



It's Time to Get Trendy

The Hottest Web Design and Communication Trends Expected to Impact Local Government in 2018



AGENDA

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- **2018 Web Design Trends**
 - How to keep your civic website modern and fresh
- **2018 Citizen Communication Trends**
 - How your citizens will want to connect



Presenters

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Rachael Walker
Product Marketing Manager
CivicEngage



Jessica Marabella
Copywriter

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CivicPlus

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- **#1** Provider of government websites
- **2,500+** clients
- **55,000+** users
- **60,000,000+** citizens
- Dedicated to local government
- GovTech 100
- Inc. 5000 since 2011



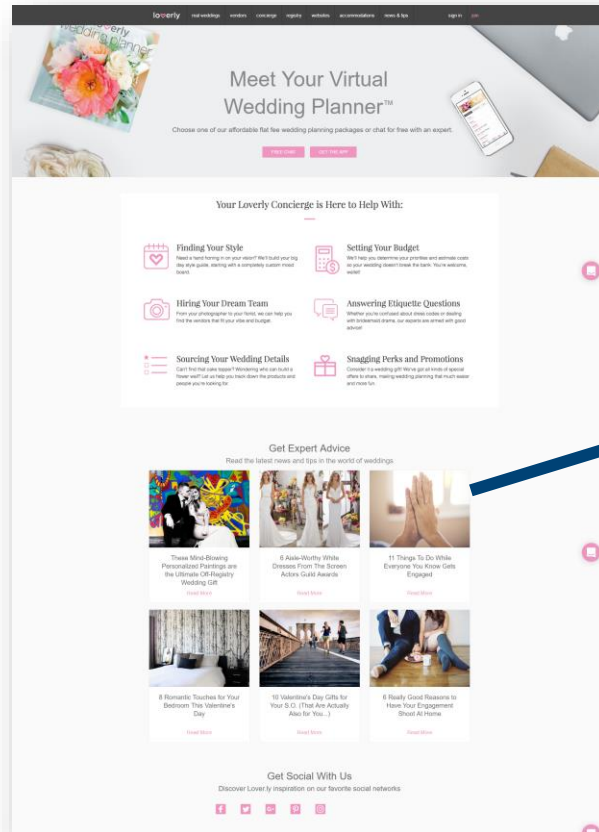
2018 Web Design Trends

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Content-Focused Layouts

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Get Expert Advice

Read the latest news and tips in the world of weddings



These Mind-Blowing Personalized Paintings are the Ultimate Off-Registry Wedding Gift

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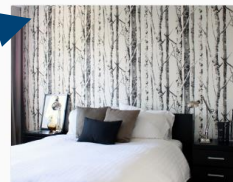
6 Aisle-Worthy White Dresses From The Screen Actors Guild Awards

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11 Things To Do While Everyone You Know Gets Engaged

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8 Romantic Touches for Your Bedroom This Valentine's Day

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10 Valentine's Day Gifts for Your S.O. (That Are Actually Also for You...)

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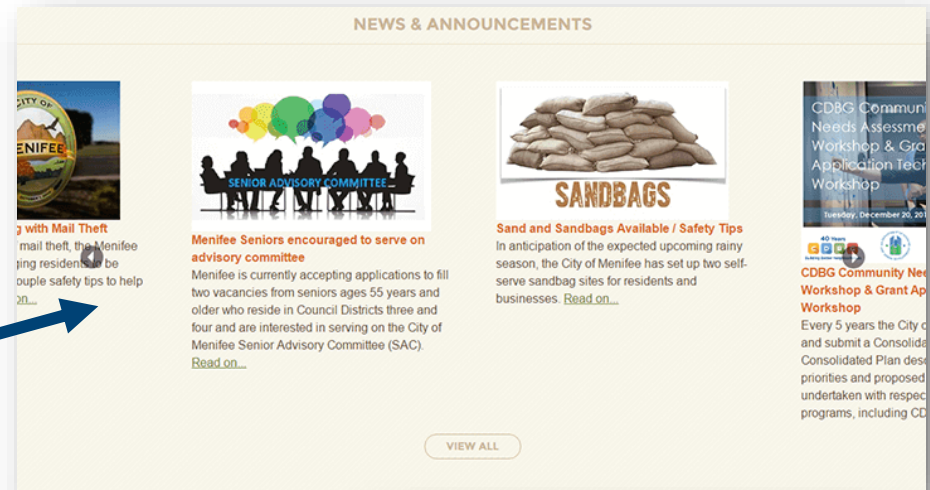
6 Really Good Reasons to Have Your Engagement Shoot At Home

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Content-Focused Layouts

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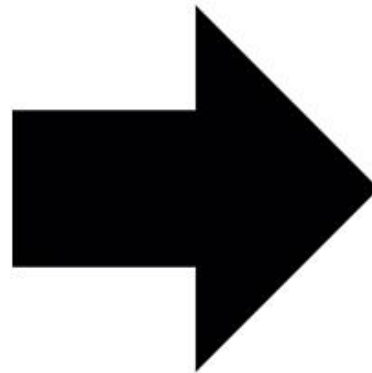
CALENDAR OF EVENTS

DEC 20	DEC 21	DEC 23	DEC 27	DEC 28
CDBG Community Needs Assessment Workshop and Grant Application Workshop Read On	City Council Meeting Read On	City Hall Closed Christmas Day Read On	Senior Advisory Committee Meeting - CANCELLED Read On	Planning Commission Meeting Read On
		Sun City Certified Weekly Farmer's Market Read On	Youth Advisory Committee Meeting Read On	
			Menorah Lighting Read On	

[VIEW ALL](#)

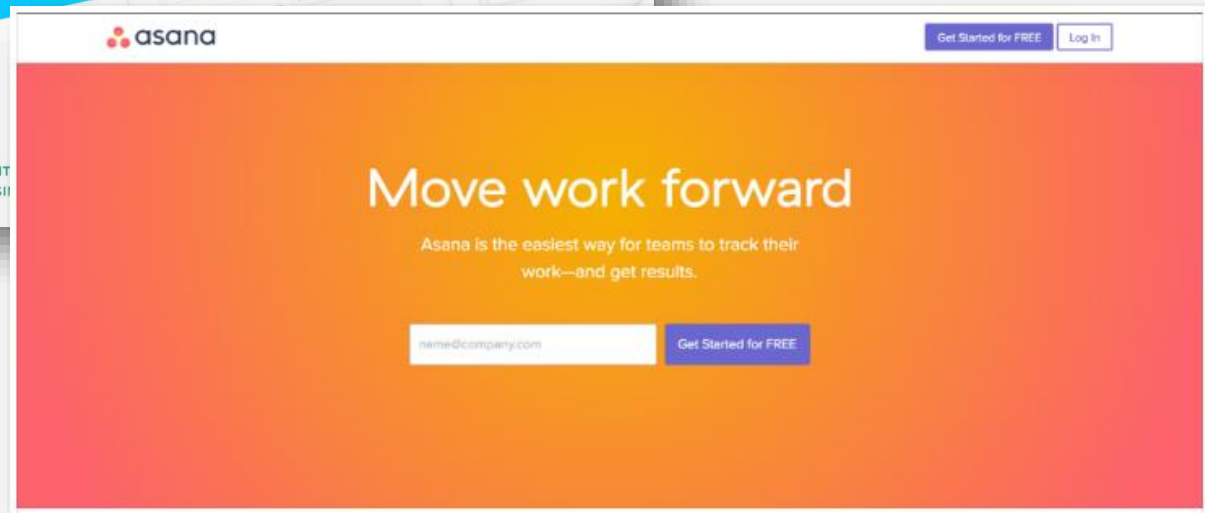
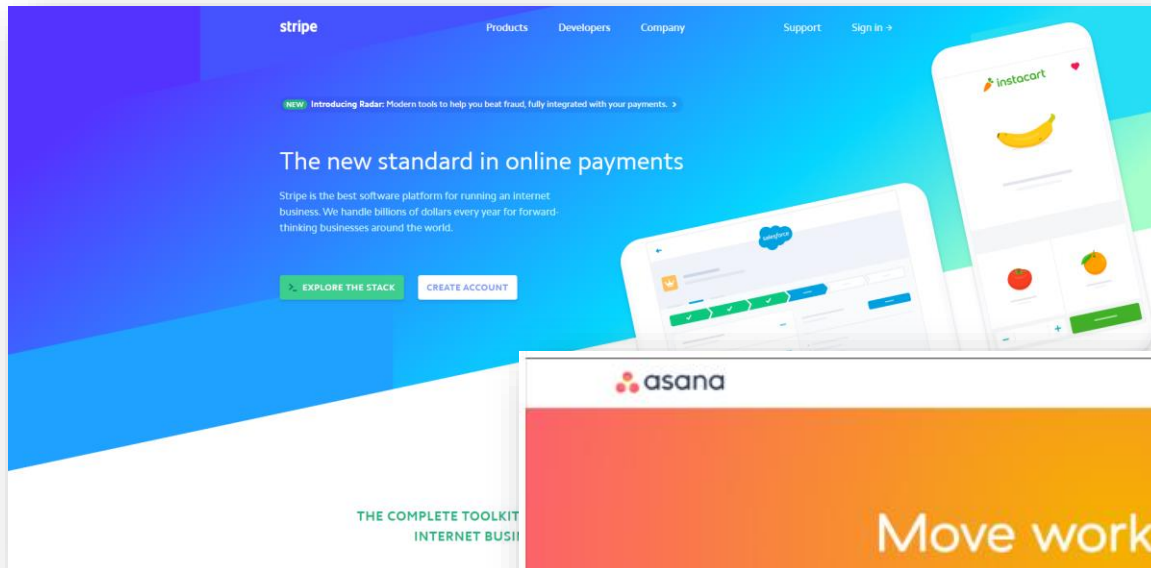
Big, Bold, Beautiful Colors

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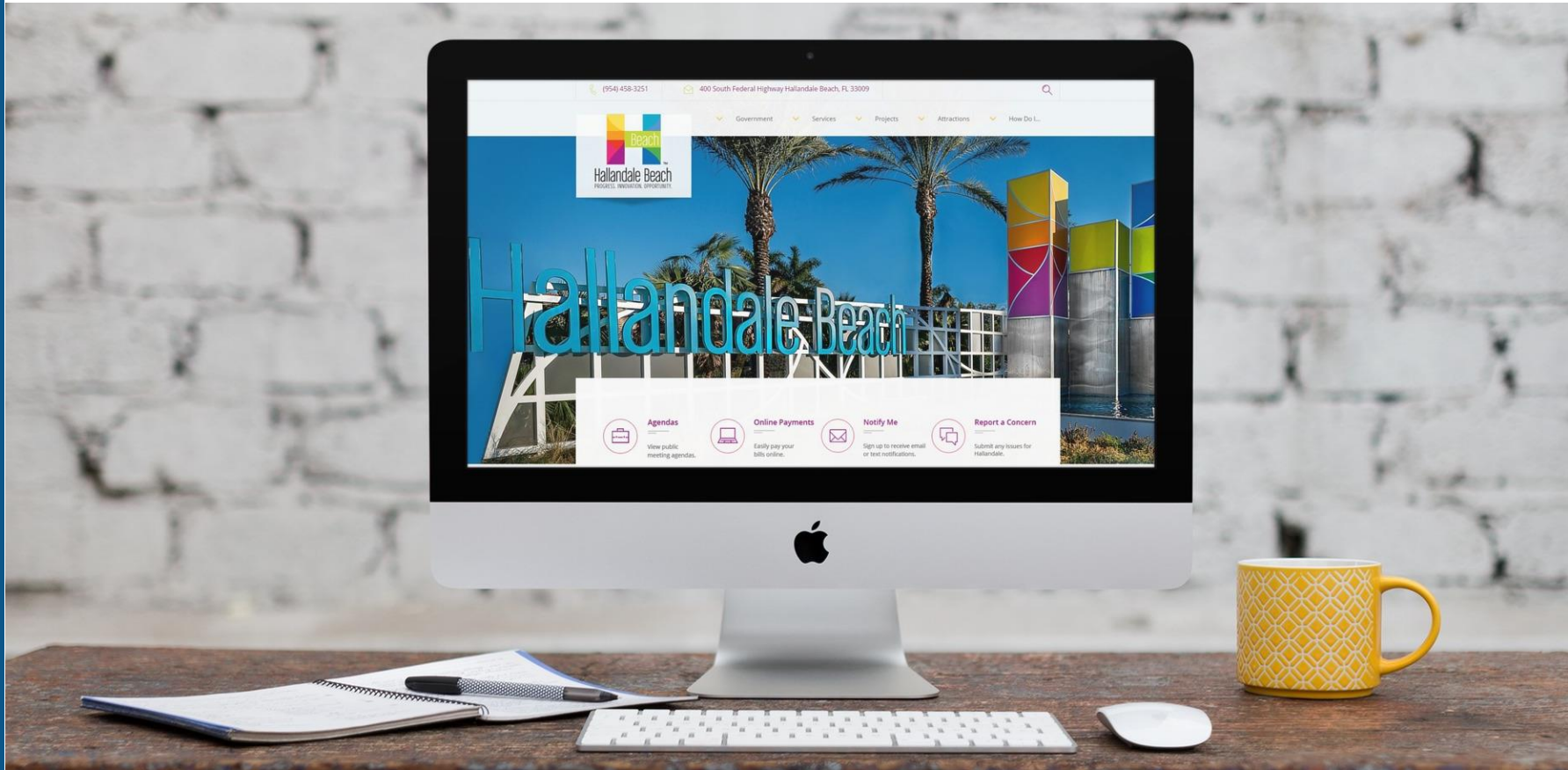
Big, Bold, Beautiful Colors

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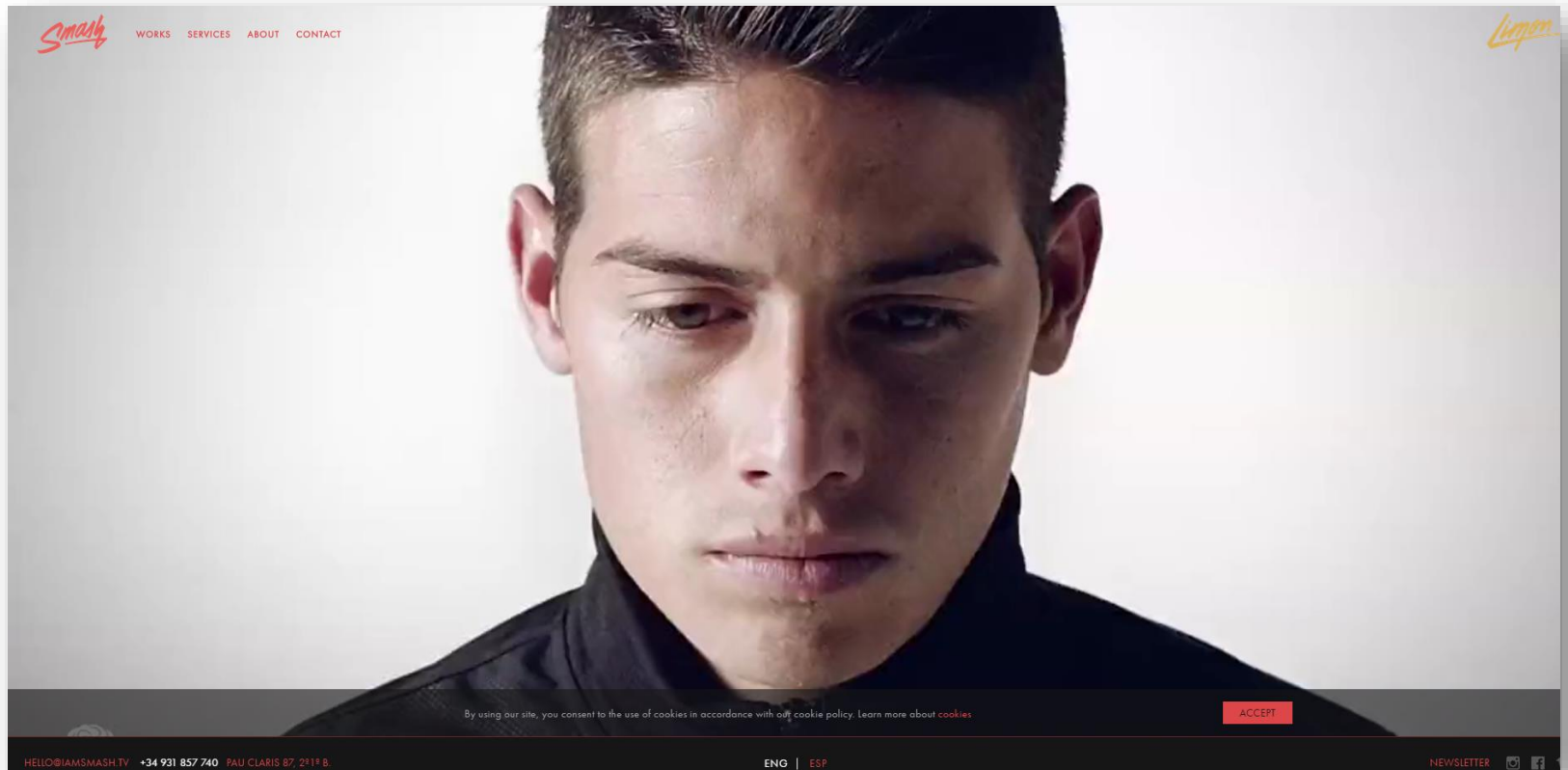
Big, Bold, Beautiful Colors

