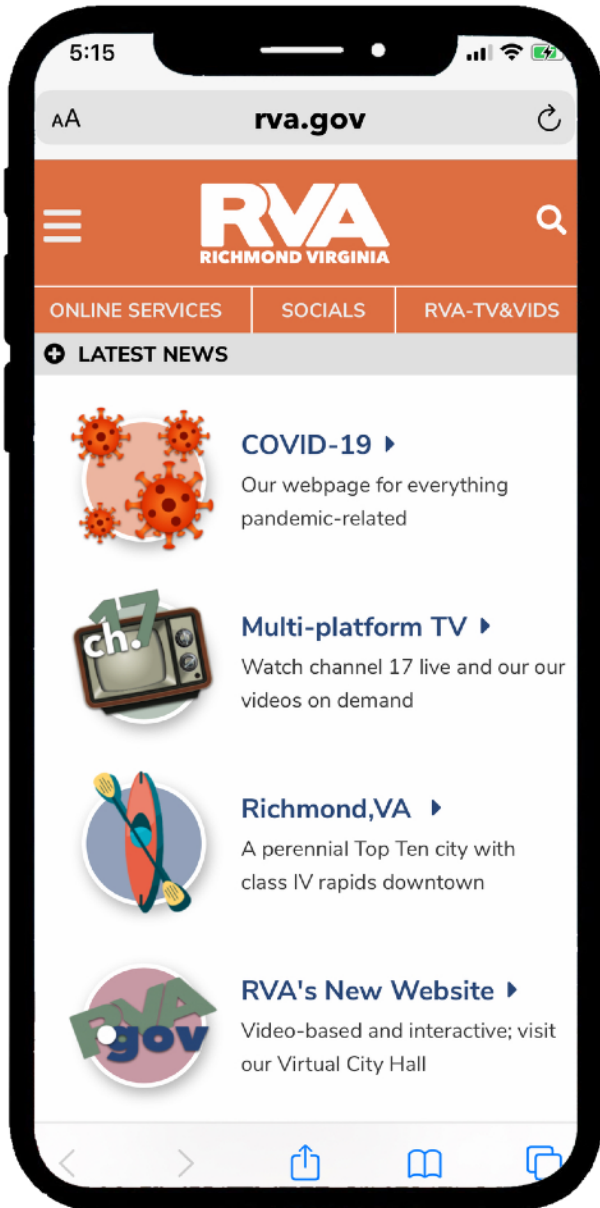


RVA.gov

A DIGITAL COMMUNICATIONS PLATFORM



Background



RVA.gov was designed by OPS and built by Tech Dynamism (TD), a Virginia company and leader in technology development.

The new, state-of-the-art CMS was purposely designed and built to enable individual departments to edit and manage their own web pages – *without submitting a change request to DIT and involving additional parties.*

Note: For departmental webpage additions and change requests alone, *of which there have been tens of thousands since the current website was launched*, the number of hours required from start to finish is *reduced* by this CMS from between 8 and 10 working hours, *per addition and per change*, down to less than 30 minutes, ***thus creating a perpetuating city cost savings that alone will eventually pay for the new website.***

RVA.gov is *not* a mere website. It is a video-based digital communications *platform* wholly integrated with every city social media page *and* Richmond's public, education and government (PEG) access television channels.

From Static to Dynamic

Richmond's current website is antiquated, with over 1,000 extraneous, out-of-date pages and without most of the key features found in a study of best practices for municipal and government websites and other digital communications platforms.

