



Concord Launches New City Website to Improve User Experience

Concord, Calif. (April 15, 2019) – The City of Concord has rolled out a new website that is more streamlined and designed to help users find what they need quickly and easily. While the website address remains the same – www.cityofconcord.org – the look has been refreshed and the organization of information and tools has been designed for maximum efficiency.

One of the key features allows users to sign up for [“Notify Me”](#) to receive email or text notifications when an item like a news update or public meeting agenda is posted.

“We know that the people who visit our website expect to find what they are looking for quickly, so we used analytics to determine how to organize the content, including what to feature on the home page,” said Jennifer Ortega, Concord’s Community Relations Manager. “We believe that the clean design and powerful search tool will also help our web users enjoy their overall experience on our new site.”

The seven-month project of transitioning the site from an in-house system to a hosted content-management system by public agency website leader CivicPlus, enabled every City department to review their content and refresh their pages. Departments now have control of their web pages and can easily update their information which will enhance our customer service.

The new site offers a suite of tools that help organize information so users can find what they need in one section. For example, documents (pdfs) are housed in the site’s “document center” and linked out to various web pages. All calendar items can be viewed in one spot, if desired, or users can simply check the boxes of the various calendars they are interested in viewing.

To help with the initial review of the live site, City staff also called on graduates of Concord’s Community Institute. These engaged residents and businesspeople took a good look at the site and provided feedback to assist staff in making the site even better.

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