



MEMORANDUM

Date: May 22, 2023

To: The Honorable Chair and Members
Pima County Board of Supervisors

From: Jan Leisher 
County Administrator

Re: **Questions Regarding the New pima.gov Website**

At the May 2, 2023 Board of Supervisors meeting, Supervisor Christy asked a number of questions about the new pima.gov website. The Information Technology and Communications Directors have submitted the attached answers.

JKL/anc

Attachment

c: Carmine DeBonis, Jr., Deputy County Administrator
Francisco García, MD, MPH, Deputy County Administrator and Chief Medical Officer
Steve Holmes, Deputy County Administrator
Javier Baca, Director, Information Technology
Mark Evans, Director, Communications Office

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To: Jan Leshar
County Administrator

From: Mark B. Evans, Director
Communications

Javier Baca, Director
Information Technology

Re: Questions regarding new pima.gov site

Supervisor Steve Christy asked several questions about the launch of the new Pima County website, pima.gov. Our answers follow.

Who created the new website, and how much did it cost?

Pima County contracted with CivicPlus, one of the largest providers of content management systems for government websites in the country. The cost for the first year was \$301,694.78, which included five products: Civic Evolve, which is the website CMS; CivicOptimize, which is a powerful form builder; Engage, which is a civic engagement and survey application; AudioEye, which is Tucson-founded accessibility application that ensures pima.gov is accessible to all users, especially the visually impaired; and Frase, which is an AI-powered chatbot. The annual license renewal for all five software applications is \$87,774.78. The Communications Office used ARPA CSLFRF funding to pay for the first and second year.

Why no "Pima County" at top of page?

Since the County's "dot gov" account is pima.gov, rather than pimacounty.gov, we decided to brand the site as Pima.gov, since that is how we refer people to the site – "Go to pima.gov...." rather than "...go to Pima County's website, pima.gov." "Pima County is included on the home page on the newsroom and the bottom "footer" content. We will review adding Pima County for the Board of Supervisors section to make sure it is clear to visitors.

Why no Beta preview of new site before it went live?

The need to migrate to a new platform precluded a traditional beta-preview process. The new content management system was so superior to the old system that it was necessary to migrate to a new system that addressed the needs of public visitors in accessibility and mobile-device compatibility. Furthermore, it is important that the infrastructure upon which our website resides is secure, up-to-date, well-maintained, and sustainable. Migrating to the new site provided those enhancements as well as the accessibility benefits. Given the scale and complexity of the County website the transition was designed to be as seamless as possible for constituents.

Why don't links redirect from old pages to new?

Hundreds of individual page redirects have been implemented in this process. However, with over 16,000 individual documents hosted by the previous system, it was not feasible to individually add a redirect for each document. To make the transition as smooth and non-disruptive as possible multiple strategies were employed including the redirects described above, initiating search engine re-indexing of the new site, providing a reporting form for user suggestions, and developing ad-hoc solutions as needs arise. All appropriate strategies and best practices were used to minimize the transitional disruption. That, coupled with sufficient time having elapsed for the search engine re-indexing process to complete, the most disruptive aspect of the transition is behind us.

Why the headings "Government" and "Departments & Offices"?

The "mega menus" – Government, Departments & Offices, Services, and I Want To – are similar to the menus from the previous site to give users a familiar navigation. They also are designed for visitors looking for specific content or pages.

How was the content of the "Government" page determined?

The links under the "Government" mega menu are intended to serve visitors who are looking for pages related to the overall governance and funding of the County. This menu is a work in progress. We will be using site analytics and data from the Ask Pima County chatbot to revise that menu to provide commonly searched page links related to County governance and funding.

Why are elected officials listed under "Administration" on the "Departments & Offices" page?

This menu is nearly identical to the "Government" menu from the previous version of pima.gov. The incongruity of having the Assessor and other elected offices under Administration was noted during the site build but changing it for launch was missed. We will (or possibly have already) changed the menu to create a separate category for elected offices.

Why is the Clerk of the Board listed under "Administration" rather than Board of Supervisors?

While the Clerk of the Board's office primarily serves the Board of Supervisors, it provides other administrative functions for the County, namely public records management. However, Supervisor Christy's question is well-noted and we have moved COB under the Board of Supervisors.

On the County Administrator's page, under "Memorandum and Correspondence to the Board of Supervisors", why are documents listed by month versus by year?

Supervisor Christy is not the only person to ask questions about the formatting for County Administrator's memoranda page. Due to popular demand, the page has been changed back to calendar year instead of fiscal year. We continue to break the memos out by month to aid mobile users. Since there can be 300-400 memos a year, separating the memos by month prevents

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mobile visitors from having to scroll interminably to find a memo from a specific month in the year they're searching.

What is the reasoning behind the navigation buttons below the search window?

These menus are intended for a type of visitor, rather than the mega menus, which are intended for people who are looking for specific information. The menus are intended for people who are visiting the County and Southern Arizona and want attractions and amenity information; people who want information about owning or operating a business in Pima County; people who need help; and people who want to help the County help others. Like the mega menus, these menus also are a work in progress. We will be refining these menus over the summer based on how people are using pima.gov. We believe the current names are self-explanatory, but will take another look to see if there are similar words that carry the same message.