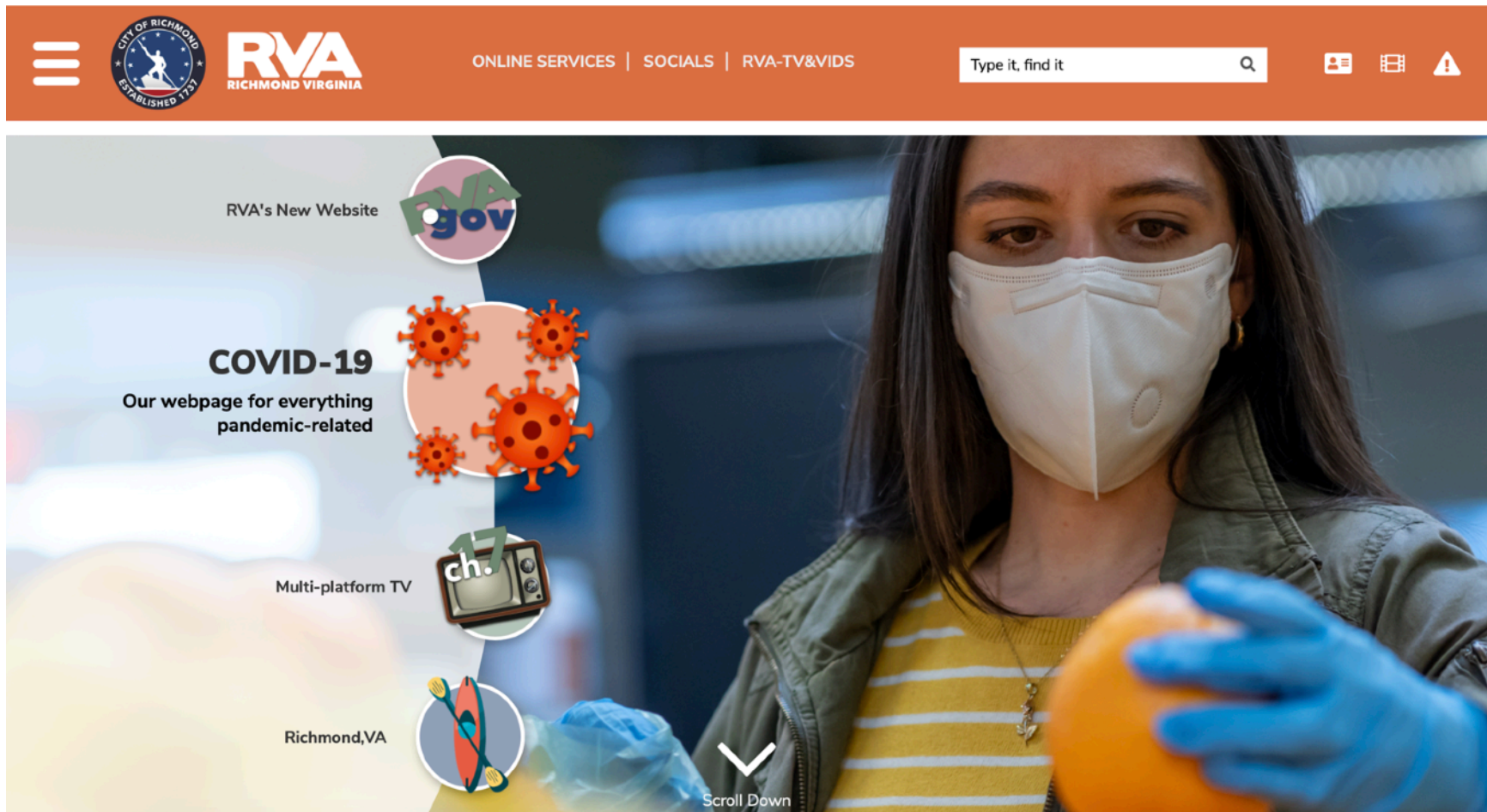
Richmondgov.com is also a long, non-dot gov URL with zero marketability qualities.

Richmondgov.com		rva.gov
NO	mobile compatibility	YES
NO	departmental control	YES
NO	automated content management system (CMS)	YES
NO	scalability	YES
NO	city marketing	YES
NO	global information system integration (GIS)	YES
NO	real-time updating capabilities	YES
NO	live streaming*	YES
NO	video on demand*	YES
NO	interactive social media	YES
NO	leading innovations	YES

*Aside from certain council meetings actually streamed by Granicus.com

3-Letter URL

Richmond now has an *invaluable* marketing asset with one of *two* known municipal 3-letter dot gov URLs in the **United States** (along with NYC.gov). OPS pursued and secured a special naming exception needed from the General Services Administration (GSA) in being awarded this incredible URL asset.



**Above the fold /desktop main landing page.*

Design Components & Key Features

RVA.gov has *four* primary home pages that each achieve a new, unprecedented level of government transparency: the **Main** navigation and landing page, the **Online Services** (“Virtual City Hall”) page, the **Socials** page and **RVA-TV & Vids** page.

