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City Council**

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NEWS RELEASE

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PRESIDENT SHABAZZ ANNOUNCES LAUNCH OF NEWLY REDESIGNED WEBSITE

*Site Improves Access to Vital Information for Residents, Business Owners, and Visitors;
Optimized for Mobile including Smartphones, tablets, and other handheld devices*

Wilmington, Del (Thursday, September 21, 2017) – As part of City Council’s efforts to serve, inform, and engage residents of Wilmington more effectively and efficiently, President Hanifa Shabazz today announced the launch of Wilmington City Council’s newly redesigned website. The new site, www.wilmingtoncitycouncil.com, features significant changes to the visual design, organization and underlying technology of Council's website.

“Council has invested in the residents of Wilmington by further expanding our use of digital technology and social media to communicate more effectively, improve access to information, and increase transparency as well as allow residents, businesses, and visitors to connect with Council from any location, at any time of the day or night, from any device,” said President Shabazz. This site will serve as one of Council’s most powerful tools for keeping the public engaged and informed, which is why this redesign is integral to our overall community outreach efforts.”

Features of the redesigned site include a simplified layout and navigation, an improved user-friendly search feature, easy access to meeting agendas and minutes; improved searchable legislation database; expanded calendar of upcoming events; opt-in notifications for e-newsletters, meeting agendas, and constituent feedback; integrated social media platforms for improved sharing and communication capabilities; and with accessibility at the forefront of its design, Council’s new site is now also optimized for any device and screen size.

Council’s website was designed by Digital Eye, a digital design and marketing agency based in Wilmington which serves many clients throughout the State and region. "Our work with Wilmington City Council was an exciting opportunity to not only redesign their site, but to fundamentally change the engagement and connection Council can have with its constituents," said Richard Trask, Founding Partner & President at Digital Eye. "Council has invested in its citizens by creating a digital home that is open, welcoming, vibrant, friendly, and accessible, and it was an honor to work with their team."

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