

Quick Facts Sheet

1. Who were the developers and how were they selected?

Eviciti Corporation, an E-Business solutions provider, based in Royal Oak, in conjunction with Oakland County's Information Technology department, developed the site. Eviciti was selected after going through an RFP (Request for Proposal) process in September of 2000.

2. Who in Oakland County led this initiative?

John Mahoney, former Director of Information Technology
Phil Bertolini, current Director of Information Technology
Ken Rogers, Deputy County Executive
Robert Daddow, Assistant Deputy County Executive
Jim Taylor, Chief-Distributed Computing Technology

3. What was developed; how was it developed, and how much did it cost?

What?

- 0 A re-designed Website (500 pages to start) was developed with a uniform "look and feel" in order to standardize current and future Web development across all departments and agencies.
- 0 A new Web enabled architecture that will support all future Web enabled county initiatives;
- 0 A new logo and mission statement for establishing a new brand identity for Oakland County's "digital brand;"
- 0 A content management system where individual departments will be able to maintain their own content without any technical knowledge.
- 0 A user-friendly navigation system designed to provide information based on user need and not how a department or agency is organized.

How?

- 0 Over 110 interviews were conducted with County departments and agencies;
- 0 Approximately 750 surveys were conducted with residents, employees, businesses and local units of government;
- 0 Usability tests were conducted with target end users of the site - both county and non-County employees.

Cost?

- 0 The project, including Web site design, logo design, mission statement formulation, information architecture, usability studies, content harvesting, programming, graphic arts, photography, server design and configuration, and content management cost \$980,000.

4. Where did the money come from?

Funds, requested by the Oakland County Department of Information Technology and the Executive's Office, were approved by the Oakland County Board of Commissioners.

5. Why was a redesigned site developed?

The Oakland County Executive's Office and the Department of Information Technology wanted to create;

- 0 A common Oakland County brand
- 0 A uniformed "look and feel" and;
- 0 A navigation system based on the needs of residents, businesses, education and government instead of department or agency structure.

6. How is the redesigned site structured?

The site is structured in a way that allows users to identify keywords to the information they are seeking. There are basically four levels of navigation, providing multiple ways for accessing information by whatever level of user:

These levels are;

- 1) Primary Navigation which provides access by name to key areas within the site, i.e., Communities, Elected Officials, Maps and Jobs;
- 2) Keyword Searching, i.e., water, health, job, guide;
- 3) Browse by Citizen, Business, Government or Education: These key areas provide content specific to those area, and;
- 4) I'm Looking For: Gives users an opportunity to link directly from the home page to the most frequently-requested documents and information in the site.

***Additional navigation includes news and events, site map, and a dynamic "spotlight" featuring a new service or other innovative projects underway in Oakland County.

7. How does this site compare to other county and other governmental sites?

The Oakland County Website is unique to other county and governmental sites in that it provides all government information in a single system, allowing for greater cross-referencing and relational documents across multiple departments or agencies. Also, after reaching the information they are looking for, users will be presented with additional links related to similar information that may be housed or maintained in other departments within Oakland County.

8. How does this site benefit County constituents?

Constituents will be able to access forms, reports, contact information and other valuable information that previously was only available by going in person to a County office. Because site visitors can now retrieve information by based on categories designed to meet their needs, they should have an easier and quicker time finding the information they need most.

9. What is the timeline for putting more services online?

All future development, products and services will be determined by I.T. resource availability and future funding as determined by executive management and the Board of Commissioners.

10. What is the new mission statement and how will it be used?

The new mission statement is: Oakland County, Michigan is committed to serving its people and communities. Its empowered by progressive leadership, entrusted to embrace innovation in every aspect of government service. The mission statement will be used to focus and guide the goals and objectives set by the counties leaders and employees for all of their Internet strategies.

11. Why was a new logo developed and how will it be used?

A new logo was developed in order to bring a common identity to the different services offered via the Web site.