



THE NEW LEON COUNTY WEBSITE

PEOPLE FOCUSED. PERFORMANCE DRIVEN.

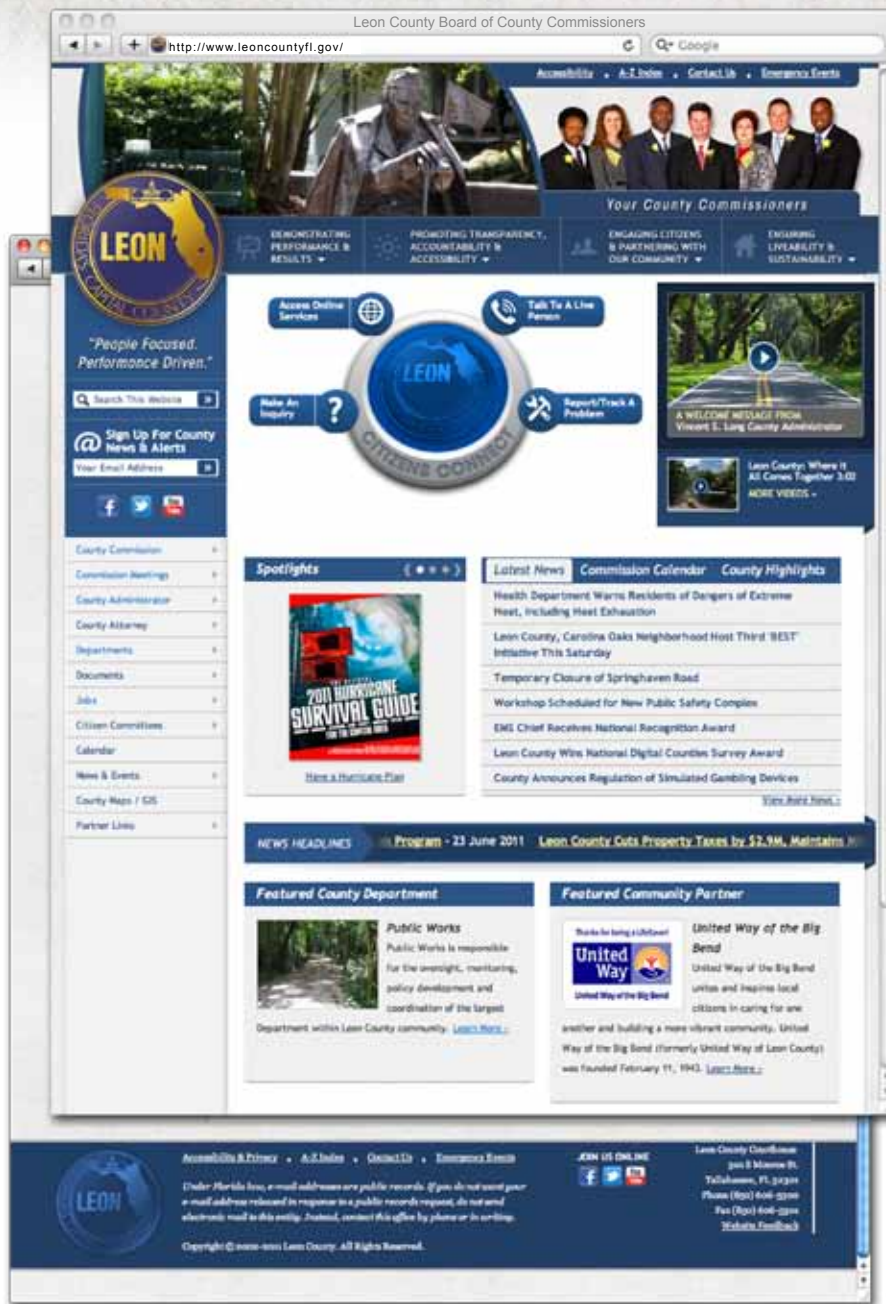
Citizens interact with County government through a variety of methods: phone calls, email, in-person, correspondence and the website. Each interaction should be dealt with in a positive manner, reinforcing the openness and transparency in which we conduct ourselves.

