



Program #78332B - Public Website and Digital Services Transformation FY 2025 Department Requested

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

Related Programs:

Program Characteristics: One-Time-Only Request, Out of Target

Executive Summary

This program seeks to transform the County’s public website into a welcoming digital space, empowering individuals of all abilities to access and request County services, conduct business, and stay informed about news and program information. Recognizing the increasing reliance on the internet, particularly through mobile devices, this program addresses the barriers that currently hinder individuals from accessing essential County services online. In today’s digital landscape, limited access to online services presents practical challenges and also raises concerns of social justice. By prioritizing accessibility and inclusivity, our digital presence serves as a bridge to connect people with the resources they need, fostering an equitable and digitally inclusive society.

Program Description

The County's public website serves as a vital digital resource, offering direct access to program details, news updates, essential County services, and convenient business transactions. During FY 2024, significant advancements were made to modernize the website's foundational infrastructure, establish digital experience (DX) standards, and develop a comprehensive digital transformation strategy in collaboration with stakeholders. The FY 2025 program implements that strategy by leveraging internal and external partnerships to co-design a user-centric digital experience, developing accessible county services, while prioritizing the needs and voices of the community. The program goal is to foster transparency and build trust in government, ensuring that our digital presence best serves our community's needs. Key outcomes of this program include:

- A refreshed public county website, transformed and in alignment with our newly developed DX standards.
- Collaboration with users of the public website: external community members and internal business partners and content editors
- Training in best practices for developing usable services and accessible content.
- Addition of language translations to the public website.
- Establishment of a Digital Experience Team that will provide the County with user experience research and digital service design capabilities.

This program team will comprise five limited duration appointment staff to set up and initiate the digital experience practice for the website transformation. New capacity and functional skills include user experience research, digital service design, web design, content quality assurance. This is a two year project. In FY 2026, a follow on program offer will be required to complete the work. The total cost of this two year project is \$3.0 million.

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

Performance Measures

Measure Type	Performance Measure	FY23 Actual	FY24 Budgeted	FY24 Estimate	FY25 Target
Output	Percent of the County's primary public websites meeting Digital Experience Standards	N/A	N/A	N/A	50%
Outcome	Percent increase over baseline in the Usefulness and Usability metrics	N/A	N/A	N/A	50%
Outcome	Percentage of Accessible content published and maintained by County website editors	N/A	N/A	N/A	70%

Performance Measures Descriptions

- #1: Adheres to the digital experience standards and is a model for future County-sponsored digital assets.
- #2: Commitment to lower barriers so that all people can interact with County services in ways that meet their needs.
- #3: Commitment to the content lifecycle, improving accessibility, relevance and usability of the County’s authoritative, published content.

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 were developed as part of the County's Digital Experience Standard which follows industry best practices and aligns with federal law.

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Department Requested General Fund	Department Requested Other Funds
Program Expenses	2024	2024	2025	2025
Contractual Services	\$0	\$0	\$1,500,000	\$0
Total GF/non-GF	\$0	\$0	\$1,500,000	\$0
Program Total:	\$0		\$1,500,000	
Program FTE	0.00	0.00	0.00	0.00

Program Revenues				
Total Revenue	\$0	\$0	\$0	\$0

Explanation of Revenues

This program is funded with one-time-only General Fund.

Significant Program Changes

Last Year this program was: FY 2024: 78332 Website Digital Service Transformation Strategy

This year's program offer will implement the strategy that was developed as an outcome of the FY 2024 program offer.