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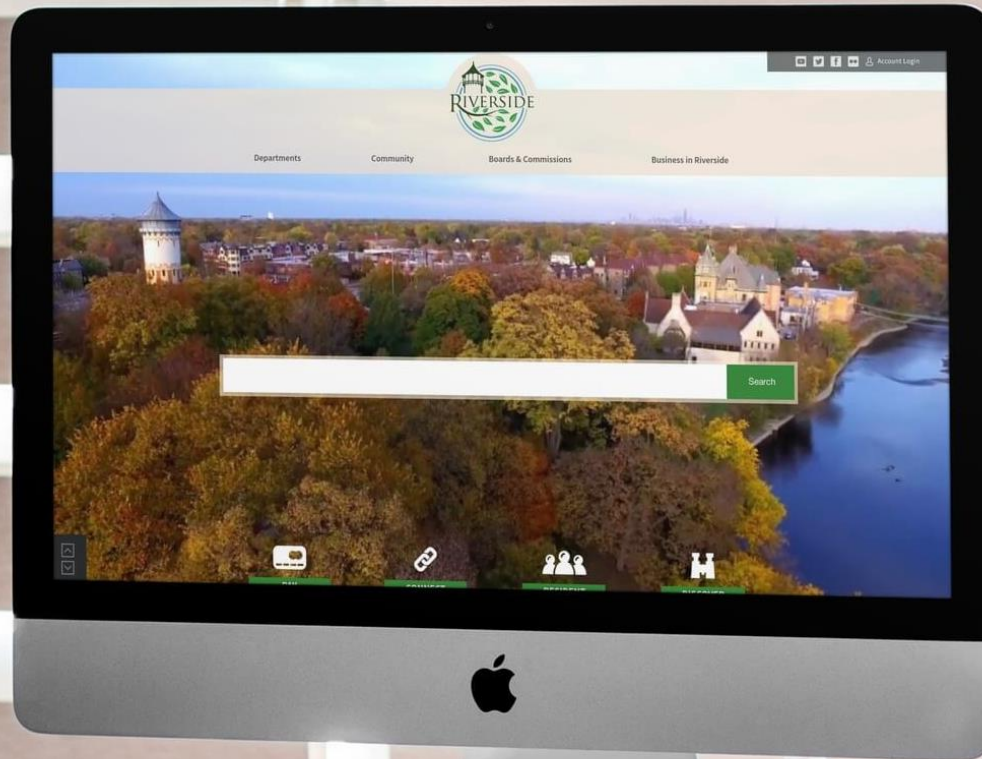
Impactful Animation

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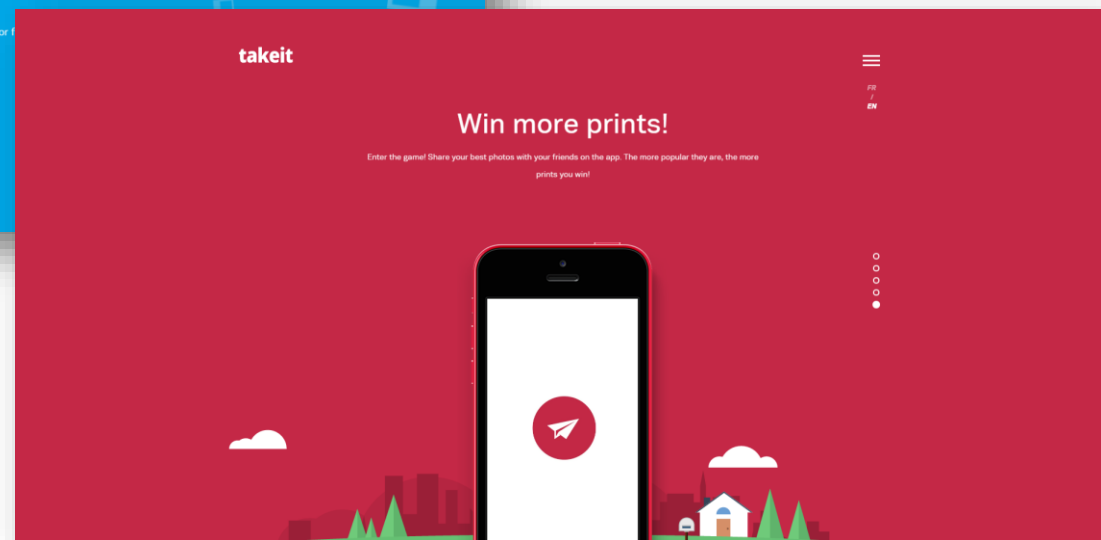
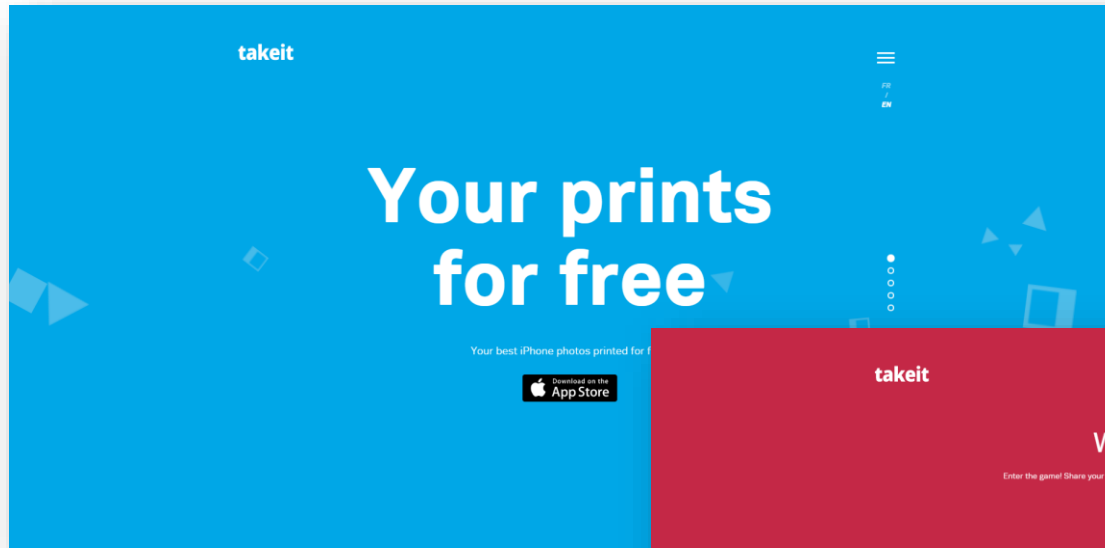
Impactful Animation

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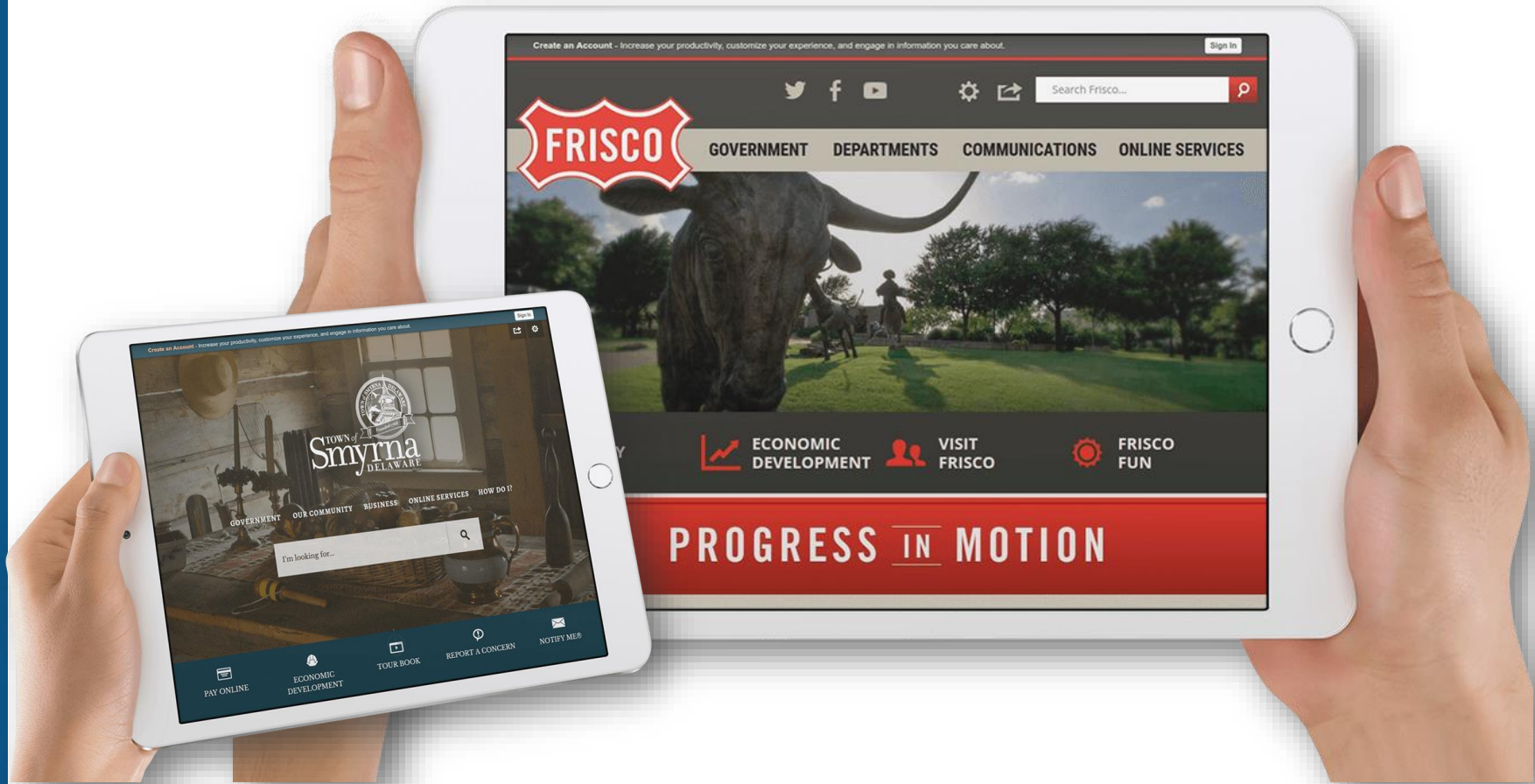


Flat Design

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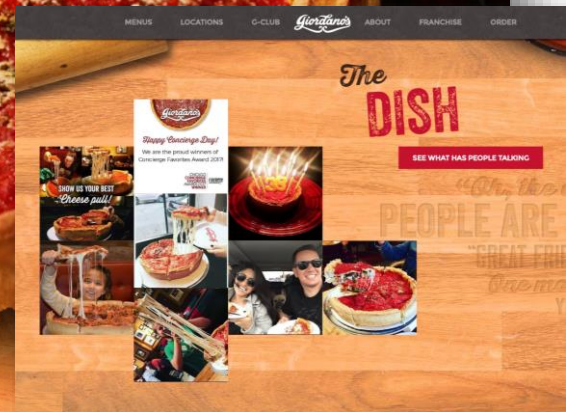
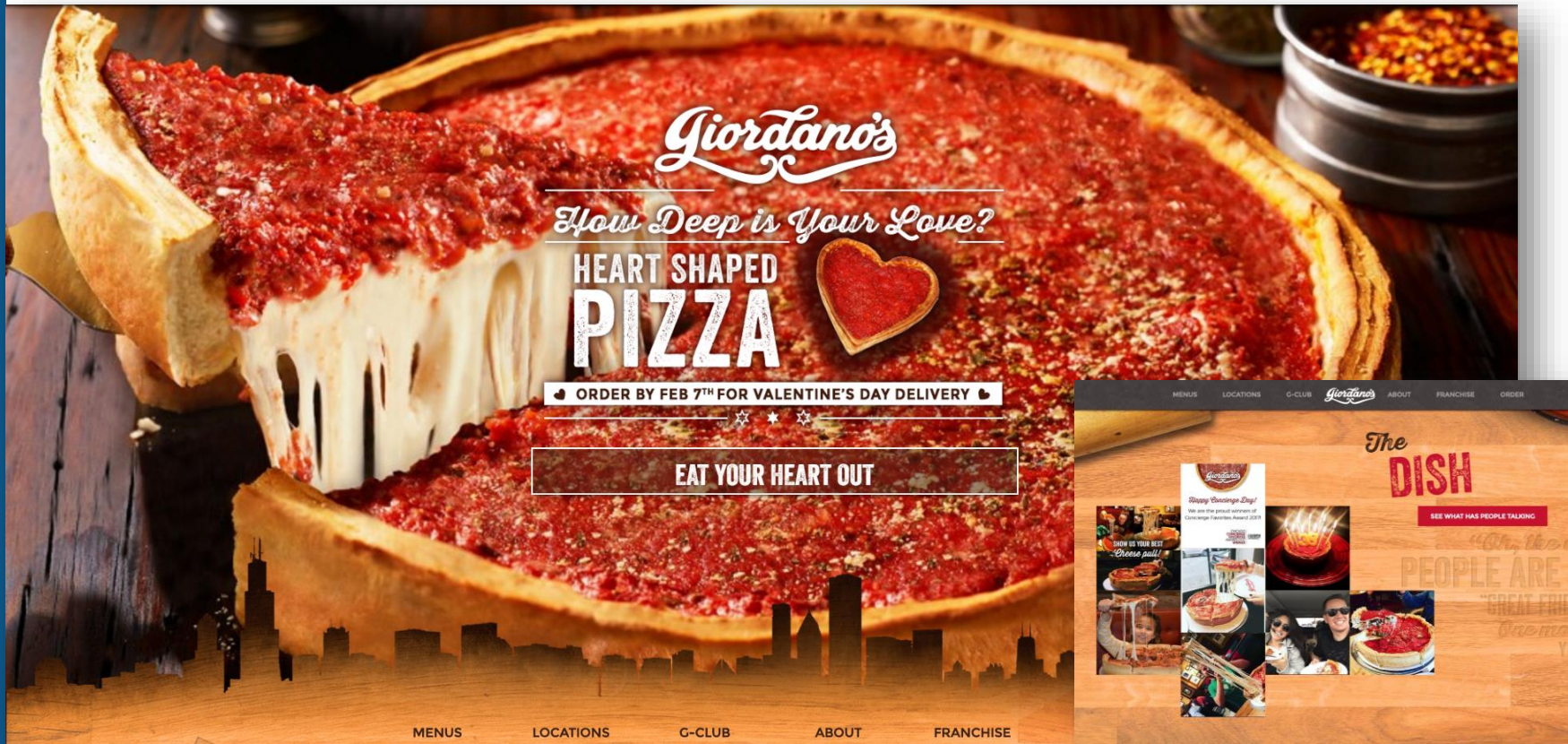


Flat Design



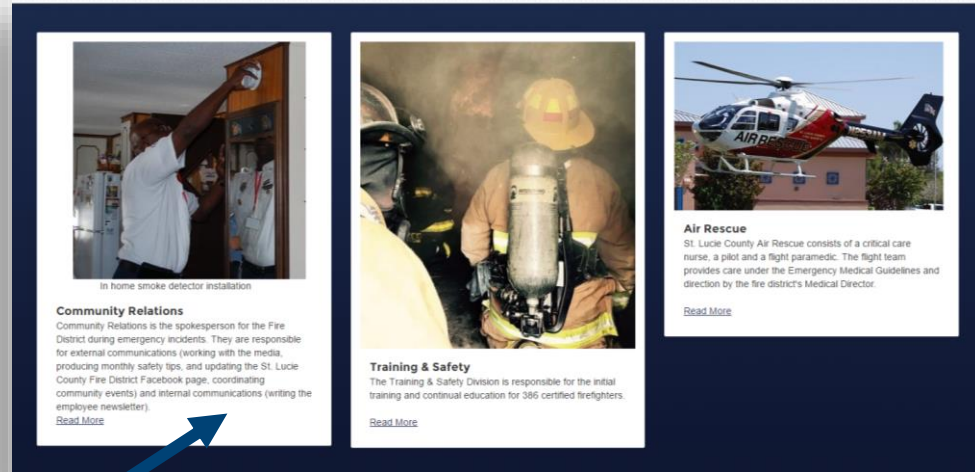
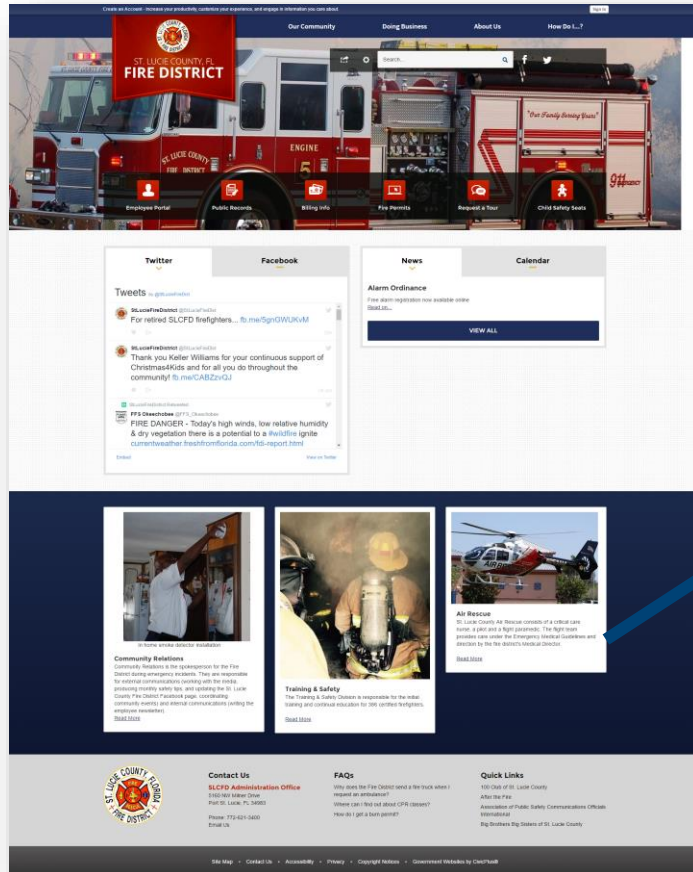
The End of Stock Imagery

