Community-Centric Website Redesign
September 26, 2016

Why Redesign?

Salem's Commitment

- Communication and Engagement

Community Need

- City Website top resource for information

Why Redesign?

Content

- Department-centric
- Not being used as effective messaging tool

Governance

- Many authors
- Inconsistent review process
- No strategy for priority content

Redesign Goals

Community-centric
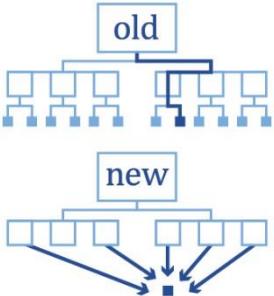
- Consistent messaging

Organizational efficiencies

- Reduce cost of ownership
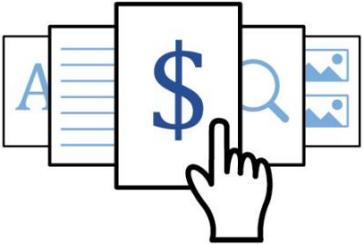- Staff efficiency

Sustainability
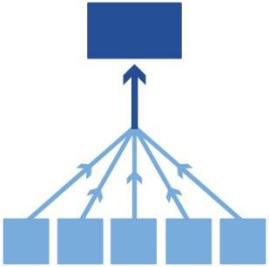
Community-Centric Principles

Easy to Browse
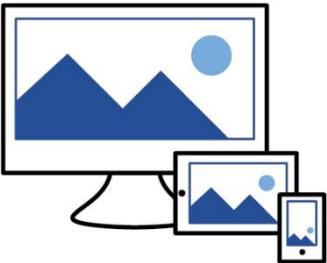
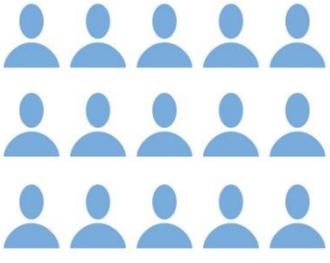**Easy to Find**

Action-oriented

Relevant Content

Consistent Message

Mobile-friendly

Accessible to All

Strategy

- **Learn from others**
- **Build in-house**
- **Staff engagement**
- **Flexible approach**

Example:
Find parking information

Search

CITY OF **Salem** .net
AT YOUR SERVICE

How do I...   City Council   Departments   Residents   Business   Visitors   E-Payments

Administrative Services
Budget
City Manager
City Recorder
Community Development
Contracts & Procurement
Finance
Fire
Housing Authority
Human Resources
Information Technology
Legal
Library
Municipal Court
Police
Public Works
Urban Development

About Salem
Awards
Community Connection
Press Releases
Salem News
Your City
Mayor
City Manager
City Structure
City Government
City Charter
Revised Codes
Budget
Urban Renewal Agency
Salem Housing Authority
SalemMaps Online
Mid Willamette Homeless
Initiative
Salem Calendars
Public Meetings
City Calendar
Boards & Commissions
Council Meetings
Meeting Agendas
Council Calendar
Future Reports
Land Use Decisions
Public Hearing Notices

Busines
Standing at a
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business am

More

Police Facility Planning
Recognizing the limitations of the current Police
space, the City Council has been working to
address the goal of building a new headquarters
for the Salem Police Department since 2007.

Police Facility Proposal

The Salem Connection
Watch the latest installment of the City's local
news show, The Salem Connection.

Active Con
The City of S
projects bei
what's happ

Annua Wa
Learn w
how it is treated, and now it is tested for quality.

Minto Island Bridge & Trail
The last critical link connecting 1000 acres of
parks and more than 20 miles of off-street trails
between south, downtown, & West Salem.

Online Crime Reporting
You can now submit crime reports to the Salem
Police Department directly online using the new
Community Online Police Reporting application.

