

360Civic: Santa Ana Press Release

For Immediate Release

Editorial Contact:

David Hofstede

949-916-9120

dhofstede@360-biz.com

360Civic Launches New Website for The City of Santa Ana

Orange, Calif. —360Civic, an Orange County based company that provides web development and technology services to public sector entities, recently completed work on a new municipal website for the city of Santa Ana, California.

The site boasts a new-look design and improved navigation to help residents and other visitors quickly find the information they need. It will also adjust more efficiently to accommodate mobile phone and handheld device users.

“So much has changed since we launched our original site, from the increase in the number of mobile users to an expanded focus on interactivity and access for all of our residents,” said Jack Ciulla, Chief Technology Innovations Officer for the City of Santa Ana. “We’re very proud of this updated version. 360Civic delivered not just an attractive design, but one that automatically scales the site to fit users’ screens, whether they’re on computers, tablets or smartphones.”

The City of Santa Ana website first launched in 1999 and has grown to consist of approximately 700 pages and 4,000 supporting assets. The City sought a comprehensive website redesign and implementation of a Drupal-based content management system that would make it easy for content contributors to add, delete and revise content as needed.

Other key components of the project include an open government portal for public data, language translation, GIS mapping, calendaring, centralized image and photo libraries, an RSS feed for news items, and compliance with all ADA requirements.

Following weeks of interviews with content auditors from every municipal department, 360Civic created a vibrant new design, and added or updated content throughout the site. More than 1,000 pages and forms were checked and migrated into a new customized template.

“We began this project by conducting extensive surveys of Santa Ana residents and those that use the website. We discovered that the site serves a young, diverse and mobile population,” said 360Civic CEO Bridget DiRico. “With 45% of its web access coming from mobile phones, our approach was to not just redesign the site but make sure it met the needs of those who rely on it. It was important to build an infrastructure that could

grow with the city, so additional major modifications would not be necessary every few years.”

“Our goal was to create the ultimate user-friendly online experience, while also showing through words and images all of the economic, cultural and quality of life benefits derived from living and working in Santa Ana,” said Ciulla. “With a project of this size and scope, it’s important to work with a company you can trust. 360Civic really delivered.”

About 360Civic

School districts, utilities, and municipal, state and federal government departments have requirements different from those in the private sector. However, they share one common aspect – the desire for projects to be completed on time and on budget through a company that is easy to work with before, during and after the job is done. 360Civic approaches every project with these objectives in mind, and our success is exemplified by the short and long-term contracts we have fulfilled with state and federal entities, school districts and superior courts. For more information, visit www.360civic.com