Department:	County Assets	**Program Contact:**	'Ilima Kennedy
Program Offer Type:	New	**Program Offer Stage:**	Adopted

Related Programs:

Program Characteristics: One-Time-Only Request

Executive Summary

The County's internal and external websites are digital assets that provide the community with direct access to services, information, business workflows, and other applications. The technology upon which they are built is aging and becoming a security risk. The current websites lack a service-orientation where audiences of all abilities can quickly access digital services, conduct business and easily find information. This program establishes the strategy and approach to transform the websites and seeks input from the community, County leadership, departments, and staff to design an equitable website that is accessible and available to all.

Program Description

The program's goal is to lay the groundwork to transform the County's existing information-focused, internal and external websites. This program will focus on community and internal stakeholder engagement and will support the County's focus on revised mission, vision and values. The design and development process will use human-centered design principles and target both the internal (employee experience) and external websites (community experience), as well as the editor experiences for both.

The output of this program will include summary information from key County stakeholders, the community, and the County's design team. The output will include a detailed project plan that outlines the scope, resources, design review process, and timeline to complete the transformation. The plan will include expectations and responsibilities of departments across the County, and will provide the time necessary for internal and external stakeholders to identify, archive and remove obsolete information and validate the usability of our websites.

Per the County's Language, Communication and Cultural Access Policy, this program meets the objective to advance equity and reduce disparities by providing a welcoming web presence that functions as a virtual front door to the County's service offerings.

The program will fund the resources necessary to develop the website digital transformation strategy. The program will be led by the expertise and knowledge of the IT Enterprise Web team. A follow-on program offer will be prepared for FY 2025 and FY 2026 to complete the work outlined in the transformation strategy.

The County's Executive Rule 273 makes a reference that websites and other digital assets should meet County web standards. These standards will be developed by the Enterprise Web team and will meet industry best practices as well as Federal and State website and accessibility standards.

Performance Measures

Measure Type	Primary Measure	FY22 Actual	FY23 Budgeted	FY23 Estimate	FY24 Offer
Output	Digital Transformation Strategy is developed	N/A	N/A	N/A	100%
Outcome	A detailed project plan to complete the transformation	N/A	N/A	N/A	100%

Performance Measures Descriptions

PM1 - An overall strategy will be developed during this program offer.
PM2 - The plan will outline the scope, resources, design review process, and timeline. The outcome of the strategy will provide the ability to develop a full project plan to be executed in FY 2025 and FY 2026.

Legal / Contractual Obligation

The County's Executive Rule 273 makes a reference that websites and other digital assets should meet County web standards. These standards need to be developed to current industry best practices.

Revenue/Expense Detail

Program Expenses	Adopted General Fund 2023	Adopted Other Funds 2023	Adopted General Fund 2024	Adopted Other Funds 2024
Personnel	$0	$0	$0	$0
Contractual Services	$0	$0	$0	$300,000
Materials & Supplies	$0	$0	$0	$0
Total GF/non-GF	**$0**	**$0**	**$0**	**$300,000**
Program Total:	**$0**		**$300,000**	
Program FTE	0.00	0.00	0.00	0.00

Program Revenues				
Financing Sources	$0	$0	$0	$300,000
Total Revenue	**$0**	**$0**	**$0**	**$300,000**

Explanation of Revenues

This program is funded with one-time-only General Funds

Significant Program Changes

Last Year this program was: