

NOACA WEBSITE REDEVELOPMENT UPDATE

External Affairs Committee, January 19, 2018



ACTION REQUESTED

No action is requested at this time. This item is for information and discussion only.

PREVIOUS ACTION

In July 2017, NOACA staff came to you to conduct a focus group activity. Feedback obtained through that exercise was used by the team to inform their work.

BACKGROUND

- Due to tech changes to the web platform, NOACA staff was informed that the Agency's website would need specific upgrades in order to be supported by the provider.
- The implementation of these changes provides us with the opportunity to improve the user experience of the website.
- The primary goal is to make the website even more user friendly by enhancing the ease of access to information.



BACKGROUND

What did we hear from YOU!?

BACKGROUND

Why do you visit NOACA's website?

- **Only use it for Board and Committee information, but has the ability to be a great resource**
- **You're driven there thru the e-newsletter; but not sure if that should be a primary goal**
- **Multiple reasons for visiting the site; not just one element**

BACKGROUND

What should the goals be for NOACA's website?

- Make people aware of what NOACA is doing and its impact on the region
- Look at website as being much larger than Board/Committees
- Upgrade the website to attract people
- Integrate social media

BACKGROUND

Layout preferences

- This group had mixed preferences; fairly evenly divided among four types of layout.

Poll results:

- 39% Scrollable
- 23% Traditional
- 22% Search centric
- 16% Split

BACKGROUND

How did we implement your comments?

Sneak Peek!!!



NEXT STEPS

The goal of this project is to have the new website up and running by April 25, 2018 – in coordination with NOACA's 50th Anniversary.

50 YEARS OF PLANNING

1968 - 2018



NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