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The End of Stock Imagery

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3D Geometric Icons and Imagery

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Photos



Weather



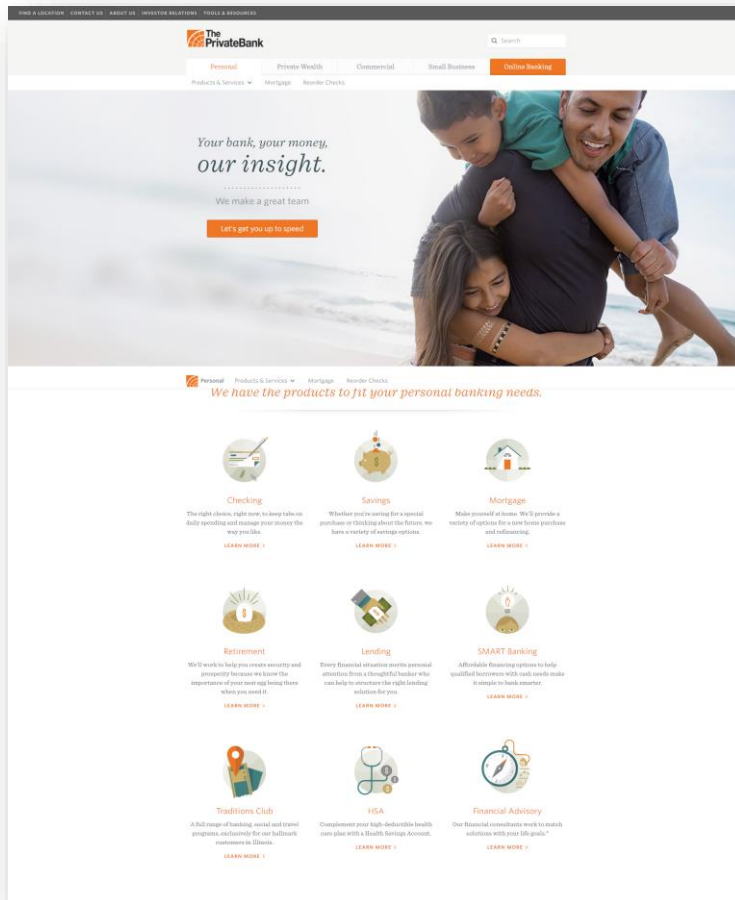
Notes



Game Center

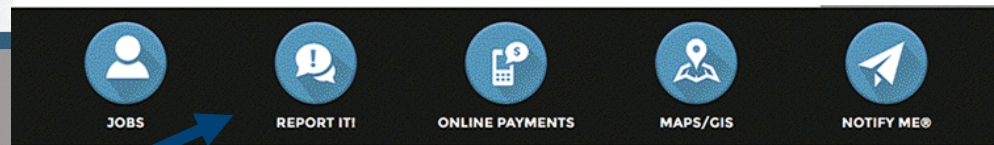


3D Geometric Icons and Imagery



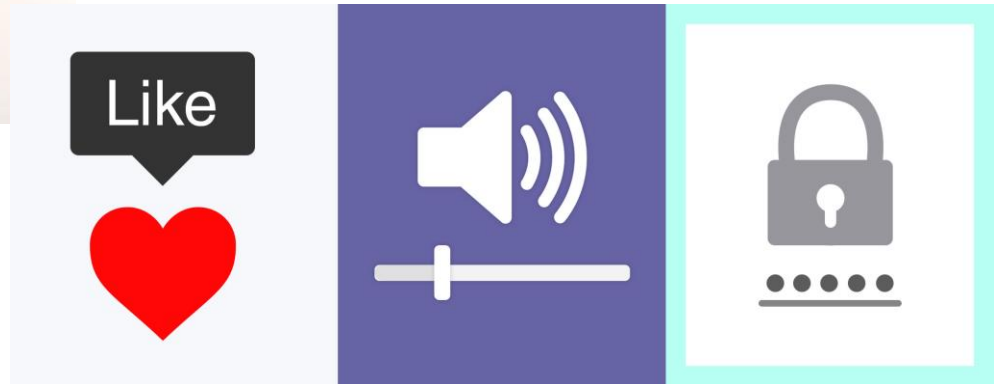
3D Geometric Icons and Imagery

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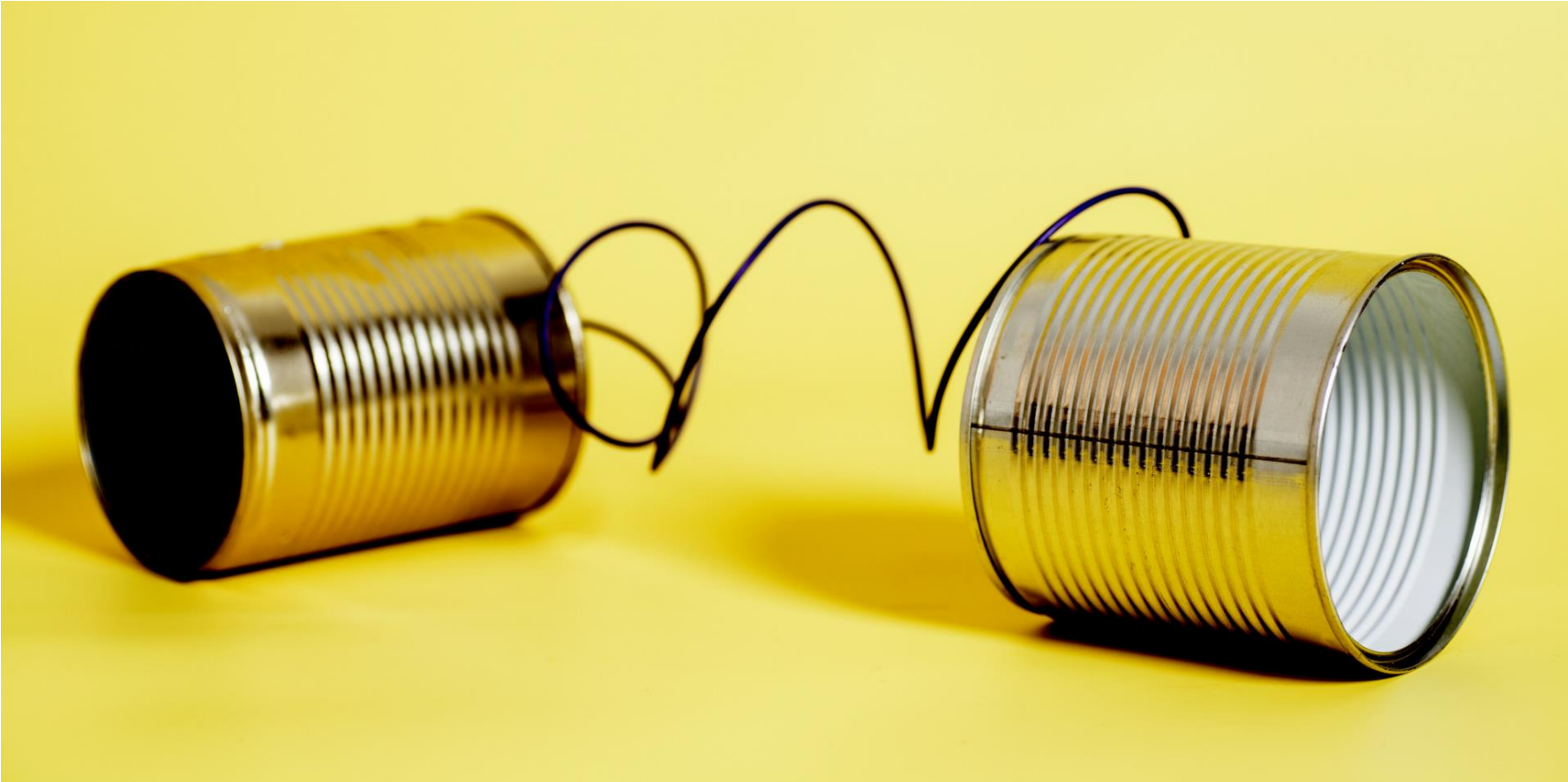
Microinteractions

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2018 Citizen Communication Trends

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A decorative element consisting of two rows of small, dark blue dots. The top row contains 20 dots and the bottom row contains 20 dots, arranged in a rectangular grid pattern.



