

13. WEBSITES

Includes both Internet and Intranet websites. For judging and display purposes, include both the website address and printed copies of specific website pages (e.g., screen shots) you want judged/displayed. ***You must complete the questions on this page for each entry and include a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.***

CATEGORY 1 CATEGORY 2

URL (Web site Address): www.portofeverett.com

Port Name: Port of Everett

- 1) Was the site designed in-house? by an agency? or a combination?
- 2) Is the site maintained by in-house staff? by an outside agency? or a combination?
- 3) To what audience(s) is the site targeted?

This Web site targets all citizens of the community interested in Port activities, businesses involved with or desirous of commerce with the Port of Everett, and all parties concerned with the happenings of this busy Port. The Port of Everett has as many as 41 projects under way at one time, and updating local citizens on their status was important. The Port's marina (the largest on the West Coast) caters to many recreational and transient boaters, fishermen using the boat launch, and live-aboard boaters.

- 4) Describe the objective of the website. What features and information are used to support the objective?

The Port of Everett wanted a vibrant, attractive and professional look for its new Web site, while also communicating effectively with its constituency and customers. The Port of Everett Commission has set the goal of having a more transparent operation, and the Port's Web site is an additional and important step toward achieving that goal. Through Document Central and other easily navigable links, documents, meetings, and events are instantly visible to the viewer. The old site had 80 pages of information and the new site has upwards of 300. The site includes: listings of available properties, real-time weather information, construction project details, port staff contact information, and a mechanism to receive community feedback and request Port information. The Port of Everett has the largest marina on the West Coast and one of the busiest boat launches. The Web site offers cameras with views of the marina and boat launch; the ability to make marina payments online, and berthing capacity data. The Web site is also Section 508 compliant for accessibility by people with disabilities. It is also designed at 800 x 600 pixels, convenient for most viewers. The Port does a substantial amount of business with Russian and Japanese cargo companies, and the ability to provide them real-time information and documents, as well as to convey a professional image was met through many elements of the site.

- 5) How do you promote your website? The website has been promoted in the local press, as well as through links on websites related to the industries we serve and the community. URL hits through these links has proven that this method is successful in directing traffic our way.
- 6) What is the overall annual budget and cost to maintain the site? The site cost \$36,000 to produce, given its many advanced technical elements such as web cameras and on-line payment systems, but the participation of Port staff, who provided all content, reduced those costs substantially. The Port has budgeted an additional \$2,500 per year for software upgrades and maintenance. Budget for the rebuild was \$65,000, representing a savings of \$29,000.
- 7) Is there a password-protected area that the judges can view? If yes, what is the password? N/A
- 8) How did you evaluate the success of this entry?

X # of "visits" X Business opportunities gained X Audience feedback
X Time/money saved by providing material electronically X Other (please explain)
(fewer public records requests for information.)