



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC #

275-2010

LETTER TO COMMISSION

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CITY CLERK'S OFFICE

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: October 14, 2010

SUBJECT: WEBSITE CALENDAR CONVERSION

This Letter to Commission is intended to provide you with information on our continued efforts to improve the City's website. As we have previously reported, our website has been undergoing continual improvements in an effort to improve the usability of the site, with a goal of not only providing access to information the public wants and needs, but ensuring that it is provided in an intuitive manner that is easy to get to. This is an ongoing process, with comments and suggestions considered and reviewed for implementation on a regular basis.

Consistent with this effort, we will be replacing our current website calendar with the Google Calendar as of October 15, 2010. Google Calendar is a free, time-management web application that requires no hardware or software, and needs minimal administration. Google Calendar makes it simpler for City staff to publish meetings and events on our website. This Calendar solution not only helps our constituents find this information faster than the current calendar allows, but it also allows users to add the meeting/event to their own Google calendar, as well as providing an option that allows them to add the meeting/event to their Outlook calendar.

Other recent website improvement efforts include making our content progressively more ADA accessible, revising the portals (Business, Government, etc.) to ensure that most commonly accessed information is more easily available, and adding additional options to provide news events to visitors to our site. As you may not be aware, the City's website currently receives on average of **20 million hits** every month.

These recent improvements resulted in Miami Beach's website being recognized by Juggle.com as its "Top City Government Website" for our excellence in web design and content. Juggle.com 2010 winners were selected from some 3,000 sites reviewed in all 50 states. They recognize a select group of government websites based on their commitment to providing their constituents with unprecedented access to government information and e-services excellence.

As always, we welcome any additional suggestions to improve our website.

JMG/