ITS Strategic Roadmap – FY20 Planning

Nashville.gov

Author: *Randall Williams*
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Background

Nashville.gov is the public face for the Metro Nashville Government on the Internet. The current site, the 6th iteration of Nashville.gov since 1995, was released in January 2013 and was designed to accommodate PCs, laptops, tablets, smartphones and other mobile devices through the use of responsible design for all core capabilities for all department sites.

By authority of Metro ordinance, Nashville.gov is the primary portal for various sorts of Metropolitan Government content including official public meeting agendas and minutes, calendars and public notification of meetings. Additionally, the sites serves as a critical resource for legislation, budgets, maps, financial data and information about departmental services.

Per Google Analytics, in calendar year 2018, 22.3 million visits were made to Nashville.gov pages by 15.5 million unique visitors, who performed more than 360,000 unique searches for content. Of these 2018 visits, approximately 54% were made on mobile devices.

Key stakeholders are the department and agencies whose primary sites are hosted on Nashville.gov, including the Mayor's Office, Metro Nashville Police Department, Davidson County Sheriff's Office, Davidson County Election Commission, the Register of Deeds, Finance, Metropolitan Clerk, and many other general government departments and agencies.

Those departments that are not hosted on and supported by the Nashville.gov platform are linked from the site though content on those sites is not searchable from Nashville.gov. These external sites include the courts and judicial community's, managed by Justice Integration Services (JIS), the Nashville Public Library and the Assessor of Property's website.

The ITS WebTeam provides technical support for the public Nashville.gov Internet website and several other Metro Government related web sites, both public facing and internal.

With vendor partner NetTango, in mid-2018 ITS began the process of gathering requirements for the next version of Nashville.gov. The new website is expected to premiere sometime in late 2019 and will be based on the Drupal Content Management System.

Some of the features planned in the next version of the website include:

- A refined navigation that put emphasis on helping site visitors find the services they use most,
- Seamless integration with HubNashville and other selected online Metro services,
- Simplified and appealing user interface and typography via responsive design for a great

experience on any device,

- Redefined and expanded content types, available in multiple languages,
- An easier to use and extensible Content Management System,
  - Open Source to allow for easier, less expensive integration of new tools,
  - Integrated content approval workflow,
  - Integrated audit function to allow for site quality assurance,
- Integrated Social Media sharing/commenting,
- Heightened data security,
- Integration of crowdsourcing ideas such as community solicited homepage photos with credits,
- Better integrated Open Data and data visualization tools,
- And a cloud-hosted environment for better availability, uptime and resilience.

Current Strategic Drivers

1. **Increased demand for services available anytime, from anywhere, on any device** (High) – Driven by ubiquitous online services from Amazon.com to Healthcare.gov, there is a core expectation from both the public and employees that services be available online at any time using any connection.
2. **Customer Need for Communications tools** (High) - Nashville.gov site owners require tools to push data to residents as well as the ability to simply present content of the website. These include subscriptions to agendas, email newsletter services, purchasing services, completing forms and gathering information of various types.
3. **Integration with hubNashville** (High) – As the key source of Metro government Information for Nashvillians, Nashville.gov must provide direct access to service requests available via hubNashville, which is Metro's single stop for access to departmental services and information.
4. **Seamless Migration to new Platform** (High) – ITS want to provide all users of Nashville.gov, both internal and external, a seamless transition to the new Nashville.gov site and CMS platform.
5. **Data Security** (High) – While all of the information on Nashville.gov is public record, certain online financial transactions take place between residents and Metro's payment processor occur through nashville.gov. Ensuring those transacting are made securely is something both Metro departments and the public expect from nashville.gov.
6. **Social Media** (High) – Citizens' use of social media tools including Facebook, Twitter, Instagram, LinkedIn and others provide a relevant and accessible means of communication for Metro.
7. **Mobile First Mindset** 📊 (High) – As the mobile device industry continues to grow, so does the ratio of mobile to non-mobile users accessing Nashville.gov. In 2016 43% of the 6.6 million visits to Nashville.gov were made from mobile devices. In 2017, that number has risen to 54% of the 7.7 million visits.
8. **Improved User Experience** (High) – One of the biggest trends in the industry today is centered on improving the User Experience (UX). Creating effects on purpose, not falling into the information overload trap, updated typography, improved homepage imagery, making sites

simpler and more intuitive so you don't have to be a frequent visitor of the site to find what you need, are some of the key components of improving the UX.

9. **Geospatial (mapped) Data** (High) – Citizens require mapping tools to visualize data presented to locate services provided by Metro departments, which are geographically dispersed across Davidson County, relative to their homes or current locations. These include the locations of police departments, trash and recycling pickup routes and days, voting sites, fire departments, school information, etc.

10. **Public Access Identity** (Medium) - Public users would like a single sign-on experience for all Metro services.

11. **Regulatory Compliance (ADA) and Site Oversight** (Medium) – The Americans with Disabilities Act of 1990 prohibits discrimination based on disability, which is defined by the ADA as "...a physical or mental impairment that substantially limits a major life activity." There are strict rules around accessibility that have to be followed in web development.

On the Horizon Strategic Drivers

1. **Administration Change** (High) – An election for Metro Government in the fall of 2019 has the potential to replace our current mayor, vice mayor and members of the Metro Council. With this election comes the potential to disrupt the planned direction of systems, funding and personnel related to prior administrations.

2. **Technology Change** (Medium) – With the new website being Drupal based there will be a wider array of plug-in options that could extend the features of the site. These will need to be sought out, evaluated and implemented if deemed useful.

Short Term Goals (0-6 months) 7/1/19 – 12/31/19

#	Goal/Objective	Est. Start	Est. Duration
1	Continue development of new site in partnership with NetTango.	7/19	6 months
2	Develop CMS training process for Content Authors.	7/19	6 months
3	Plan launch activities for new site.	7/10	3 months
4	Work with the hubNashville team to embed hubNashville functionality throughout the website to enable a seamless service request for our residents and visitors.	7/19	6 months
5	Develop plan and criteria for evaluating new open-source features that would be used on the website to ensure that data security is maintained to Metro standards.	7/19	ongoing

Medium Term Goals (6-18 months) 1/1/20 – 12/31/20

#	Goal/Objective	Est. Start	Est. Duration
1	Evaluate and implement new features for the site based on user or departmental feedback.	1/20	ongoing
2	Continue to refine training process for Content Authors.	1/20	ongoing

Long Term Goals (18-36 months) 1/1/21 – 6/30/22

#	Goal/Objective	Est. Start	Est. Duration
1	Continue to look at trends or features that may be of value to the Metro Content Owners or users of the site and incorporate, when appropriate, into Nashville.gov. (Funding may be required)	1/21	ongoing

Related Roadmaps:
- hubNashville
- Web & Mobile Apps

Related Resources
- www.nashville.gov
- Content owner site on Inside Metro