

Department: County Assets **Program Contact:** 'ilima Kennedy
Program Offer Type: Capital **Program Offer Stage:** Proposed
Related Programs: 10017A
Program Characteristics: One-Time-Only Request

Program Description

With more than 2.8 million annual visitors, the County's public website serves as a vital digital resource, offering direct access to programs, news updates, essential County services, and business transactions. During FY 2025, the project team focused on software modernization and security updates that laid the foundation for transformational work. The team procured and hosted web accessibility and editor training for 130 county editors of the new website. The project team expanded to include limited duration staff: content strategy, user experience (UX) and human-centered design (HCD) experts.

FY 2026 continues the work to transform the public website into a welcoming, accessible space for people of all abilities. Recognizing the increasing reliance on mobile devices for internet access, this program addresses barriers that currently hinder individuals from requesting County services online. By prioritizing accessibility and inclusivity, our digital presence serves as a bridge to connect people with the resources they need. The program goal is to foster transparency and build trust in government. Through user research, understanding user needs, gathering insights from community members, we will translate those results into actionable designs. This work will directly impact the lives of our community members, ensuring they can access essential services with ease and dignity.

Key outcomes include:

- Improved overall usability, navigation, search, and language options
- Collaboration with people who use the County's public website
- Development of usable services and accessible content
- An established Digital Experience Team that provides the County with user experience research and digital service design capabilities

This work was started in FY 2025 and is a two year project. Under this program, the project team is augmented by four Limited Duration staff as well as external consultants. The total cost of this two year project is \$3.0 million.

In FY 2027, 3.00 Full Time Equivalent (FTE) will be requested through DCA's operating budget to continue governance and support of these capabilities and services.

Performance Measures

Measure Type	Performance Measure	FY24 Actual	FY25 Budgeted	FY25 Estimate	FY26 Target
Output	Improved user satisfaction & ability to complete key tasks	N/A	N/A	N/A	20% increase
Output	Improvement in website accessibility (reduction of critical accessibility errors)	N/A	N/A	N/A	50% reduction

Performance Measures Descriptions

PM1 - Measured through surveys, feedback forms or usability testing sessions. Successful task completion rates measured through analytics tracking of key user journeys, e.g. applying for marriage license, applying for a food cart license

PM2 - Measured through automated accessibility testing tools, web browser testing tools, and manual audits.

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

	Adopted General Fund	Adopted Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2025	2025	2026	2026
Contractual Services	\$0	\$1,800,000	\$0	\$2,460,000
Total GF/non-GF	\$0	\$1,800,000	\$0	\$2,460,000
Program Total:	\$1,800,000		\$2,460,000	
Program FTE	0.00	0.00	0.00	0.00

Program Revenues				
Financing Sources	\$0	\$1,500,000	\$0	\$1,500,000
Beginning Working Capital	\$0	\$300,000	\$0	\$960,000
Total Revenue	\$0	\$1,800,000	\$0	\$2,460,000

Explanation of Revenues

This funding is carryover \$960,000 and in addition, \$1.5M of one-time-only cash transfer from the general fund to fund 2508 Information Technology Capital Fund.

Significant Program Changes

Last Year this program was: FY 2025: 78332B Public Website and Digital Services Transformation

\$1.5M of one-time-only general funds have been allocated to supplement the program.