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NEWS RELEASE

Faulconer Unveils New Initiative to Redesign the City's Website via Google Hangout

Mayor Enlists San Diego Code for America to Engage Local Tech Companies

SAN DIEGO – Working to bring the City of San Diego's online presence and innovative economy into the future and global forefront, Mayor Kevin L. Faulconer today logged onto Google Hangouts with several of the City's brightest stars in web technology to announce a new initiative to redesign the City's website:

"My vision is that if you can do it in person with a City employee, you should be able to do it online. We're going to change how the City does business by embracing the concept of making our government digital, online and mobile. Working with Code for America, the website will be accessible, accountable and transparent to the public. And while we pursue this endeavor, we're going to engage local businesses for a great website that's for San Diegans and by San Diegans."

Under Mayor Faulconer's leadership, the City of San Diego's website will provide easier online access to City services, departments and resources. It will also be responsive and accessible via desktop and mobile devices in a seamless way. To help accomplish this overhaul, the Mayor is partnering with Code for America's local affiliate *Open San Diego* to engage with local San Diego businesses for many of the website redesign requirements.

To engage more local businesses, Mayor Faulconer is issuing a simple survey that takes only 15 minutes for local San Diego vendors to respond to. The survey will help the City select local, small and startup San Diego businesses for the first three phases of the website redesign project.

Mayor Faulconer's City of San Diego Website Redesign Initiative will follow *Code for America's Digital Front Door* initiative and incorporate a rigorous usability testing regimen based on extensive community outreach and engagement. Mayor Faulconer wants to ensure the best possible outcome for all of San Diego's residents, visitors and City staff. During the initial phases of this project, the Mayor would like to engage vendors with experience in:

- **online brand development**
- **organizational web style guides**
- **pattern libraries**
- **templates**
- **user experience testing**
- **usability research and community engagement**

In future phases, the Mayor would like to engage vendors with experience in:

- **deploying and managing large content management systems (CMS)**

    If your firm would like to apply as a vendor for Mayor Faulconer's City of San Diego Website Redesign Initiative, please complete the online survey or deliver the paper form (PDF) to the Purchasing & Contracting Department located on the 2nd floor of the Civic Center Plaza Building (1200 3rd Ave, 92101) before **September 12th, 2014 at 5pm**.

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