

Ken Wright – Mayor
Denis Shortal – City Council Post 1
Adrian Bonser – City Council Post 2
Tom Taylor – City Council Post 3
Robert Wittenstein – City Council Post 4
Danny Ross – City Council Post 5
John Heneghan – City Council Post 6

Warren Hutmacher – City Manager Brian Anderson – City Attorney

#### **MEMO**

**Date:** July 16, 2008

To: City of Dunwoody City Council

Re: Redesign and Launch of New City Website

The City of Dunwoody is proud to announce the launch of a new cutting-edge website on July 1, 2009 designed to aid in the increase of public awareness of the important services and issues affecting the city.

The new website features a new and modern look allowing streamlined navigation to elected, appointed officials and departments. The site provides drop-down menus on the home page that allow residents to quickly select the public service they want to use, without having to find the specific department page.

The website also includes a number of built-in modules, including a citywide calendar and a new email me feature. The email service is designed for residents to register for regular updates of specific city issues and to receive the new quarterly city newsletter. The site was developed by Calvin, Giordano & Associates (CGA), a consulting firm located out of Fort Lauderdale.

Key features of the redesign include:

- Improved Navigation
- Updated Portal design with streamlined access to Quick Links and Departments
- Simplified views for Recent News and Calendar of Events
- Submit your event function
- Site Visitor focused quick link scroll bar
- Simplified Calendar view
- Improved Branding and Color Scheme which includes a rotating seasonal theme
- Marketing/ Public Relations Developed Content and Voice
- E-mail Capture and Direct Mailing solution
- Links to new city social media sites (Twitter, Facebook)



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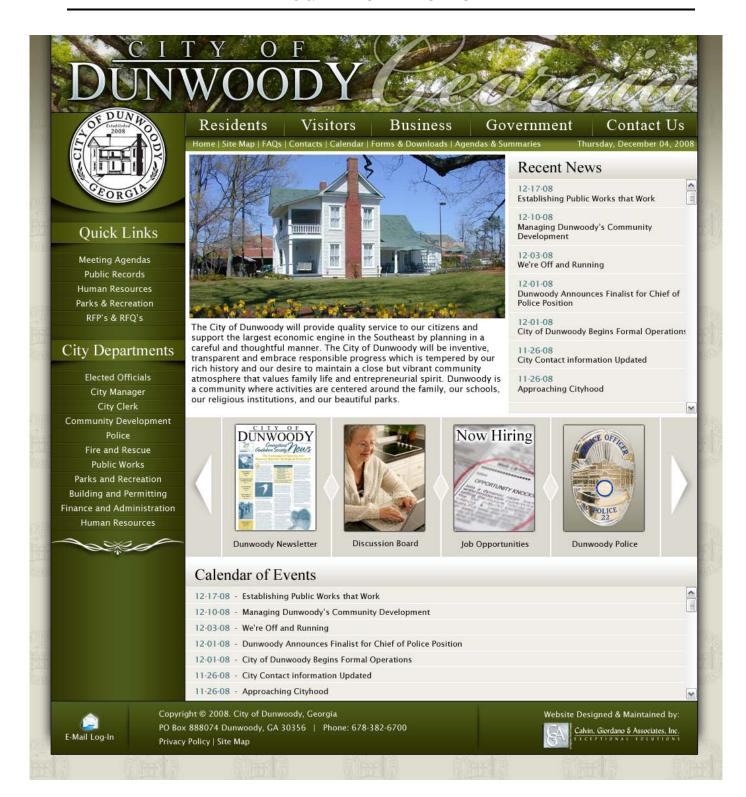
Warren Hutmacher – City Manager Brian Anderson – City Attorney

Proposed future changes to the website include:

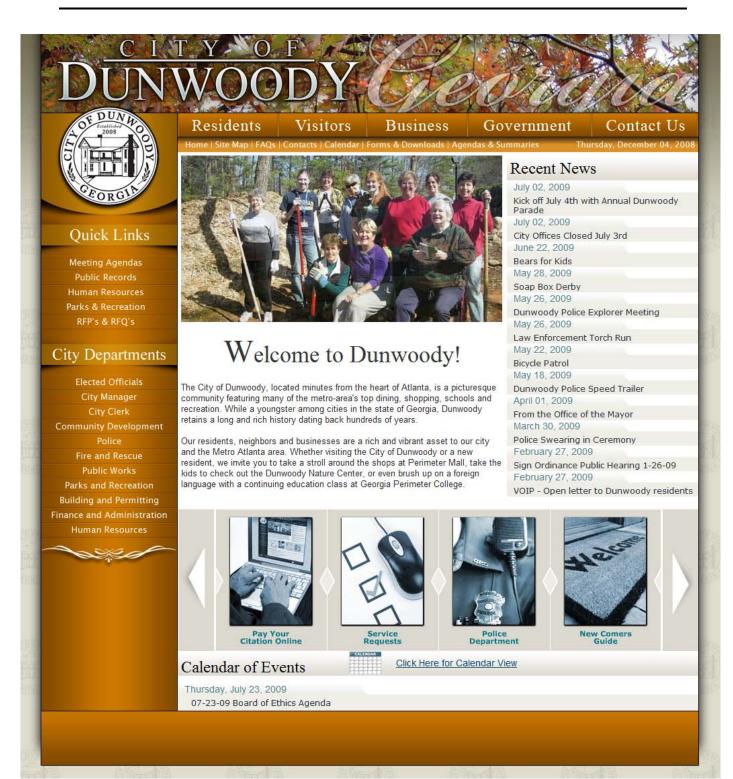
- Color coded map of Dunwoody districts
- Interactive zip code function to allow residents to identify if they live in Dunwoody city limits
- Gallery for residents to submit and the city to post pictures of Dunwoody people, places, and events

Included with this memo are a variety of screen shots showcasing the features of the new City of Dunwoody website.

### City of Dunwoody Website Home Page Summer Theme



### City of Dunwoody Website Home Page Fall Theme



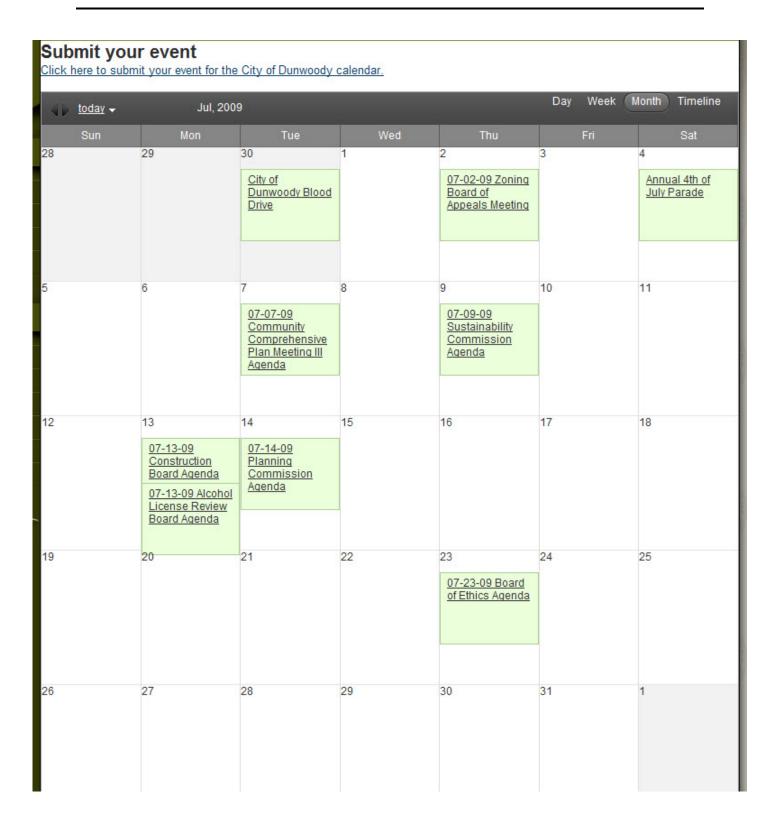
#### City of Dunwoody Website Home Page Winter Theme



## City of Dunwoody Website Home Page Spring Theme



#### City of Dunwoody Website Calendar



# City of Dunwoody Website E-Mail Registration

