



## MEDIA RELEASE

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### **City Launches Revamped Website**

**New Braunfels, TX** — At approximately 9:30 a.m., on Wednesday June 15th, the City of New Braunfels launched their newly redesigned website, at [www.nbtexas.org](http://www.nbtexas.org).

“The new design is targeted directly at the needs of our residents and visitors,” said Sheri Masterson, Public Information Officer. “It is more convenient, it provides multiple search opportunities, and ties in directly with our social media presence. This website revamp has been more than six months in the making with the number one goal of making it easier for the public to find information about City services and programs, on a more streamlined site.”

“The City’s website is the face of our organization for many people, and this new facelift will better engage our public and make information easier to find and more transparent” said City Manager Robert Camareno. “It was designed with the end user in mind.”

The redesign was primarily done using internal City staff. A staff committee took information from the current website, like the places people visit the most, and coupled that with a more streamlined design. The new website will also be easier to see and manage on users’ smartphones and non-desktop devices.

“Our website is as close as you can come to a 24 hour accessible City staff person in the public’s hand,” said Masterson. “The new website will better serve users on smartphones, tablets and other non-desktop devices, which represent about 43% of the [www.nbtexas.org](http://www.nbtexas.org)’s just under one million annual visitors.”

Some of the features of the revamped site include these tabs and menus:

- City Projects – an on-line interactive map highlighting all the capital improvement projects the City has underway. Viewers can select as many layer types of projects as they like – such as Street Projects or 2013 Bond Program Projects – and then click on the related icons on the map for details about the current status of the project.
- Mega Menu’s – provide a quick way to find specific topics within the Departments, Government, and I Want To headings on the homepage.
- Popular Links – this tab features the most frequently visited pages on the site, city-wide.
- Get Social – an easy way to connect to any of the multitude of social media outlets available for a variety of City areas of interest.
- The Citizen Portal (under the Permits & Inspections button on the homepage) allows viewers to get information about building permits, planning cases, code enforcement cases and to make select departmental services requests.

“Each design feature was put in place to help website visitors find what they’re looking for and complete tasks faster, representing another major step forward in our work to make city government more efficient, effective and transparent,” said City Manager Robert Camareno.

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