RI.gov

2009 Year in Review

Thomas Viall
RI Webmakers Group
May 13th, 2010
2009 Highlights

• Awards:
  • Best Fit Integrator for DEM Agriculture Renewal
  • Best of the Web finalist
  • Interactive Media Award for Outstanding Achievement in Design
  • Davey Award - Silver win for Government

• All constitutional officers in common look and feel

• 502,306 transactions and $12,443,916 in statutory funds collected

• Passed the $3,000,000,000 in tax funds processed!

• Elizabeth Pemmerl promoted to federal DOT project in Washington

• Welcome Nicole Courtemanche
New Services

- **Sailpoint** (CRB, DLT, East Providence, Bristol, DEM)
- **DMV Title Inquiry**
- **Open Government Checkbook** (18 Agencies)
- **DBR Insurance Placards**
- **DBR Upholstery License Renewal**
- **DEM Caps Project** (Beetle Notification)
- **DOA Wellness** Program
- **DEM Underground Storage Tank** Registration
- **DBR Architect License Renewals**

Updated Services

- **Corrections Employment** 2009
- **DLT License** full recode
- **DBR Lender Filing** full recode
**Web sites**

- Office of Recovery & Reinvestment
- State Police 5K
- Executive Office of Health & Human Services
- Town of Bristol V2
- Office of Energy Resources
- Emergency Management V2
- RI.gov Version Seagull
- Public Safety Grant
- Treasury v3
- Secretary of State (After 2 years!)
Looking Ahead

• DMV OTC
  • Relaunch of all DMV services

• RIDE Certification Payments

• Business Tax UI upgrade

• Webmakers Toolbox

• Additional SailPoint roll out

• More DBP License Renewals

• Business Fast Start

• Subscriber UCC

• Saltwater Fishing
The Importance of a DRP

March 30th, 2010
The Aftermath
2009 Goals (how we did)

• Ensure funding for the portal
• Assist RI during fiscal crisis
  • Better efficiency
    Open government checkbook, EORR, DBP licenses
  • Seek new or improved funding sources
    Over the counter credit card
  • Leverage existing systems for rapid deployment
    Rails now fully implemented in portal

• Manage DMV technology change
• Win Best of the Web
2010 Goals

- Continue to **build funding for the portal**
- Better **customer service tracking** and value documents
- See **DMV technology change** through
- Win Best of the Web
- Exercise **contract extension**
- Work to ensure smooth transfer to **new administration in 2011**
Questions?
1 Accessibility
2 Content Strategy
3 Mobile Web
Accessibility
More Work?
Yes, but it is worth it.
State perspective
It is the policy of the State of to ensure that people with hearing, visual and other disabilities have **equal access to public information that is available on the Internet** and the World Wide Web. It is the direct responsibility of the agency and its web page developers to become familiar with the guidelines for achieving universal accessibility and to apply these principles in designing and creating any official State of Rhode Island website.

http://www.ri.gov/policies/access.php
Web Standards for Universal Accessibility

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It has been estimated that 54 million people or 20.6% of all Americans have some level of disability. This is a large segment of society waiting for opportunities to interact with all levels of government.

Estimates indicate that 95-99 percent of all Web sites are inaccessible at some level. These statistics are staggering considering the number of sites that come online daily. As of January 2000, there were an estimated 10 million Web sites online, by the end of the year - 25 million and by the year 2002, one hundred million. To date there have been no formal complaints filed against a governmental agency under the ADA of 1990. The use of the guidelines below will ensure that Web sites created by the State of Rhode Island are developed to serve the largest possible audience. Following these guidelines will also provide an added benefit to those users.
Upcoming Legislation

H-7786 (amends RIGL 37-25-1)

Adopt the Section 508 of the Rehabilitation Act of 1973, as amended and require all RI departments & agencies to provide access to electronic & info. technology to all individuals, unless it would impose an undue hardship on the dept. or agency.

http://dirac.rilin.state.ri.us/BillStatus/WebClass1.ASP?WCI=BillStatus&WCE=ifrmBillStatus&WCU
Four **Principles**

Perceivable, operable, understandable, and robust.
Guidelines & Standards

- Federal Section 508 (consistent with WCAG 1.0)

- W3C Web Content Accessibility Guidelines 2.0 (WCAG)
508

• (a) A **text equivalent for every non-text element** shall be provided (e.g., via "alt", "longdesc", or in element content).

• (b) **Equivalent alternatives for any multimedia presentation** shall be synchronized with the presentation.