1 2

THE CITY OF SALEM

Select Language
Powered by Google Translate

E-Payments
All E-Payments
Court Fees & Fines
SPLASH (Permits)
Tickets & Citations
Utility Billing

Help & Information

Permits & Licenses
Building Safety
Land Use Application
License Search
Parking Permits
Permit Search
Public Works Permits

Services
Center 50+
City Recorder (Public Records)
Contracts & Procurement
Housing & Social Services
Human Rights
Library
Parks

News & Tools
City Calendar
E-mail Subscripti
Emergencies
Maps
Road Work Traff
RSS Feeds
Salem Traffic Ca

CITY OF Salem.net
AT YOUR SERVICE

Search

How do I...   City Council   Departments   Residents   Business   Visitors   E-Payments

City of Salem Home > Departments > **Urban Development**

Urban Development Department

City Manager
Contracts & Procurement
Finance
Housing Authority (SHA)
Municipal Court
Urban Development
About Us & Contacts
Boards & Committees
Downtown Revitalization
Economic Development
Federal Programs
Financial Resources
News & Links
Parking
Projects
Real Property Services
Salem Airport
Urban Renewal Agency
Urban Renewal Areas

Mission

To provide for the sustainable expansion of the community's prosperity, measured in terms of jobs and income growth, economic and human development, education, health, and environmental sustainability.

Urban Development administers and oversees a variety of programs and services aimed at strengthening Salem's economy including Salem's **seven** urban renewal areas. In addition, the Department provides loans and grants to finance activities that create emergency, transitional and permanent affordable rental housing for low and moderate income families in Salem and Keizer; allocates funds to non-profits to provide emergency services to homeless and families at-risk of being homeless; facilitates economic opportunities and reinvestment; invests in economic empowerment for individual prosperity and small business growth; issues commercial loan and grant programs; performs real property management, acquisition, sales and leasing services for the City; manages downtown parking services and revitalization; manages Salem's Municipal Airport; and functions as the liaison to community organizations, businesses, and City Council and Agency Board appointed advisory groups.

North Gatewa
Loan and grant p
Urb

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State of the

| Divisions | Financial Resources | Urban Renewal | Boards & Committees | Contact Us | News & Links | Projects |

Director's Office
Oversees Urban Development Department operations.

Downtown Revitalization
Leverages the City's resources to improve and maintain the vitality and prosperity of the downtown core. Includes Parking Services.

Economic Development
Facilitates economic opportunities and private investment by attracting prevailing wage employment and creating awareness of development programs, services and incentives. Includes Airport.

Federal Programs
Funds and monitors social services programs serving low income residents of Salem and Keizer.

Real Property Services
Manages leases, acquisitions, and sales of City and Urban Renewal Agency property.

CITY OF **Salem .net**
AT YOUR SERVICE

How do I...   City Council   Departments   Residents   Business   Visitors

Downtown Revitalization

City of Salem Home > Departments > Urban Development > **Downtown Revitalization**

About Us & Contacts
Boards & Committees
Downtown Revitalization
  Downtown Action Plan
  Downtown Toolbox
  Minto Bridge Project
  Parking Services
  RiverfrontDowntownURA
  South Waterfront URA
Economic Development
Federal Programs
Financial Resources
News & Links
Parking
Projects
Real Property Services
Salem Airport
Urban Renewal Agency
Urban Renewal Areas

Downtown Revitalization Division

The Urban Development Department leverages resources to continue to improve and maintain the vitality of the d
the needs of our community.

Parking Services
Helps maintain the livability and economic prosperity of downtown by maximizing the benefits of on and off street parking.

Riverfront-Do
Comprised of a
River to the we

Downtown Grants & Loans
Program offers the opportunity to make improvements to buildings located within Salem's Riverfront-Downtown.

South Waterf
Centered arour
core.

Capital Toolbox Grant Program
Riverfront Downtown Urban Renewal Area

Downtown Resource Guide
Quick reference: includes parking, public transit, and contact information.

Downtown St
Adopted by the

DOWNTOWN
STRATEGIC
ACTION PLAN

Downtown Salem
RESOURCE GUIDE

Community • Business • Public Safety • Government • I Want To

Community

Animals & Pets
Complaints & Concerns
Donations
Financial Assistance & Grants
Getting Around
Home Building & Remodeling
Housing

Library
Move to Salem
My Neighborhood
Natural Resources
Parking
Plans & Projects

Schools & Education
Seniors & Center 50+
Visit Salem
Volunteer & Get Involved
Water & Utilities
Youth & Families

Parking

Getting around Salem is easy w...
electrical vehicle charging stat...

