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# NEWS RELEASE

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## Redesign of [cityofdubuque.org](http://cityofdubuque.org) Unveiled

DUBUQUE, Iowa -- The City of Dubuque has launched a redesigned version of its website, [www.cityofdubuque.org](http://www.cityofdubuque.org). The new site features a new graphic design and layout throughout the site as well as a revised navigation structure to enhance the communication between residents and their local government and increase community engagement.

The most obvious change visitors will notice is the visual portrayal of the community through larger background images and rotating photographs on the index page. A series of community photos serve as the background image and change each time visitors access the site or refresh the index page. A central “slideshow” allows a variety of images to be featured and modified as seasons change and new images of the community and City services/programs become available.

The City website now allows visitors to easily share pages/content with their contacts through a “Share” portal to a variety of social media options. It also features direct links to the City’s presence on Facebook, Twitter, and YouTube through a “Connect with Us” link on the index page. An “Alerts” page now allows visitors to register to receive emergency and non-emergency notifications through the CodeRED notification system, receive street construction/detour notifications, and create a Smart 911 safety profile to enable faster and more informed responses to emergency situations.

The website continues to offer the “Notify Me” module, where visitors can subscribe to receive email and text notifications of City news and events. Additionally, the website serves as a central point of contact for residents and stakeholders who choose to interact with their

city government online through the “Contact Us,” “Report a Concern,” and “Make a Payment” tools.

“The website was due for a new look so we took advantage of this opportunity to modify the navigation as well, based on the most frequently visited pages and modules on the site,” said Public Information Officer Randy Gehl. “There is a tremendous amount of information available on the site and it’s a challenge to create a ‘short cut’ to some of it, but we believe the redesign will help visitors quickly find what they’re looking for.” He said visitors are encouraged to provide feedback on the new design and suggestions on navigation by using the “Contact Us” tool to send a message to the public information office.

The redesign unveiled today represents the first major design and navigation update to the site since the previous version was launched in November 2008, when the City first contracted with CivicPlus, a government website provider.

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