

City of Waco

Website Content Management System (CMS) and Website Redesign Project



Build a High-Performing
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Website Project Team

Core Team

Ashley Nystrom	City Managers Office
Dori Helm	Municipal Information
Jose Zuniga	Municipal Information
Ryan Holt	City Managers Office
Mike Searight	Information Technology

Steering Team

Rolando Rodriguez	Housing
Nicholas Sarpy	Budget
LaShonda Malrey-Horne	Health
Amy Burlarley-Hyland	Engineering
Sheryl Victorian	Police
Chris Vanskike	Zoo
Kody Petillo	Public Works
Charlotte Payne	Transit
Missie Pustejovsky	HR
Rusty Hill	Finance
Trey Buzbee	Animal Services
Ashley Nystrom	City Managers Office
Dori Helm	Municipal Information
Jose Zuniga	Municipal Information
Ryan Holt	City Managers Office
Mike Searight	Information Technology



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Website (CMS) – Project Goals



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- **Modernize** and Translate **business processes** to the Web
- **Mobile** first design strategy
- New **Information Architecture**
- **Equity, Accessibility & Transparency**
- **Empower** Internal Stakeholders



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Project Timeline

Task Name	July	August	September	October	November	December	January	February	March	April	May	June	July
OpenCities First Contact:													
Intro Call													
Schedule Kick Offs													
Timeline Review													
Define Internal Teams													
Data & Analytics													
Core Team Kickoff													
Steering Committee Kickoff													
Content Rationalization / Migration Kickoff													
Schedule Training Dates													
Digital Outreach / Survey													
Information Architecture Package													
Strategy & Governance													
User Personas													
Configuration, Design & Development													
Update and Deliver Web Content Style Guide													
Training & Handover													
Site Admin Training													
OpenForms Training													
Client Begins Content Review													
Waco Digital Services Academy													
Beta Launch													
Check All Links & Content													
Full Site Launch													
OpenCities Reviews URL Mappings (top Google pages)													
OpenCities Add SSL Cert & Update DNS													
OpenCities Submit Sitemap													
SITE LIVE!													
Google Analytics: Evaluation													
OpenCities Traffic Reports													



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Data Review & User Personas

- Gather existing website **analytics**
- Gather existing surveys, reports, and **feedback** from **internal / external** departments and **Strategic Communications Assessment**
- Conduct **Resident Website Experience Survey**
- Analyze results of all **data**
 - Data results will play a huge role in the creation and implementation of
 - Outreach Plan
 - Information Architecture
 - User Personas
 - Website Design



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Example #1 - User Personas



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City of Waco / Website Visitor Personas

Jacob

Mid-30s
Community Leader

"More people are coming to Waco from different walks of life and backgrounds. Everyone is bringing their own flavor to Waco."

BACKGROUND

Jacob moved to Waco with his wife and young infant to take a job doing community outreach work. He appreciates how welcoming everyone has been and is trying to connect with different groups in Waco. He moved from a predominantly Hispanic community and is trying to connect with other Hispanics in Waco.

MOTIVATORS

- Being a good example for his son
- Connecting with new people and communities
- Being able to help people and connect them to resources
- Finding things to do to get to know Waco better

CHALLENGES/NEEDS

- Has a hard time finding family-friendly things to do after 6pm
- Finds that things in Waco move more slowly than he'd like, but appreciates the calmness

WHERE HE GETS CITY INFO

- Instagram and Facebook
- Waco Living Magazine
- Church members
- Waco city website

WACO WEBSITE USES

- Finding different orgs and groups to connect with
- Finding transportation info for Baylor sporting events
- Looking up kid-friendly parks to visit
- Looking up airport parking info
- Paying water bill

STATS*

- 23.9% of Waco residents speak a language other than English; of those residents, 89% speak Spanish
- Waco's population is 30% Hispanic, 20% Black, 2% Asian, and 45% White

*Source: 2019 American Community Survey

Example #2 - User Personas



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City of Waco / Website Visitor Personas

Tracy

Mid-50s Out of Town Visitor

*"I love visiting Waco. It's a
fascinating place with
unique treasures."*

BACKGROUND

Tracy lives in Minneapolis but has visited Waco on many occasions to spend time with her brother and his family. In Waco, she enjoys visiting the Silos, walking around downtown, taking the trolley, hiking the cliffs/bluffs, and going to the Texas Ranger museum. She appreciates Waco's lack of traffic and good signage. It's been hard to visit recently because of COVID-19, but she's looking forward to visiting again in the near future.