New Parking Meters to be Installed at the Capitol Mall

Sum voluptatur?

Quia di ni quost illorru mquodios rerro dolupic iminctur maiorem quam, qui sit volupiendunt quo omniment.

Veriasped magnimus dolo inctemqui nostiusam inulpa consero vitibus, est quiae natusam faceatendio et as sunt.

Learn more >>

Bicycle Lockers ⌄

Electric Vehicles ⌄

Parking Permits ⌄

MORE

Parking

Getting around Salem is easy whether you walk, bike, drive, or take public transportation. Convenient customer parking in the downtown area, electrical vehicle charging stations, and new parking meters that accept credit and debit cards ensure there is a parking spot for your.

New Parking Meters to be Installed at the Capitol Mall

Sum voluptatur?

Quia di ni quost illorru mquodios rerro dolupic iminctur maiorem quam, qui sit volupiendunt quo omniment.

Veriasped magnimus dolo inctemqui nostiusam inulpa consero vitibus, est quiae natusam faceatendio et as sunt.

Learn more >>

Bicycle Lockers ⌄

Electric Vehicles ⌄

Parking Permits ⌄

MORE

What's happening

Jan. 2   Airport tours
         8 a.m.–3 p.m.
         Public Hearing
         6:30 p.m.

Jan. 5   Bicycle safety course
         11 a.m.
         Just Walk Salem
         1 p.m.

Jan. 11 Ask a traffic cop on Twitter
         10 a.m.–12 p.m.

Contact us

(?) transportation@cityofsalem.net

(?) Phone 503-588-1234

(?) Hours 8 a.m.–5 p.m.
    Monday–Friday

(?) Location and Map

(?) 123 Mailing Address St
    Salem OR 97301

Downtown Parking District

The Downtown Parking District was created to give customers options for parking in the main downtown area. Downtown businesses are assessed a parking tax that partially funds the operation and maintenance of the free customer parking within the District.

District parking options

The following options are available as part of the Downtown Parking District:

Three-hour parking

- On-street parking
- Limited to three hours from 8 a.m. to 9 p.m., Monday through Saturday
- Limited to once per day, per block

Parkades: free customer parking

- Available all day
- Three parking garages

30-minute and/or loading zones

- For commercial business loading/unloading
- Located throughout downtown area

Employee, student and volunteer permits

You must purchase a parking permit to park in the Downtown Parking District if you fall into one of the following groups:

- Employees who are parking while working
- Construction workers and consultants parking while they are working
- Volunteers parking while they serve
- Students parking while they attend class (beginning on day 2 of class)
- Jurors

Downtown employees, students, and volunteers without permits can be issued a parking ticket for using customer parking options. The fine increases with repeat occurrences.

Apply for a permit

Once you have determined you need a parking permit, apply in person at the Permit Application Center. Parking permits are subject to availability and charged a one time processing and automation fee.

- Application form
- Parking fees

If you work part-time, you may be eligible for a part-time permit. You will need a letter from your employer on business letterhead, stating you work 25 hours or less.

Contact us

Permit Application Center

555 Liberty ST SE RM 320
Salem OR 97301

Phone 503-588-6256

Email: baspac@cityofsalem.net

Office Hours
Monday–Friday
8:00 a.m.–4:30 p.m.

Plans Accepted
Monday–Friday
8:00 a.m.–4:00 p.m.

Additional information

Apply for a permit

Parking permit rates

SRC Chapter 102 Parking

Downtown Parking Tax

Downtown Advisory Board (DAB)