• (c) Web pages shall be designed so that **all information conveyed with color is also available without color**, for example from context or markup.

• (d) Documents shall be organized so they are **readable without requiring an associated style sheet**.

• (e) Redundant text links shall be provided for each active region of a **server-side image map**.

• (f) **Client-side image maps** shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape. provided by the script shall be identified with functional text that can be read by assistive technology.
(g) **Row and column headers** shall be identified for data tables.

(h) Markup shall be used to associate data cells and header cells for **data tables that have two or more logical levels of row or column headers**.

(i) Frames shall be titled with text that facilitates **frame identification and navigation**.

(j) Pages shall be designed to **avoid causing the screen to flicker** with a frequency greater than 2 Hz and lower than 55 Hz.

(k) A **text-only** page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.
508

- (l) When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.

- (m) When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (l).

- (n) When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.

- (o) A method shall be provided that permits users to skip repetitive navigation links.

- (p) When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.
WCAG 2.0

• Attempts to adapt to the rapidly changing nature of the Web: AJAX, Canvas, Flash, PDF, streaming

• More technology independent: Plugins...might be OK.

• More specificity with video, audio

• Better organization of priority levels
  Different levels of compliance are spelled out for each guideline (A-AAA)
Simple **Questions to Ask**

Can your content be accessed without:

• Javascript?

• CSS?

• Images?

• Flash / Plugins?
Simple **things to do**

- **Alt tags** on all your images
- If you use **video / audio**, link to a text transcript, add captions to video if possible
- **Do not rely on images** or other technology to convey information without alternate means
Simple questions to ask

If so, you’re in pretty good shape.

Other things to think about:
**Skip links, table** markup
Help is out there

Web Developer Toolbar (Firefox)
https://addons.mozilla.org/en-US/firefox/addon/60/

Safari Developer Tools
http://www.apple.com/safari/

Wave
http://wave.webaim.org/

Cynthia Says
http://www.contentquality.com/
Web Developer Toolbar
Other Resources

- http://www.webaim.org/standards/wcag/checklist
- http://www.w3.org/WAI/WCAG20/quickref/
- http://www.w3.org/WAI/
Content Strategy
What is Content Strategy?
“Content strategy plans for the creation, delivery, and governance of content.

Better content.

Content people care about.

Content that supports your business objectives and meets your users’ goals.”

Kristina Halvorson, www.braintraffic.com
A little secret:
You are an editor
No, really.
You are an editor
Toolset

Video
Audio
Streaming
Social Networking
Surveys
Email Marketing
Feedback Tools
Collaboration
User Testing
Content Delivery
Wikis
Blogs
You Curate your message.
Learning
When to say no.
Learning
When to say yes.
How to start

Step 1. Audit your content with a link spreadsheet.

![Site Audit Table]

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Link Address</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td><a href="http://www.rg.gov/">http://www.rg.gov/</a></td>
<td>1</td>
</tr>
<tr>
<td>About Us</td>
<td><a href="http://www.rg.gov/about/">http://www.rg.gov/about/</a></td>
<td>1</td>
</tr>
<tr>
<td>Staff</td>
<td><a href="http://www.rg.gov/about/staff.php">http://www.rg.gov/about/staff.php</a></td>
<td>2</td>
</tr>
<tr>
<td>Kids</td>
<td><a href="http://www.rg.gov/kids/">http://www.rg.gov/kids/</a></td>
<td>3</td>
</tr>
</tbody>
</table>
How to **start**

**Step 2.**
Look at your stats.  
If you’re not using *Google Analytics*, start.
How to **start**

**Step 3.**
**Do some user testing.**
Grab some friends, family, ex-boyfriends...

Use a feedback tool like *UserVoice*, *Silverback*
Ask questions, watch what people do.
Putting this into practice.
Homepage
disease
Over time everything can become important.
When everything is important, nothing is important.
Hierarchy
Focus on what is important.
Related point:

There is no fold. (Everybody scrolls)

http://www.clockwork.net/blog/2010/01/08/372/how_to_discuss_the_fold_with_a_client

http://www.thereisnopagefold.com/

http://www.iampaddy.com/lifebelow600/
Respect your audience.
Welcome
Welcome to the very special agency. Let's get started.

