

ITS Strategic Roadmap – FY16

Nashville.gov

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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 all public meeting agendas and minutes, calendars and public notification of meetings. Additionally, it is a critical resource for legislation, budgets, maps, financial data and information about departmental services.

Per Google Analytics, in calendar year 2014, 6.6 million visits were made by 3.0 million unique visitors, who performed 340,000 unique searches for content. Of these 2014 visits, 38% or 2.5 million 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 the Nashville.gov platform, such as the judicial community's managed by Justice Integration Services (JIS), the Nashville Public Library and the Assessor of Property's websites, are linked from the site though content on those sites is not searchable from Nashville.gov.

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



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. **Social Media** (High) – Citizen use of social media tools including Facebook, Twitter, Instagram, Linked and others provide a relevant and accessible means of communication for Metro.
3. **Customer Need for Communications tools** (High) - Nashville.gov site owners require tools to push data to citizens as well as to pull content of the website. These include subscriptions to agendas, email newsletter services, purchasing services, completing forms and gathering information of various types.
4. **Mobile Access** (High) – As the mobile device industry continues to grow, so does the ratio of mobile to non-mobile users accessing nashville.gov. Q1 2013 showed that 14% of the 1.2 million visits to nashville.gov were made from mobile devices. In Q4 of 2014, that number has risen to 42% of the 1.7 million visits.
5. **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.
6. **Mapping Data** (Medium) – Citizens require mapping tools 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.
7. **Data Security** (Medium) – All of the data on nashville.gov is public record. However, there are online financial transactions that take place between citizens and Metro's payment processor that occur through nashville.gov. Ensuring those transacting are made securely is something both Metro Finance and the Public expect from nashville.gov.
8. **Regulatory Compliance (ADA) and Site Oversight** (Low) – 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. Since we are turning content editing over to Metro departments as part of the new nashville.gov project, ADA compliancy training and review to maintain consistency and standards will be a daily requirement.



On the Horizon Strategic Drivers

1. **Pending administration change** (Game Changing) – As Nashville.gov represents the face of the government, a new administration and Metro Council leadership is likely to desire changes to the appearance, functionality and services offered through Nashville.gov.
2. **Customer Need: Council Legislation System** (High) – The Metro Clerk is preparing to replace the system and processes by which agendas and minutes are created for Metro Council meetings. Depending on the system selected and implemented in 2015, changes may be required.
3. **End of Life (EOL) Technology Replacement** (High) – Nashville.gov is currently running on the DotNetNuke (DNN) 6.5 Enterprise platform. Version 8.0 is planned to be released in 2015. There will be additional features, improved user interface, better controls, etc. that the department Content Authors (CAs) will be interested in having access to for their daily work.
4. **Continual change in technology** (Medium) – People are currently browsing the Internet on phones, tablets, netbooks, laptops, as well devices that are not considered “typical” web-browsers, e.g., video game consoles, televisions, watches, etc., all of which have different screen resolutions and limitations. As technology progresses, there will be new devices, not considered today, that will demand website compatibility. It will be vitally important to enforce standards and demand compliancy wherever nashville.gov is considered.

Short Term Goals (0-6 months) 7/1/15 – 12/31/15

#	Goal/Objective	Est. Start	Est. Duration
1	Evolve the new User Experience (UX) on Nashville.gov by utilizing existing analytics, upgrading fonts, improving the search, improving the Services section, performing a graphic design review, introducing an HTML5 streaming multimedia module for Metro3, etc. (Funding may be required)	7/15	6 months
2	Identify, prioritize, plan for and develop new DNN modules that increase Nashville.gov’s functionality. These modules may interact with the Open Data Portal’s data, current systems already within Metro, or may be entirely new concepts, not yet considered. (Funding may be required)	7/15	6 months
3	Implementation of an Interactive Mapping Module for Nashville.gov to provide citizens a holistic view of all the services available at specific addresses. This includes services like: trash pickup day, voting location, council member, school district, fire station, etc. (Funding may be required)	7/15	12 months
4	Begin upgrade project to upgrade DNN 6.5 to DNN 8.X under its new name, Evoq and investigate increasing the number of concurrent users allowed. (Funding may be required)	7/15	12 months



5	Work with the Council Legislative Voting project team to develop a replacement system for the current Metro Clerk Legislation Archive on Nashville.gov.	7/15	6 months
6	Develop draft comprehensive social media management policy plan	7/15	3 months
7	Analyze and implement services, interface and functionality changes to Nashville.gov required by new administration	11/15	8 months

Medium Term Goals (6-18 months) 1/1/16 – 12/31/16

#	Goal/Objective	Est. Start	Est. Duration
1	Cleanup everything that was not compatible with DNN 8.X during the 6.5-8.X migration. (Funding may be required)	1/16	6 months
2	Continue to look at trends on the web and incorporate, when appropriate, into Nashville.gov. (Funding may be required)	1/16	12 months
3	Services, interface and functionality changes to Nashville.gov required by new administration (Funding may be required)	1/16	6 months

Long Term Goals (18-36 months) 1/1/17 – 6/30/18

#	Goal/Objective	Est. Start	Est. Duration
1	Migrate Nashville.gov from Evoq to an upgraded version of Evoq, or a new platform. (Capital will be required)	6/17	12 months
2	Continue to look at trends on the web and incorporate, when appropriate, into Nashville.gov. (Funding may be required)	1/17	18 months

Related Roadmaps

- Applications
- Mobile
- Open Data