The Leon County website is just one of the many ways our citizens interact with Leon County Government, but it's an important one. The website is often the first, and sometimes only, interaction citizens have with Leon County Government.

As our 'virtual front door,' users will find that this website reflects the County's continuous efforts to better serve them and to provide the information they need at their fingertips, which will be presented in a unique and user-friendly layout. We are committed to exceeding their expectations in customer service and responsiveness.

The entire redesign of the website is intended to provide the user with multiple ways to access the County and allow the user various entry points, depending upon how the customer might be looking for information, in addition to immediate access to information and the ability to track/report a problem.

Also, key to the website is the prominent placement of the Board of County Commissioners and the ability to easily access individual Commissioner pages. By scrolling over each photo, the user can "click" an individual and immediately be taken to that Commissioner's page. On the individual page, unique information pertaining to the specific Commissioner will be displayed.



The Core 4

We have also created what we're calling our 'Core 4,' areas of real emphasis for Leon County, with links that are conveniently located at the top of every page.

The first area, **Demonstrating Performance & Results**, demonstrates our belief citizens want their tax dollars to be spent wisely and that citizens have the right to a clear view of how the County's programs are working and the results they are achieving.

The second area, **Promoting Transparency, Accountability & Accessibility**, demonstrates our belief citizens have the right to know how their money is spent. Through this venue, visitors to the website are provided free, online access to County expenditure information. Visitors may use our new feature, 'Your Checkbook,' to search County expenditures and may limit or expand their searches by date ranges. Relative to transparency, visitors interested in lobbyists, may view the list of registered lobbyists, their clients, and compensation reports.

The third area, **Engaging Citizens & Partnering with the Community**, reflects our belief that having informed and engaged citizens is essential to our success. Through this venue, citizens may identify opportunities to serve on a wide range of committees or become engaged as volunteers in our community.

The fourth area, **Ensuring Livability & Sustainability**, reflects the Board's desire to create opportunities, attract and retain talent, and promote a livable and sustainable community for current and future residents. All of this speaks to our sense of place.

Commissioner Information

On each of the seven County Commissioners' individual pages, there is a media gallery beneath their main portrait for photos and videos, a term length section and title banner (if applicable), as well as an interactive district map for their constituents. Information specific to each Commissioner will be organized under four user-friendly tabs: *About* (for biographical information), *Accomplishments*, *District Info* and *Issues*.



County News

There are several ways that visitors are now able to locate County news, but the most attention-grabbing element on the website is the "News Ticker," a real-time, scrolling text feature for County news headlines. There is also a list of headlines linking to the full stories with an additional link to archived news releases at the bottom of that list.

NEWS HEADLINES Project Saturday - 28 June 2011 Commissioner Proctor to Host Town Hall

Citizens Connect

One consistent Board priority has been to provide more accessibility to our citizens. Through technology we will continue to develop easier ways for our citizens to interact with the County, and the 'Citizens Connect' feature demonstrates that commitment.

The big blue 'Citizens Connect' button is prominently displayed on the home page and is accessible from any of the website's internal pages as well.

With just a click, visitors can [Access Online Services](#), [Report or Track a Problem](#), [Make an Inquiry Online](#), or simply choose to [Talk to a Live Person](#).

When reporting a problem, they will be provided a tracking number that can be entered upon return to the website to monitor that problem. Email updates can also be provided as the inquiry is being addressed.



Viewing Videos

The new site also makes it easier for visitors to view videos online, including Commission meetings and workshops. Visitors simply click on the Commission Meetings button on the left-hand navigation panel and select what they want to watch. Both live and pre-recorded meetings can be found here, along with agendas, meeting materials and more.

There is a welcome video on the front page that provides both a small introduction to the new website and a commitment to the visitor that Leon County is committed to customer service and accountability. Below the welcome video are links to other County-related videos, including the Leon County Tourism Development's Visit Tallahassee promotional video.