For Individuals  For Businesses  Other Resources

Resources for Individuals
- Thing 1
- and Thing 2
- Fish in a Pot
- and the Cat in the Hat

Resources
- Resource item 1
- Resource item 2
- Resource item 3
- Resource item 4
- Resource item 5
- Resource item 6
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For Individuals  For Businesses  Other Resources

Press Releases
04/09/2010 17:15 EDT
SNAP Recipients Can Get Help to Replace Food Ruined by Flood

04/09/2010 09:15 EDT
Federal "Major Disaster Declaration" Amended to Include "Public Assistance"

04/08/2010 15:15 EDT
Consumers Urged to Use Contractors Licensed in Rhode Island for Flood Recovery Work

04/08/2010 10:30 EDT
Rhode Island Donation Exchange Program Requests Household Needs for Flood Victims

04/06/2010 17:15 EDT
Donations & Volunteers Sought for Flood Recovery Effort

04/05/2010 14:30 EDT
Disaster Unemployment Assistance
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NEW INITIATIVE JUST LAUNCHED
THIS IS ALSO REALLY IMPORTANT

UPDATED BULLETIN: This news just happened.

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Marketing insisted that this link go here.

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Our Mission
is to prevent disease and to protect and promote the health and safety of the people of Rhode Island.

Flood Information
Website: RI Flood Recovery website
About: Emergency Response | Drinking Water | Cleaning Up | Mold
For: First Responders | Food Establishments | Healthcare Facilities | People with Special Healthcare Needs | Healthcare Providers | Homeowners and Renters

Flu Information
About: Flu Vaccination | Find a Flu Shot | News | Blog | About Flu | Provider Information
For: H1N1 Vaccine Providers

I Want To...
- Get a copy of a birth, death or marriage certificate
- File a complaint against a health professional
- Quit smoking
- Know about Hospital Mergers

Online Services
- View Food Safety Inspection Reports
- Renew your Health Professional License
- Verify the license of a health professional
- Order educational materials online

contact Us
Phone Index
Online Ordering
Order Educational Materials Now

updated May 12, 2010
Read this book:

CONTENT STRATEGY for the Web

Kristina Halvorson
Mobile
Web
“Ask yourself, what is relevant to my users and the tasks, problems, and needs they might encounter while being mobile.”

Cameron Moll, *Mobile Web Design*
Mobile Web

• Mobile users are most likely interested in a **subset of the content**.

• Mobile users *shouldn't have to download* content that they don't use.

• The mobile web is a **moving target**.
Problems
Too many phones
Bright spots
Bright **spots**

- **Webkit**
  Mobile Safari (iPhone), Android OS, Blackberry Mobile

- **Opera Mini**
  Mobile Safari (iPhone), Android OS, Blackberry Mobile

- **Problems**
  virtually everything else.
Potential solutions
Potential solutions

• Reduce images & styling

• Use handheld stylesheets

• Create mobile optimized content
Reduce styling
Use **handheld style sheets**

```html
<link rel="stylesheet" type="text/css" href="/styles/handheld.css" media="handheld"/>
```
Use **handheld style sheets**
Create **mobile-optimized versions**

```html
<link media="only screen and (max-device-width: 480px)"
href="/styles/iPhone.css" type="text/css" rel="stylesheet" />
```
Create mobile-optimized versions

File annual reports online with the office of the Rhode Island Secretary of State.

Online service allowing new businesses to register for a Retail Sales Permits Income tax withholding accounts (including withholding for pensions or trusts) and Rhode Island Unemployment insurance accounts (including Rhode Island temporary disability insurance).
Problems with these solutions

- **Reduce images & Styling**
  Problem: Requires a separate site / subdomain.

- **Mobile Style Sheet**
  Many browsers either ignore them or have very poor support

- **Device-specific CSS**
  Small market share, multiple devices and CSS to support
Resources

• **W3C Mobile Best Practices:** [http://www.w3.org/TR/mobile-bp/](http://www.w3.org/TR/mobile-bp/)

• **Mobile Web Design, Cameron Moll:** [http://mobilewebbook.com/](http://mobilewebbook.com/)

• **MobiForge Templates:** [http://mobiforge.com/starting/story/xhtml-mobile-website-templates](http://mobiforge.com/starting/story/xhtml-mobile-website-templates)

• **jQTouch:** [http://www.jqtouch.com/](http://www.jqtouch.com/)

• **Mobile Emulators:** [http://mobiforge.com/emulators/page/mobile-emulators](http://mobiforge.com/emulators/page/mobile-emulators)

• **Opera Mini 5:** [http://www.opera.com/mini/next/](http://www.opera.com/mini/next/)

• **http://ready.mobi:** Compliance checker
Questions & ideas?
Thank you.

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