Live Video

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Live Video via Social Media

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Facebook Live

Facebook

Usage: 1.71 billion users

Purpose: To give people the power to share, to stay connected with friends and family, to discover what's going on in the world, and to express what matters to them.

Benefit to Local

Government: build stronger communities and social connections to its citizens by sharing local news.

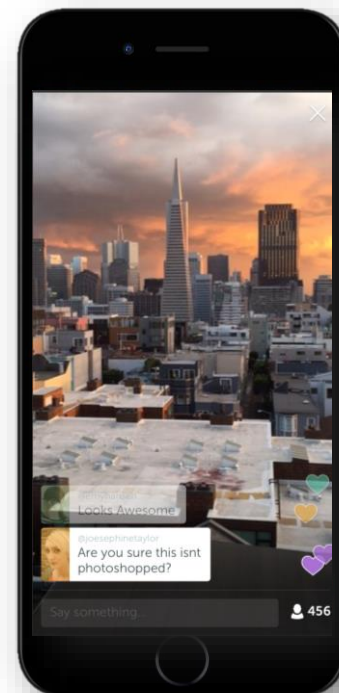
Periscope

Usage: 10 million users

Purpose: To enable users to “go live” with video using a mobile device anytime and anywhere.

Benefit to Local

Government: To engage citizens with live video of community events.



Periscope



Embedded Live Video

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Live Video Engagement

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- Host a live Q&A with community leadership
- Share town hall meetings and public forums.
- Live stream monumental community events.
- Community repairs



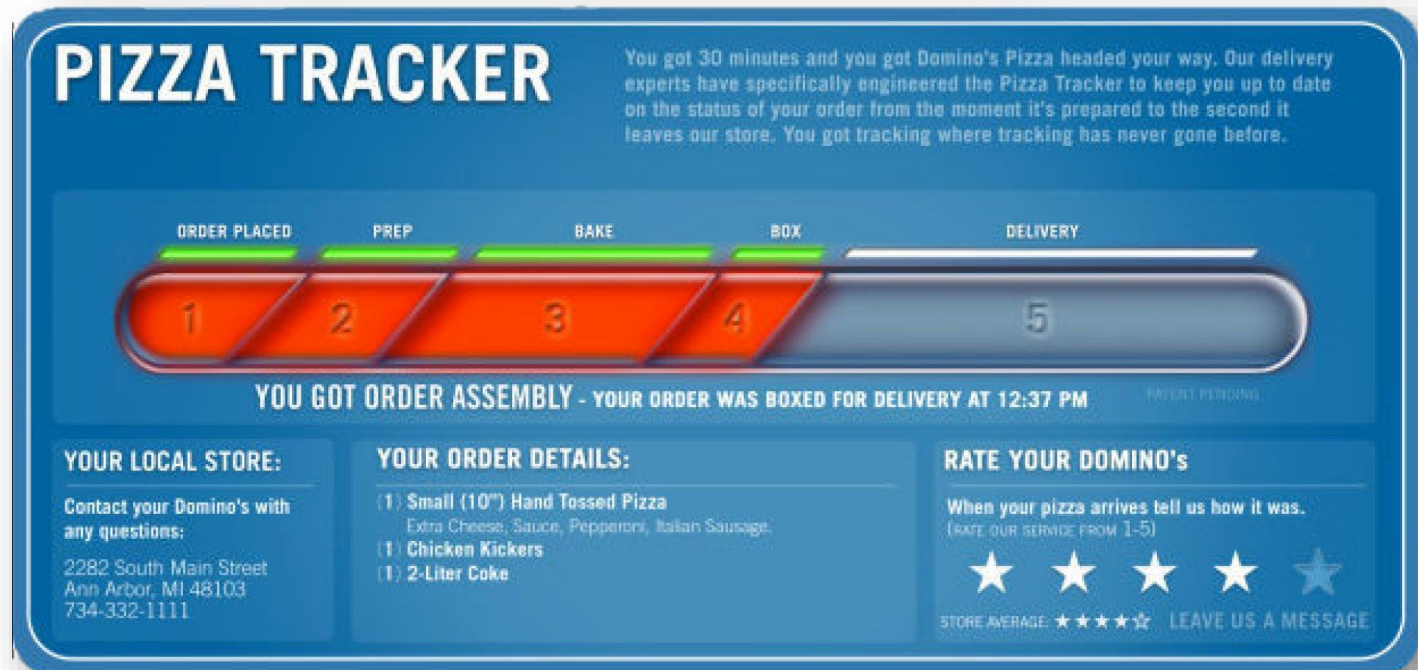
Immediacy and Transparency of Requests

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Request Status Visibility and Tracking

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Citizen Request Management

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PIZZA TRACKER

You got 30 minutes and you got Domino's Pizza headed your way. Our delivery experts have specifically engineered the Pizza Tracker to keep you up to date on the status of your order from the moment it's prepared to the second it leaves our store. You got tracking where tracking has never gone before.

ORD Your Account > Your Orders > Order Summary > **Delivery Tracking**

Delivery Tracking

Out for Delivery Your parcel is out for delivery (Updated 24 minute(s) ago)

Expected delivery: |

```
graph LR; A[Dispatching soon] --> B[Dispatched]; B --> C[In transit]; C --> D[Out for delivery]; D --> E[Delivered];
```

Dispatching soon Dispatched In transit **Out for delivery** Delivered

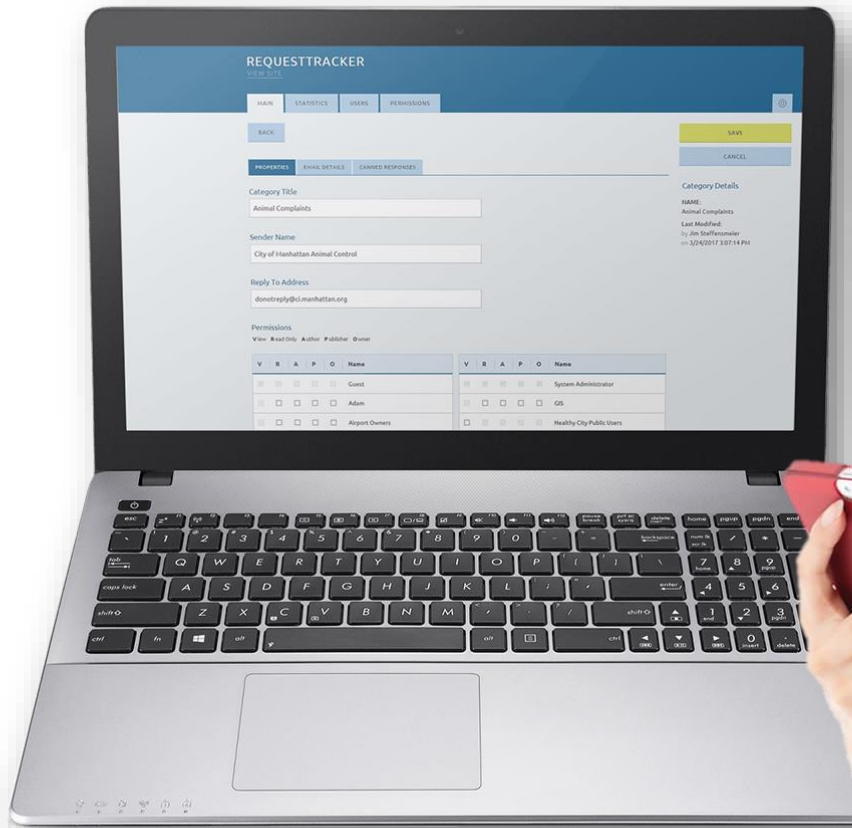
YOUR LOCAL

Contact your Domino's for any questions:

2282 South Main
Ann Arbor, MI 48106
734-332-1111

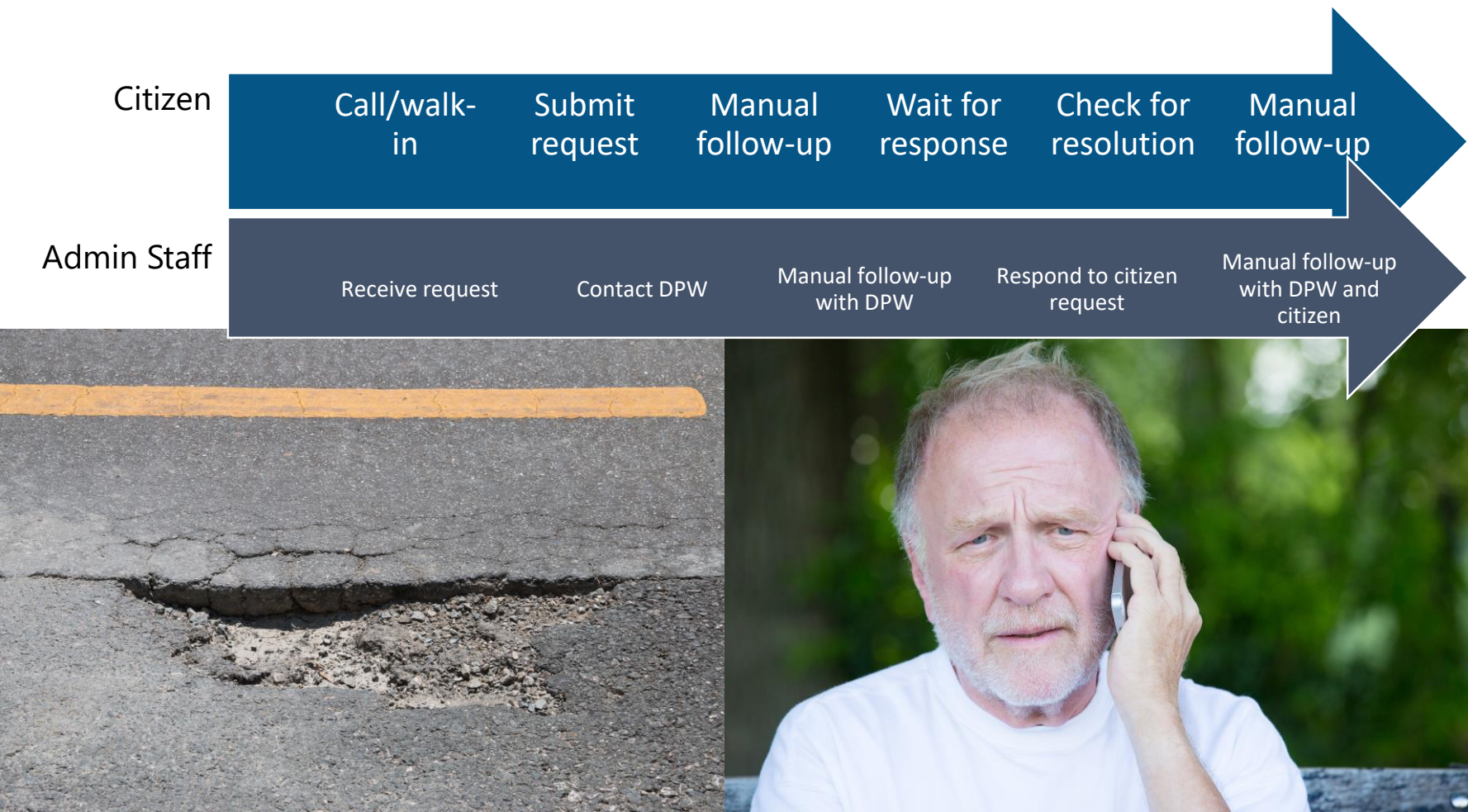
Citizen Request Management

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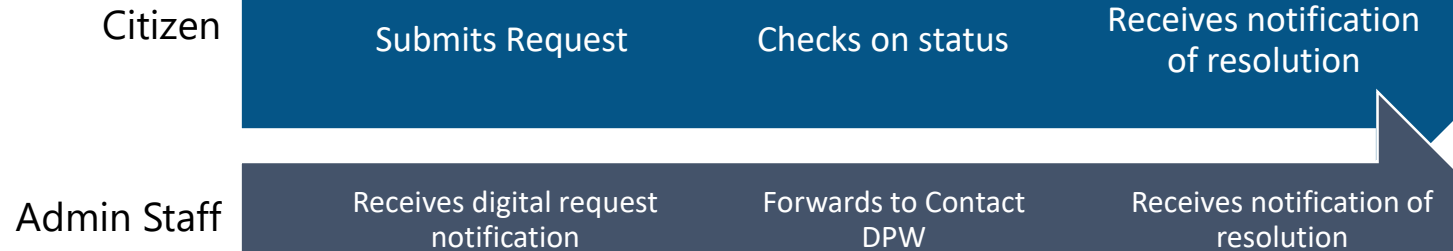
Citizen Request Management

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Citizen Request Management

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Citizen Request Management

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The screenshot shows the 'Anaheim Anytime Request' web form. At the top, there's a navigation bar with links: City Hall, Online Services, Our Community, Businesses, and I Want To... Below this is a search bar with the text 'I'm looking for...'. The main heading is 'Anaheim Anytime Request' with a 'Sign in' button. The form is titled 'Streetlight Problems' and has a 'CHANGE TOPIC' button. It includes fields for 'Enter issue location or drag red marker on map', 'Address/Detailed Location Description, e.g. North Side of Lincoln 3rd Streetlight East of Anaheim', and 'Describe your problem or question in detail'. There's also a section for 'Drag image(s) here, or click to select file(s)'. A map of Anaheim is shown on the right, with a red pin indicating the issue location. At the bottom, there's a 'SUBMIT' button and links to the App Store and Google Play. A footer note says '* indicates required field'.

The screenshot shows the mobile app interface for 'Anaheim Anytime Request'. The top status bar shows 'AT&T', signal strength, time '5:43 PM', and battery level. The app has a dark blue header with 'Back', 'Description', and 'Next' buttons. Below the header, there are four input fields: 'Request:' with an information icon, 'Location:' with a location pin icon, 'Take a Picture (optional):' with a camera icon, and 'Enter a Description below:'. The description field contains the text 'Pot hole on Main Street'. At the bottom, there's a blue bar with icons for 'Home', 'Calendar', 'City Info', 'My History', and 'Other Apps'.



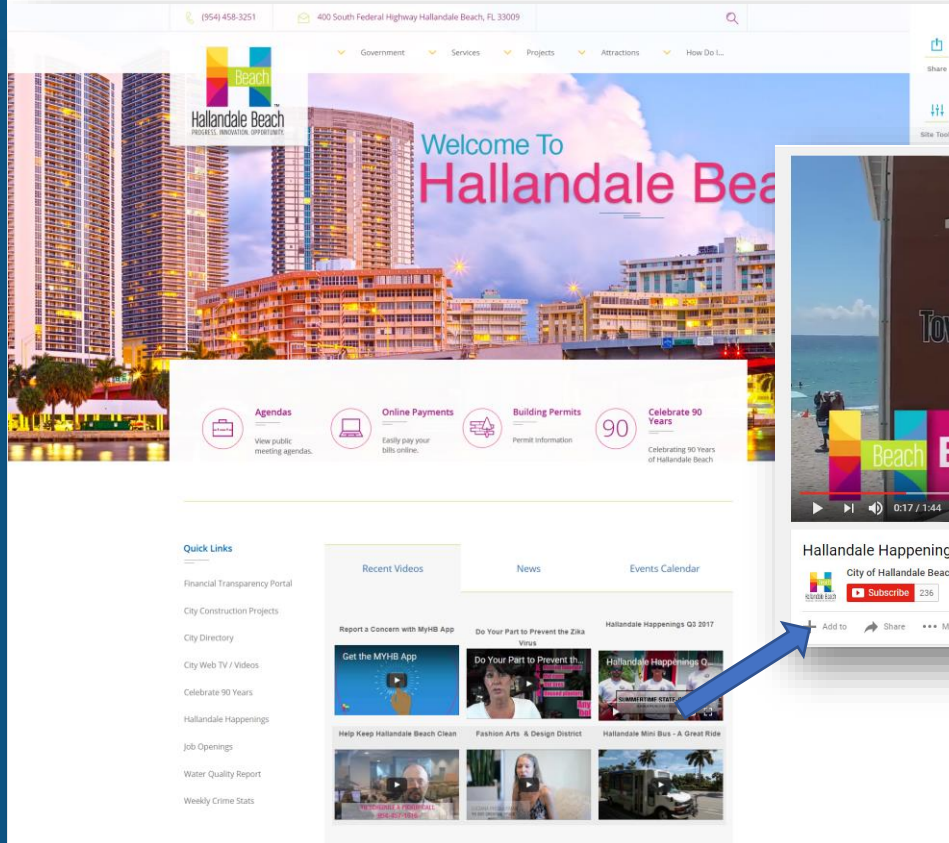
Decline of Traditional Media

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Decline of Traditional Media

