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News Release

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For Immediate Release: August 31, 2016

Share! City of #Durham debuts new website design to improve resident engagement; <http://DurhamNC.gov>

New City Government Website Design Aims to Improve Resident Engagement

DURHAM, N.C. – With more than 6,000 unique visitors each day, the City of Durham’s website, <http://DurhamNC.gov>, is easily one of the go-to sites to find information about City government and all the Bull City has to offer.

To make finding information more user friendly and engaging, the City has reinvented the site, making it mobile-friendly as well as loading it with new features. “It’s an entirely new look that is pretty unique among other websites in this area,” said Public Affairs Director Beverly B. Thompson. “While the new design looks modern and innovative with large images of iconic Durham scenes in the background, the functionality is fairly intuitive for most users. That really is the most pleasing feature – knowing that most visitors will be able to quickly find the information they’re seeking.”

The new design was created with the user in mind and was data driven, placing the top-visited places prominently on the front page of the site, making it easier for people who use the site most to do business with the City. For example, site visitors can go directly to highly used pages, including Durham One Call, Employment Information, Media Center, Pay Utilities, and others right from the front page, whether they’re using a computer, iPad or mobile phone.

“From our research, we know that a growing number of people use the Internet from a mobile device,” said Chief Information Officer Kerry Goode. “One of our goals with this new site was to accommodate that user by adapting to whatever device they might use.”

Additionally, on the Online Services page, users can subscribe to specific information they’d like to receive from the City, including press releases, newsletters, bid posting, parks and recreation updates, and a host of other information. Users may also sign up for alerts to be notified about urgent or emergency information about City services or facilities.

Users should update any bookmarked URL addresses since all have changed and will not work with the new website. Any shortened links, such as those created by bit.ly or owl.ly, will also no longer work.

The City wants to hear from users as they familiarize themselves with the new site through a [feedback link](#), Thompson said. “We want people enjoy using our improved site, and we welcome their feedback.”

The redesigned website was built by [CivicPlus®](#), with the project led by the City's Technology Solutions Department and the Office of Public Affairs, a division of the City Manager's Office.

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