Contest a parking citation

Content Consolidation

The Path Forward

Live Site
Sustain

April
Launch

February
Soft Launch
Both sites live

Mid-January
User Testing

Now
20% Content; 35%
Technical complete
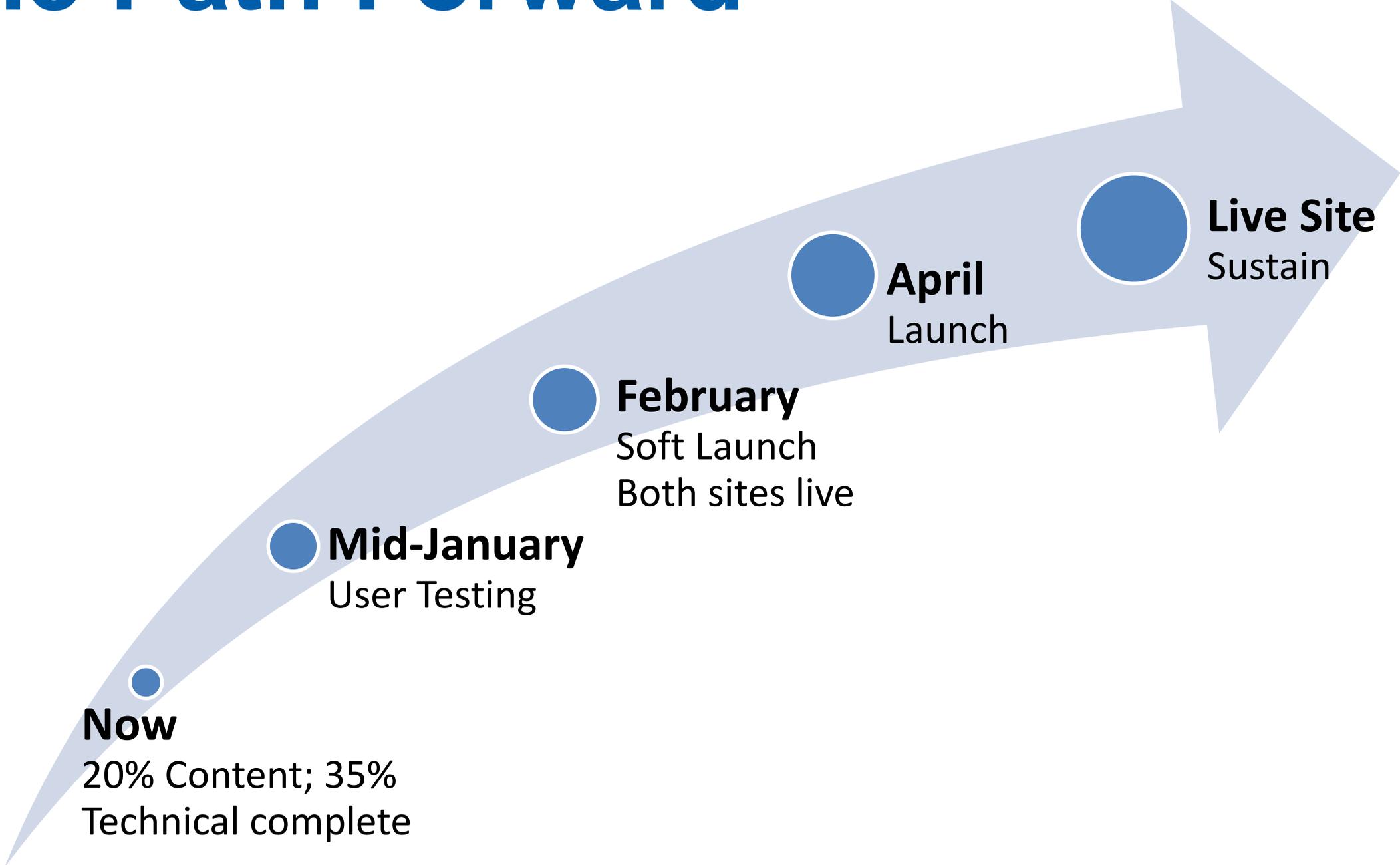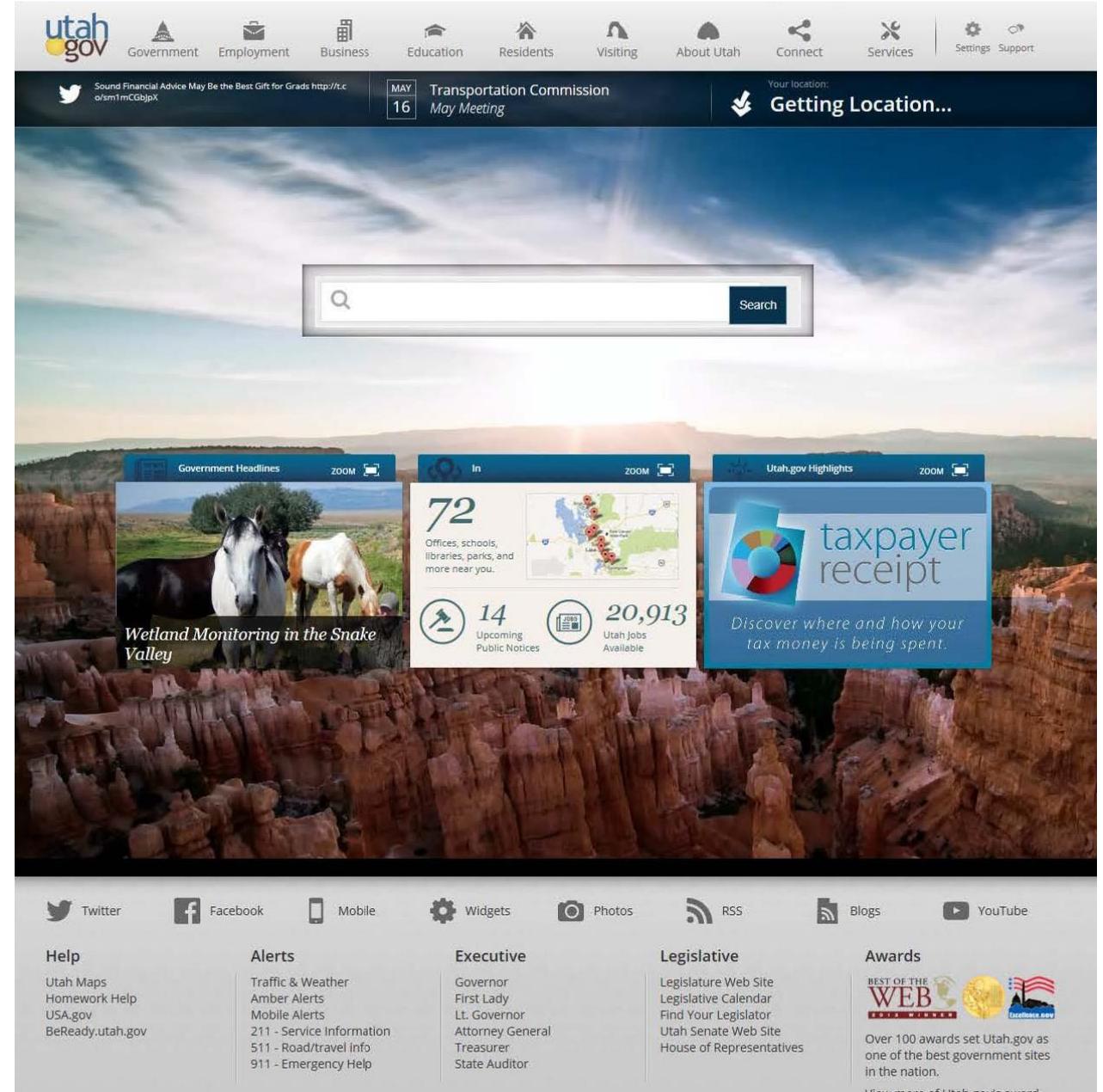
