

NEWS RELEASE

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CONTACT:

Don Sheehan
Director of Information Technology
Grand Traverse County
(231) 922-4787
Email address: dsheehan@grandtraverse.org

Grand Traverse County Announces New Website in the Works *New Website Will Be Easier To Use*

Traverse City, MI– July 13, 2015 Grand Traverse County is pleased to announce that it has entered into a contract with CivicPlus to re-vamp its website (www.grandtraverse.org). The new site is expected to launch on August 20, 2015.

“It’s been eight years since the County’s web site was redesigned and it has been in need of a makeover. The new site will combine multiple web sites used by County departments into a single site with improved access to information.” said Dean Bott, County Finance Director.

The re-designed website will be easier to use, allow for greater user interaction and will feature a responsive design to make the site mobile friendly. The responsive design is especially important since over 35% of traffic to the County site comes from mobile devices and is only expected to increase in the future. The current site will be operational until the new site is ready to launch.

The new website will provide the following for ease and accessibility:

- “How Do I...” menus to bypass the departmental structures to find information.
- Improved search similar to Google.
- “Notify Me” option where constituents can select to be notified via email of specific postings to the web site.
- Integration with social media.
- Compliance with section 508 web accessibility standards and multilingual support.

Having contracted CivicPlus, which is known for being a leading cloud hosted government website provider, Grand Traverse County and its citizens are looking forward to a website that will enhance community engagement and communication.

About Grand Traverse County

Grand Traverse County is located in the northwest part of the Lower Peninsula of Michigan on beautiful Grand Traverse Bay. With its numerous lakes and rolling hills, the County is a major tourist destination and known for its peaceful quality of life. The County seat, Traverse City, is well known as the Cherry Capital of the World. Traverse City is joined by thirteen townships and two villages, Kingsley and Fife Lake, within the County. The County covers 466 square miles in size by spanning 24 miles east/west and 26 miles north/south.

The climate, rolling hills, and predominately sandy loam soils are ideal for growing fruit crops such as cherries, apples and wine grapes. Hops, berry crops, vegetables, field crops, livestock, dairy production and agri-tourism are also part of the very diverse and vibrant agricultural scene in the County. The spectacular natural environment, neighborly communities that are among the safest in the nation, miles of Lake Michigan shoreline, many small lakes, and rural areas minutes from town, offer living at its best.

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