



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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www.sfwmd.gov/news

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SFWMD Set to Launch Streamlined Web Site

www.sfwmd.gov will feature advanced technology to keep the public informed



West Palm Beach, FL — The South Florida Water Management District (SFWMD) is set to launch a redesigned and re-engineered Web site featuring easier navigation, exciting multimedia, powerful search tools and a host of high-tech improvements to make the site compelling and more useful for the public.

“The District continually seeks leading-edge solutions for water management and environmental protection initiatives,” said SFWMD Governing Board member Jerry Montgomery, who also serves as chairman of the Governing Board’s Human Resources and Outreach Committee. “South Floridians must have ready access to timely, relevant and easily accessible information about the extensive work this agency is doing on their

behalf. Our redesigned Web site is an important step forward in meeting these critical goals.”

The new www.sfwmd.gov – scheduled to go live next week – was developed in-house to be the authoritative source of information about the District and the agency’s primary line of communication with 7.5 million residents across 16 counties. The initial launch will feature approximately 60 pages highlighting the most timely and relevant water resource information. Additional pages will be transitioned into the new Web redesign through mid-2010.

FY09 District Web Site Stats

- Page Views = 4.8 million
- File Downloads = 255,828
- Unique Visitors = 512,263
- Webcast Downloads = 13,000

“Engaging the public in our water resource and restoration programs is vital to the success of the District’s mission,” said Deena Reppen, Deputy Executive Director for Regulatory and Public Affairs. “This improved Web site is a significant and exciting step forward for one of our most important communication tools, and it demonstrates the agency’s commitment to improving customer service and informing and involving scientists, engineers and the public in our work.”

When completed in mid-2010, the site – which drew 512,263 unique visitors in Fiscal Year 2009 alone – will feature improvements, including:

- Delivering clear and timely information and data using the latest technology.
- Improving navigation options so that visitors can browse within the site using an approach that is intuitive for the audience. Examples include browsing by topic, region or water management responsibilities or by audience type, such as residents, businesses, engineers, scientists, educators and students.
- Providing multimedia elements, improved search capabilities and an in-depth online library of District publications, presentations, videos and more.
- Enhanced design.

Visitors to www.sfwmd.gov will continue to find a trove of water-resource information such as:

- The latest news, events, public meetings and webcasts.
- Water conservation tips, including landscape irrigation restrictions information.
- Weather radar and historical weather data.
- Lake Okeechobee’s level and information.
- E-permitting.
- Information and progress reports about the District’s ecosystem restoration projects, including Everglades restoration.
- Recreational opportunities on SFWMD public lands.

These features, along with the new design and tools, are compliant with the Americans with Disabilities Act and will significantly improve access to District information and make finding information easier.

For more information, please see the attached [Q & A](#).

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About the South Florida Water Management District – [Celebrating 60 Years \(1949-2009\)](#)

The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state's five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.