



CITY OF DUBLIN

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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CITY OF DUBLIN LAUNCHES NEWLY REDESIGNED WEBSITE

DUBLIN, Calif., September 16, 2015 – The City of Dublin has launched a newly redesigned website to help share timely information with residents, visitors, and prospective businesses. Created with the user experience firmly in mind, the website has been designed using the latest technology so the site is compatible with today's browsers and mobile devices.

The website is the City's primary communication tool with the community, and the development of the City's new brand, "Dublin: The New American Backyard," presented an opportunity to modernize features and improve usability. The new site, designed by CivicPlus, has several new features which staff hopes will encourage residents and visitors to learn more about the community. Key improvements include:

- The site has "responsive design" which means that is fully-functional on mobile devices. It looks the same on a mobile phone, tablet or full-size computer screen.
- The site is clean and easy-to-navigate, with streamlined links to pages and information. It includes a new "I Want to..." section for quick answers to resident requests.
- A new "Explore" section was built with visitors and potential business owners in mind. It includes a new shopping page, dining guide, links to recreational opportunities, and a community and economic profile for businesses.
- A prominently displayed translation feature encourages usage for all members of the City's diverse community.

Residents will continue to find a "Notify Me" link, where they can sign up to stay informed with the latest news of the City, as well as a "Report an Issue" tab to notify the City of issues they see in the community. The City's updated mobile app, "MyDublinCA," will also be released soon on iTunes and Google. See more at www.dublin.ca.gov.

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