



Transforming Austin's Digital Experience

City Council Work Session – November 19, 2024

Charting A Course

Digital Transformation: Community

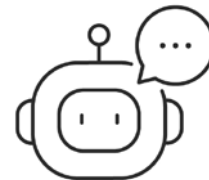
Program Initiatives

Multi-
Language
Translation

Completed



COA
One City
Digital
Assistant



Digital
Experience
Platform





The goal:

Continue modernizing the City of Austin digital experience to provide the best possible access to City services for all Austinites.

The challenge:

Current efforts have yielded a stronger digital experience for Austinites, but the capacity and capabilities of the current model limit additional progress.

AustinTexas.gov current state:

- 23.8M visits per year
- 9,000+ published pages
- 500 authors distributed across the organization

Collaborative progress by CTM and CPIO:

- Significant usability & accessibility improvements
- 3 major technology upgrades in 3 years
- Reduction of 6k+ pages in 2024
- Elimination of 2.5k+ redirects in 2024
- Introduction of notable translation and asset management capabilities



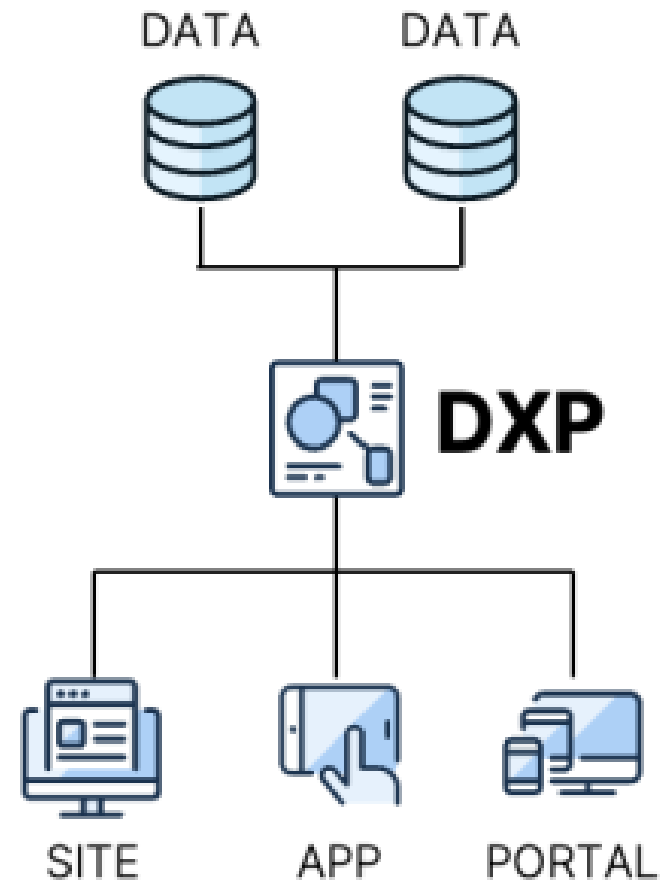
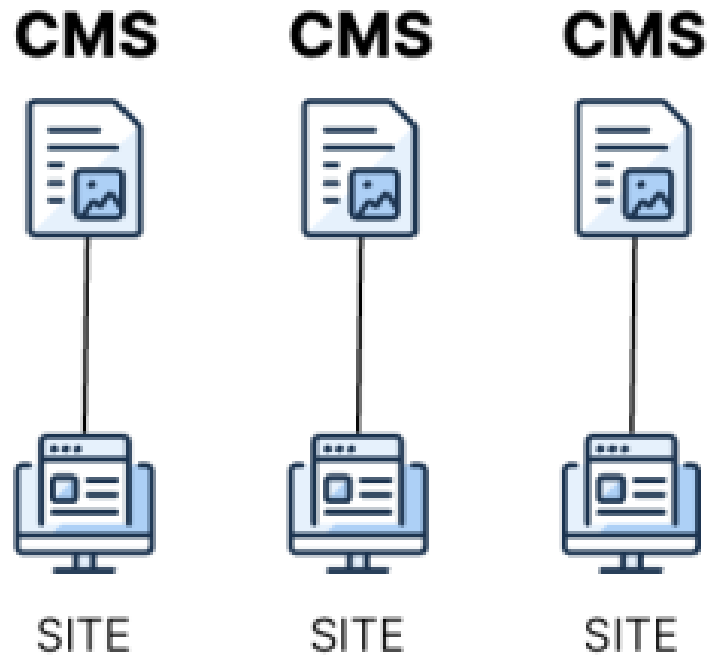
CMS

VS.

DXP

Best for managing a website

Ideal for managing digital experiences across an entire organization



A New Digital Experience, Designed with Austinites at the Center



Benefits of a Digital Experience Platform

- Personalized, dynamic experiences tailored to user needs.
- Modern, flexible design with unified tools for seamless interactions.
- Built on human-centered research, emphasizing usability and accessibility.
- Scalable, secure technology design to grow with Austin's needs.
- Ongoing vendor support ensures updates and future readiness.
- Empowers staff to manage strategy, content, and performance metrics.



Vendor Selection

Published DXP [RFP 5600 PLS3006](#) August 2023.
Fourteen vendors responded.

Vendor selection was based on:

- Exceptional website conception and solution experience
- Strong track record of delivering DXP for complex and matrixed organizations
- Highest-ranked Company and Personnel Experience
- Local presence with 100 employees based in Austin
- Vendor is a Preferred Partner and Platinum-level Provider



Develop | Design | Produce

- **Stakeholder Collaboration:** Early engagement with City staff, residents, and stakeholders through journey mapping and testing.
- **User-Centered Design:** Incorporating stakeholder feedback ensures that the solution meets community needs and enhances accessibility.
- **Scalability:** The solution must work across 52+ departments without requiring excessive time or resources.
- **Accountability:** A clear roadmap, defined milestones, and metrics that include deadlines for deliverables are critical.

Questions?

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