LATEST NEWS

ative Clelin Ferrell donates \$100,000 to Richmond-based relief efforts

El alcalde prepara un paquete de ayuda local y federal de \$5.8 millones para atender las emergen

Main	Online Services	Socials	RVA-TV & Vids
<p>Highly visual with a user-capture design, a “type it, find it” search feature, a real-time news ticker/scroll below the fold and throughout the entire platform, interchangeable media highlights, multipoint navigation, an employee directory and “hamburger” dropdown menu for site-wide navigation.</p> <p>Includes a city marketing video, a GIS-enabled, realtime event calendar with mapping and (changeable) navigation highlights currently featuring the Virtual City Hall page, a new City News page and the city’s Open Data Portal, among others.</p> <p>Includes more than a dozen other featured navigation links and a function to instantly translate the entire web platform into three dozen languages.</p>	<p>Features a variety of ways for citizens and visitors alike to make payments, search within departments, complete a variety of applications and to immediately access other services, interactive maps, RVA 311, weather, traffic and more.</p>	<p>The first of its kind to be included in a municipal government website.</p> <p>It is designed like Hootsuite, includes the news ticker and enables a citizen or site visitor to immediately access any social media page in the city.</p>	<p>Includes a 24/7 simulcast of the city’s PEG government channel (like many other cities), but also includes a video on-demand library of this broadcast TV content as well as city YouTube videos and other platform videos <i>all in one place</i>.</p>

Department / Agency Pages

Each department and agency landing page includes the news ticker, a photo of the director (or city seal), icon links to department subpages, social media links, a featured video about the department (or placeholder video until one is made) and key “inside” departmental highlighted or featured content links as well as numerous and repeated points of access to important services and information.

Note: Department and agency directors have complete audit and governance control over all their content (staff access control and assignments related to editing, creating and managing department pages).

The screenshot displays the RVA website's department page for Human Services. At the top, there is a navigation bar with the RVA logo, menu items for 'ONLINE SERVICES', 'SOCIALS', and 'RVA-TV&VIDS', and a search bar. Below the navigation is a 'LATEST NEWS' section with three news items: 'urante la pandemia de COVID-19', 'Road Diet/Bicycle Improvement Project Beginning Soon on Mosby Street', and 'Mayor prepares \$5.8M local'. A large hero section features a photo of Reggie Gordon, Deputy Chief Administrative Officer, and a grid of navigation icons for 'About Us', 'Agencies', 'Partnerships', 'Programs', 'HS Blog', and 'Calendar'. Below this is the 'Inside Human Services' section, which includes three sub-sections: 'Human Rights Commission' (with a globe icon and text about its establishment), 'What we do' (with a clipboard icon and text about implementation and funding), and 'Who We Are' (with a group of people icon and text about holistic services). To the right of this section is a video player for 'RVA-TV17' showing a 'BUSINESS' video from RVA 2019. Below the 'Inside Human Services' section is a row of five service tiles: 'Pay Online' (with a smartphone icon), 'RVA 311' (with a warning sign icon), 'Jobs' (with a document icon), 'Attractions' (with a sailboat icon), and 'Safety' (with a shield icon). At the bottom of the page is a dark blue footer containing icons and links for 'Accessibility', 'Auditor Reports', 'FOIA', 'Privacy Policy', and 'RVA 311'. It also includes contact information for emergencies (311) and non-emergencies (646-6100), a language selection dropdown, and a disclaimer about Google Translate.

RVA.gov

No other municipal website in America is as completely integrated with all communication platforms as is RVA.gov. While hundreds of localities use websites for broadcasting and on-demand video and television features now, none do so as comprehensively *or for the specific purpose of informing the public about city agencies, individual departments and specific functions and services provided by those departments and agencies* as does RVA.gov.

No other municipal website in America is as completely integrated with government social media sites as is RVA.gov – a one-stop information resource for the public.

RVA.gov is fully scalable, meaning the site is automatically transformed and adjusted for viewing on mobile devices of any size. Citizens can do business with the city and get information from the city in ways that have never before been available to the public.

Each department will eventually have multiple videos within their pages to inform the public about their department and services. These videos also create needed content for the city government television channel, which is simulcast on the city website; this enhances distribution of city information and increases the ways to access and view.

RVA.gov sets a new standard for public transparency and access to information.