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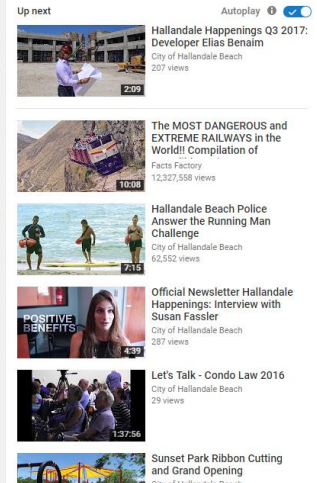
Hallandale Happenings Q3 2017 Trailer

City of Hallandale Beach

Subscribe 236

73 views

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Decline of Traditional Media

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PARTIAL DEMOLITION NOTIFICATION

170 WESTOVER DRIVE – PARTIAL DEMOLITION OF A HOUSE

[Location Map, Photographs & Contact Information](#)

Commission District 5 [Commissioner Jared Bailey](#)

NNI Neighborhood: Normaltown Neighborhood Network

25 Day Deadline: June 25, 2017

[Exterior demolition and relocation permits](#) require review by the Planning Department prior to issuance. Some applications can be approved by Planning staff if the structure is not listed on the National Register of Historic Places, is not over 50 years old, is a small accessory structure, or is deemed hazardous by the Chief Building Official. If a structure is listed on the National Register of Historic Places or if it is over 50 years old, an application is forwarded to the Mayor and Commission for a 25 day review, with the possibility of a 90 day review, depending on the structure.

If you would like to discuss a demolition or relocation prior to the approval deadline, please contact the district Commissioner or the contact person for that item.

Please contact [Rick Cowick](#) at the Athens-Clarke County Planning Department for information regarding the demolition and relocation review process.

[Athens-Clarke County Planning Department](#) | 706-613-3515 | nni@athensclarkecounty.com

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PLANNING DEPARTMENT

120 W. Dougherty Street • Athens, Georgia • 30601

MEMORANDUM

TO: Athens-Clarke County Mayor and Commission
FROM: Rick Cowick
THROUGH: Brad Griffin
DATE: May 31, 2017
RE: Proposed partial demolition of house at 170 Westover Drive

The proposal is for a partial demolition of the house at 170 Westover Drive for a rear ad Section 9-4-15C. Staff has found this proposal eligible for a complete 90-day demolition application was submitted on May 31, 2017, written request to continue the review is ne 2017 from the Commissioner elected to represent the subject property.

The subject property falls within Commission District #5 – Jared Bailey

The following additional information has been provided by the applicant or noted through research:

Property Address: 170 Westover Drive
Parcel Tax Map#: 122A4 B003
Property Zoning: RS-8 (Single-Family Residential)
Applicant: John Newland / JOMA Construction
Telephone: 706-372-1052
Email: jeff@jomaconstruction.com
Owner: Steve Bellan

The applicant and the tax assessor indicate 1948 as the original construction date of the property is not in a National Register Historic District or within a potential local historic the Comprehensive Plan.

A location map and photographs of the existing house are attached.



Enterprise Mobility

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Enterprise Mobility

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- 64% of decision-makers read their e-mail on a mobile device.
- 60% of workers use apps for work-related activity
- 53% of those who work on a mobile device say it helps them do their job better
- 25% of workers use department-specific apps for such business activities

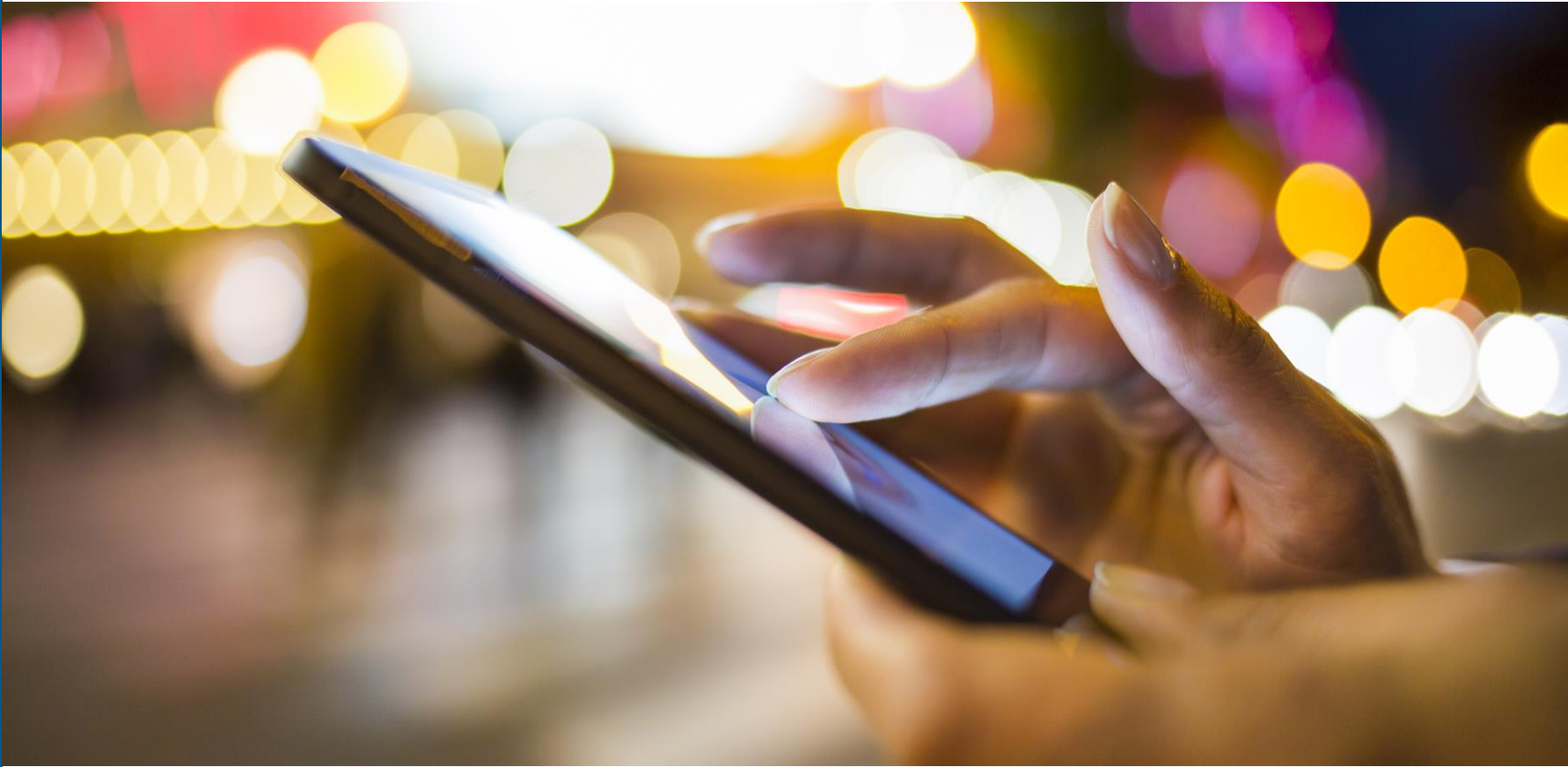
Enterprise Mobility

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Enterprise Mobility

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Questions?

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Want a FREE Website Redesign eBook?

Your Ultimate Guide to a Successful Website Redesign

A website redesign project is an important undertaking that should improve how your residents access information and engage with your local government. It should also improve how administrators manage workflows and accomplish administrative tasks.

For your community to manage a successful website redesign, you need access to proven-effective advice, tips, and best practices, so we've put them all in our comprehensive eBook. Get your copy now by completing the form, and get started on a redesign that will delight both citizens and staff, because they deserve it, and so do you.

Download the eBook.



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THANK YOU

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CIVICENGAGE®

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rwalker@civicplus.co
m

Jessica Marabella
marabella@civicplus.c
om