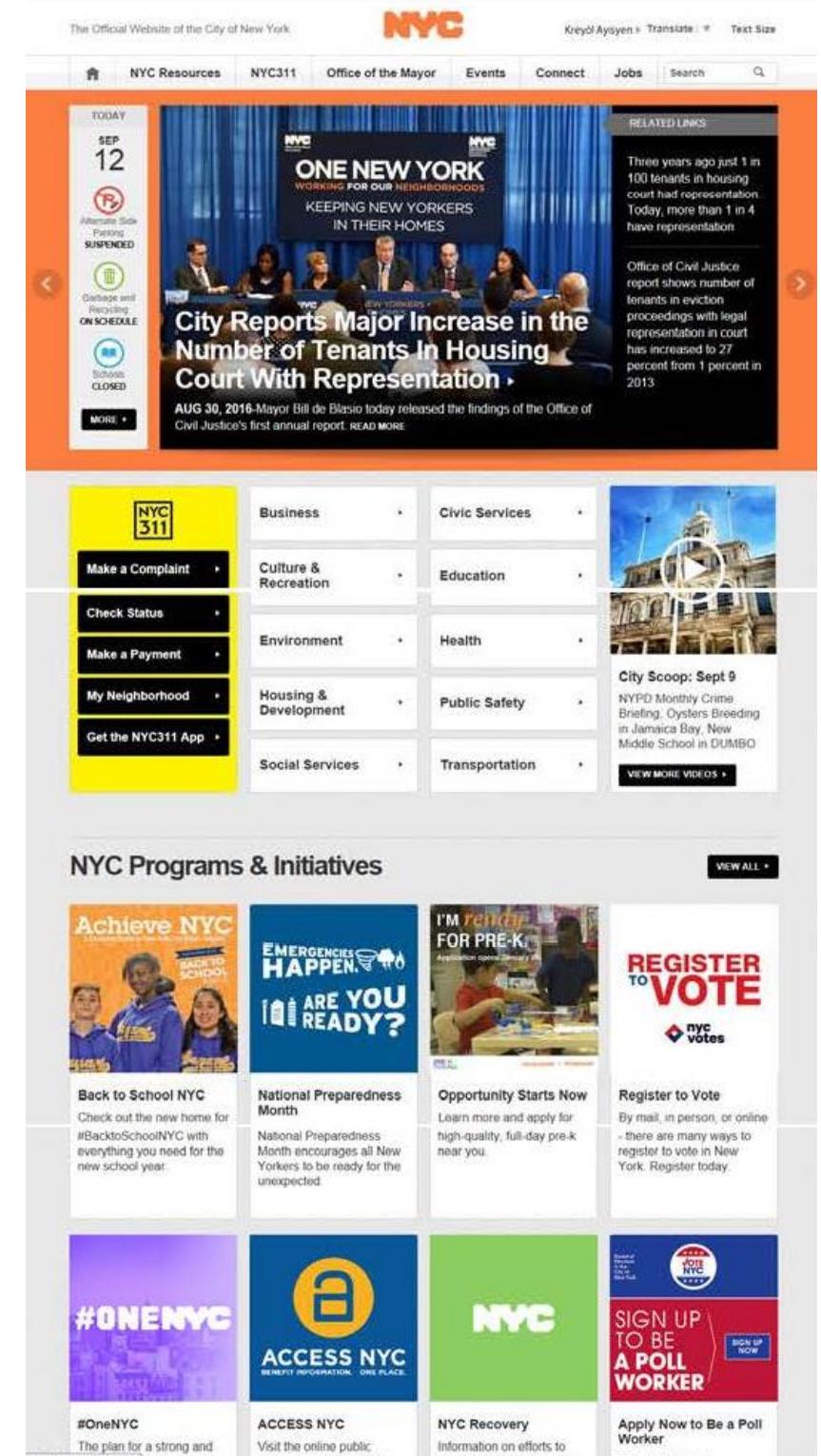# Community-Centric Website

Learn From Others

- Visually interesting, integrated images
- Prominent search
- Menu icons and words group content

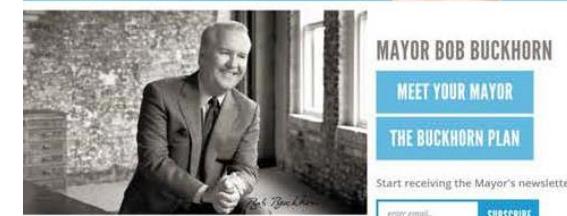# Learn From Others

- Most frequented services are "above the fold"
- Images as menu icons
- Home page in distinct sections

Learn From Others

- Emphasis on news, calendar
- Personalized content – meet the people

Learn From Others

- Push (City stat) and
  Pull messaging ("trending now")
- Segmented by audience/interests
  ("I am a Parent")