

City of Columbia Pre-Council Meeting

Monday, January 4, 2021

Transforming & redesign of CoMo.gov

History of current site

- The last significant redesign was in 2013 (best practice is making this every two to three years)
- The current site has approximately 1,500 pages and 1,000s more pages as attachments
- The City of Columbia currently maintains:
 - 17 different sites (ex: FlyCOU.com, ColumbiaPowerPartners.com)
 - 25 different WordPress environments
 - 41 different vanity URLs (ex: CoMoSnow.com)

Process

- CR and IT looked at various options both internal and external
- The size of the scope of our web presence would have cost the City many hundreds of thousands of dollars and less flexible design if done externally
- Through collaboration between CR and IT we are able utilize existing internal strengths using a formal project management practices with IT's Project Management Office

Goals overview

- Primary: **Customer/resident focused**
 - Easy to use navigation
 - Enhance search
 - Decrease number of clicks
 - Provide access to key services 24/7
- Maintain the City's branded identity
- Deepen transparency
- Display information consistently across departments (ex: CIP projects)

Goals overview

- Research and analytics-focused for both design and content
- Implement peer and industry best practices
- Mobile responsive
- Fully accessible
- Adaptable and flexible for continuous upgrades and enhancements (more frequent redesigns to meet the needs of our community)

Survey

- ETC Institute conducted a citywide survey in the summer of 2020 to better understand residents' uses of the website and what enhancements they would like to see
 - 465 responses (goal was 300)
 - Sample provides a precision of at least +/-4.6% at the 95% level of confidence

Survey

2020 Importance-Satisfaction Rating City of Columbia, MO City Website

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > 20)</u>						
How easy it was to find information you needed in a timely manner	61%	1	63%	3	0.2251	1
<u>High Priority (IS 10-20)</u>						
Overall ease of use	40%	2	57%	6	0.1703	2
How many clicks it took to find what you were looking for	22%	4	47%	11	0.1177	3
<u>Medium Priority (IS < 10)</u>						
Amount of time it took to find what you were looking for	19%	6	50%	10	0.0924	4
The search feature	17%	10	44%	12	0.0919	5
Ability to access the website from a mobile device	17%	9	52%	8	0.0821	6
Quality of information provided	21%	5	62%	5	0.0815	7
Reliability of information found on the website	25%	3	71%	2	0.0744	8
Amount of information provided	18%	8	63%	4	0.0656	9
How well City's website meets your needs	11%	11	56%	7	0.0475	10
How easy the information was to understand	19%	7	77%	1	0.0433	11
Overall look & feel of the website	8%	12	51%	9	0.0393	12

Transition of design

This screenshot shows the City of Columbia Missouri website as of 2017. The design features a dark blue header with the city logo and name. A search bar is prominently displayed. Below the header, there is a 'CoMobile Apps' button and a 'Translate' dropdown. The main content area is dominated by a large image of the City of Columbia building. A 'News & Updates' section highlights a cleanup event. A sidebar on the left lists various services under 'I WANT TO...'. The main content area is organized into a grid of colorful boxes for 'MEETINGS', 'JOBS', 'RECREATION', and 'UTILITIES', each with an icon and brief description. A 'Development Code Update' section is also visible. The footer contains navigation links and the copyright notice for 2017.

City of Columbia MISSOURI

city services A-Z site map

Search to Find it Fast!

CoMobile Apps Translate

News & Updates:
Cleanup Columbia will be Saturday, April 8

View all news

I WANT TO...

- Search
- Pay
- Register for
- Apply for
- Report problems
- Request
- Donate to
- View
- Learn about
- Awards & Accomplishments
- Strategic Plan
- Citizen Survey Results

Information Center New & Featured City Calendar Resident Guide

MEETINGS
View Council meetings, access board and commission meeting information

JOBS
View current openings and apply for employment.

RECREATION
Find a park or trail, view sports schedules, find arts events and register for golf tee times.

UTILITIES
Pay utility bills, connect services, sign up for budget billing or contact customer services.

Development Code Update

CONTACT US
Contact Directory
SpeakUpComo.com
(573) 874-7111
City of Columbia
701 E Broadway
P.O. Box 6015
Columbia, MO 65205

mobile website privacy policy linking policy browser plugins accessibility translate contact us employees

© 2017 City of Columbia

This screenshot shows the City of Columbia Missouri website as of 2020. The design is more modern and clean, with a white background and blue accents. The header includes the city logo and name, a search bar, and navigation links for 'Home', 'Living in Columbia', 'Doing Business in Columbia', 'City Government', and 'Visitors'. A 'CoMobile Apps' button and 'Translate' dropdown are also present. The main content area features a large image of the City of Columbia building. A 'Quick Links' section lists various services. A 'Latest News' section highlights a coronavirus update. A 'CONTACT US' section provides contact information. The footer contains navigation links and the copyright notice for 2020.

City of Columbia COLUMBIA, MISSOURI

Search to Find it Fast!

Home Living in Columbia Doing Business in Columbia City Government Visitors

CoMobile Apps Translate

City of Columbia, Missouri
Food Trucks in the Parks: Stephens Lake and Cosmo-Bethel Parks, Jan 6, 5-7pm

Quick Links

- Coronavirus (COVID-19) Information
- I Want To
- Utility Outage Map
- Citizen Survey Results 2019
- Strategic Plan
- Awards
- Transparency Data Portal
- City of Columbia Feedback Form

Latest News

City Council to hold work session Dec. 29 (12/28/2020)
Columbia Police arrest barricade subject in the 3500 block of New Haven Rd., Dec 23 (12/23/2020)
Columbia Police host upcoming policy review meeting on Dec. 29 (12/23/2020)
Sidewalk closures on South Seventh Street, South Eighth Street, Cherry Street and alley closure between East Broadway and Cherry Street Dec. 28 - Jan. 8 (12/23/2020)
Lane Restriction and sidewalk closures on West Worley Street Dec. 28-31 (12/23/2020)
Warming centers, shelters available this winter (12/23/2020)
Public Health Alert: Possible public exposure of coronavirus (12/23/2020)
[View all press releases...](#)

CONTACT US
[Contact Directory](#)
(573) 874-CITY (2489)
701 E Broadway
P.O. Box 6015
Columbia, MO 65205

MEETINGS & CALENDAR

JOBS

RECREATION

UTILITIES

MAPS

SERVICES

SOCIAL

TRANSPORTATION

mobile website privacy policy linking policy browser plugins accessibility translate contact us site map employees

© 2020 City of Columbia



city of

Columbia