



CITY OF DORAL
Office of the City Manager
Letter to Council

LTC No.: 036-2024

To: The Honorable Mayor and Members of the City Council

From: Rey Valdes, City Manager

Date: November 13, 2024

Subject: **Launch of New City of Doral Website**

This Letter to Council (LTC) is to update the Mayor and City Councilmembers on the launch of the City of Doral's new website scheduled for the morning of November 19, 2024. This new website has been designed to provide a more user-friendly and informative experience for our residents, businesses, and visitors. Key features and improvements include:

- **Enhanced User Experience:** Improved navigation and layout for easy access to information with robust searching capabilities.
- **Mobile-Friendly Design:** Optimized for viewing on various devices.
- **Interactive Features:** Interactive maps, calendars, and other tools.
- **Accessibility:** Adherence to ADA standards for inclusivity.

This was a collaboration between the Public Affairs and Information Technology Departments, that began work on this transition back in December 2023 with the Council approval for the purchase of the Granicus Website Software. Following approval and procurement of the software, the team got to work with the vendor on evaluating the needs and desired improvements for the new design. The new proposed design was circulated to leadership for review and feedback in April 2024. The next step was migration of all content from the existing website to the new platform, working closely with City departments to prioritize key services for easy accessibility.

Prior to this launch there was a two-week beta testing period in October 2024. Beta tests are a component of software development that validates and improves products before they reach consumers. When users test the product, they provide feedback that can help improve it before

it gets released to the public. Closed beta tests like this allowed us to release the software to a select group of end users to test its features. As key stakeholders, their insights and feedback helped us identify areas for improvement and ensure that the final product met the needs of our community. The following groups were invited to beta test:

- Councilmembers
- City Manager
- Deputy City Manager
- Assistant City Manager/CFO
- Department Directors
- Advisory Board members
- Parks Recreation Superintendent
- Parks Recreation Marketing Coordinator
- Planning & Zoning Senior Planner
- Planning & Zoning Development Review Coordinator
- Frequent Permit Users from Building Dept (over 100 permits pulled)

This website upgrade represents more than just technological advancement - it is a pivotal step towards a more citizen-centric future. This investment project directly aligns with our commitment to delivering accessible, user-friendly services, which will drive improved citizen satisfaction and operational efficiency. It positions our city as a forward-thinking, responsive municipality, ready to meet the needs and challenges of today and tomorrow.

As we gather feedback from both customer experiences and internal users, we will continue enhancing this website to optimize the user experience and provide invaluable resources for our community.

Please let me know if you have any questions or require further information.

cc: Francisco J. Rios, Deputy City Manager
Fernando Casamayor, Assistant City Manager
Eylin Fernandez, Interim Information Technology Director
Maggie Forster, Communications Director