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## **PRESS RELEASE**

### **Sumner Gives City Website Major Overhaul**

Sumner, WA—On Wednesday, January 10, the City of Sumner launched its first completely new website in over 10 years. Rather than matching the structure of city departments, as the old site did, the new site features information built around the main users of the site: residents, workers, business and visitors. The site is located at the same Web address: [www.ci.sumner.wa.us](http://www.ci.sumner.wa.us).

"We found a long list of cities who are doing great things with the World Wide Web in thinking outside the box and 'translating' government terms and jargon into understandable information," said Communications Director Carmen Palmer. "We hope this new site will add Sumner to that list."

City Administrator John Doan commented, "When we launched our first website, the Web was a novelty at the least and an electronic brochure at best. It's amazing how far it's come as a tool for doing business, education and dialogue. We know a city's website is now more of a '24-hour City Hall' that gives citizens easier access to updates, information and forms. We're looking at where to go next. Can a city's website help build community?"

One other new feature of the site is the introduction of two personalities: Dr. Sumner and Safety Sally. Dr. Sumner answers questions that provide more detail about the city's process and rules in "everyday" language. Safety Sally provides emergency preparedness tips that help citizens prepare for instances ranging from natural disasters to having to dial 911. Both Dr. Sumner and Safety Sally were drawn by Sumner artist Lana Hoover.

The City of Sumner intends to build on the new site, eventually adding features such as updates on development and construction and the ability for citizens to request weekly e-mail updates. One additional interactive piece, the ability to pay utility bills online, was introduced last November and remains a key function of the new site.

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