



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** September 12, 2016

SUBJECT: Review changes to the city's website

PRESENTER: Mary Peters, Public Information Officer

GENERAL DESCRIPTION:

The purpose of this item is to review with Council changes that are being made to the city's website, www.nrhtx.com.

It is not uncommon for businesses and agencies to redesign websites every few years to give them a fresh look and feel and to stay current with the latest in web development trends. The city's website, www.nrhtx.com, was last redesigned in 2011.

A staff committee has been working for the past few months on a redesign for www.nrhtx.com. Committee members include:

- Mary Peters, Communications Department
- Paulette Hartman, City Manager's Office
- Jennifer Stephens, Economic Development
- Clayton Comstock, Planning & Development
- Alicia Richardson, City Secretary's Office
- Sarah Green, Parks & Recreation
- Chelsey Lamar, NRH2O Family Water Park

Our goals for the redesign are to showcase the new City Hall and to better reflect that North Richland Hills is a dynamic and growing community. We also want the site to be more "demand responsive," which means it will display better across all types of mobile devices. The website currently receives more than 50,000 visits monthly, with 45% of those visits from mobile devices and 55% from desktop computers. About 38% of visits are outside of our normal business hours.

City staff will present highlights of website redesign during the Council Work Session and the redesign will "go live" later in the week.