MOTIVATORS

- Doing low-impact outdoor activities that can keep her heart rate up
- Finding new and interesting things to do on her Waco visits
- Making sure she explores unique sites when she visits a new place

CHALLENGES/NEEDS

- Not knowing what is opened or closed with COVID-19
- Making sure she can identify any safety concerns whenever she's in a new city

WHERE SHE GETS CITY INFO

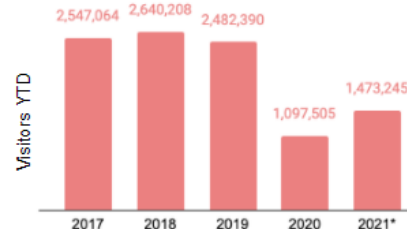
- Facebook
- Twitter
- Waco city website

WACO WEBSITE USES

- Finding info about music and seasonal events like the tree lighting on the calendar
- Looking up ground transportation and airport information

STATS*

Waco's tourism improved in 2021 after 2020, but still remains behind pre-COVID-19 numbers. In the last quarter, 99.2% of visitors were domestic, with 46.5% being from within Texas.



*Source: Waco Convention & Visitors Bureau; <https://wacoheartoftexas.com>

Example #3 - User Personas



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City of Waco / Website Visitor Personas

Sondra

Late-60s Low-
Income Isolated
Senior

*"I'm in a rut, it feels hard
to be motivated to get
anything done."*

BACKGROUND

Sondra is a retired lifelong Waco resident who's faced many difficulties and personal tragedies recently. She lost family members to COVID-19 and has a son who is homeless. She herself has struggled with purchasing a house. Her grandkids are the main bright spot in her life. She's not on social media but is internet savvy, primarily using her smartphone.

MOTIVATORS

- Helping her daughter with her grandkids
- Keeping her home clean and comfortable
- Owning a house to have secured housing
- Learning new things through webinars

CHALLENGES/NEEDS

- Doesn't have all the documents needed to apply for housing assistance programs and feels like she gets the runaround from different housing orgs
- Her eyesight is failing but she hasn't been able to get a timely doctor's appointment
- Other than her grandkids, she doesn't see many people and keeps to herself at home

WHERE SHE GETS CITY INFO

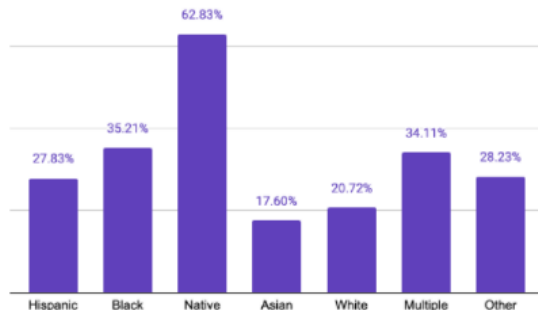
- Library
- Email listservs
- Webinars

WACO WEBSITE USES

- Looking up affordable housing and cash assistance programs
- Applying for grants and programs
- Finding contact info for different departments

STATS*

Waco Poverty Rate by Race



*Source: 2019 American Community Survey, Table ID: S1701



Digital Outreach



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- Together with OpenCities we will utilize current channels to communicate with internal staff and residents
 - Newsletters
 - Social media & Web
- We will identify user groups and key opinion leaders in the community to help spread the news about the new website. This includes:
 - Develop overarching outreach plan for all audiences
 - Draft timeline and plan for internal communications
 - Draft timeline and plan for external communications
 - Draft sample outreach materials (content and imagery)

Content Rationalization

Waco **Core Team** will evaluate webpages on the existing site and make a conscious decision of whether to **archive, improve, or migrate**.



Archive

Page and content is retired and will **not** be migrated by OpenCities



Improve

Page and content is migrated as-is, but flagged by the client as needing improvement



Migrate

Page and content is migrated as-is and client team can refine as necessary



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Content Migration



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- **Content Migration Strategy**
 - Content Audit
 - Content Analytics / Usage
 - Content Review
 - Content Prep for Migration
- **Content Migration Executive Summary**
- **Information Architecture Strategy**

This process includes the migration of 2,000 pages (if needed) and is scheduled to take approximately 3-5 weeks.

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Design



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- The City of Waco team will participate in **two design workshops** to set the tone and shape of the new website home page. Many members of the City of Waco team will be involved in these sessions.
- Once the **home page concept** is initially drawn up, the Core Team will begin **reviewing** and **iterating** the design until it is approved.



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Training

The City of Waco team will be **fully trained** on how to use both the **website** and the **OpenForms system** prior to launch. Website training includes members of the Core / Steering Teams as well as many **internal stakeholders**.

- Site Admin Training
- OpenForms Admin Training
- OpenForms General Training
- OpenForms Workflow Training
- Content Publisher Training
- Digital Services Academy



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Questions?



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