§ Find My District

§ Fulton Feedback

§ A to Z Services Guide

§ Alert feature

§ Maps

§ Language conversion ability

The Demonstration

www.fultoncountyga.gov

Analytics

From launch date through October 29, 2019, the site has received over 52,130 visitors.

TOP 5 SITES VISITED:
- § Jobs
- § Maps
- § Early Voting Locations
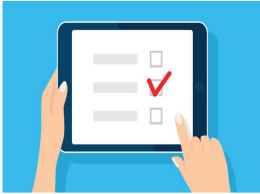- § Pay Your Water Bill
- § Probate Court

NEXT STEPS

Chatbot Implementation

Additional Multi-Media Options and Resources

Site Survey Tool

Create additional "How Do I?" modules

Develop workflow management process

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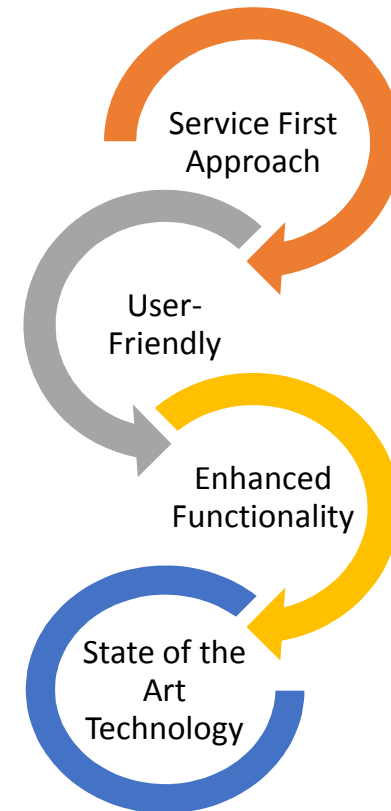
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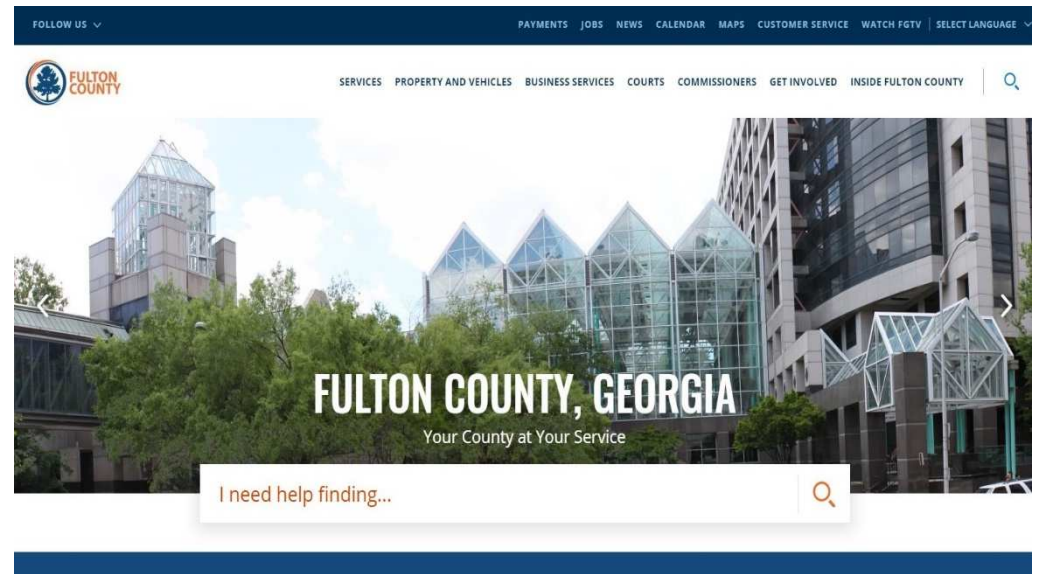
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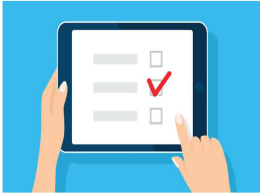§ Pay Your Water Bill
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