



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

July 21, 2010

CONTACT:

Jeremy Ashton

South Florida Water Management District

Office: (561) 682-2800 or Cellular: (561) 714-6126

www.sfwmd.gov/news

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SFWMD Completes Website Redesign

New www.sfwmd.gov designed to better inform public and serve as first-class communication and information tool

The screenshot shows the SFWMD website homepage. At the top, there is a navigation bar with links for Careers, Site Map, Glossary, Help, Locations, Contact Us, and Español. Below this is a main menu with categories like Home, About Us, Managing & Protecting Water, Protecting & Restoring Ecosystems, News, and Library & Multimedia. A secondary navigation bar includes dropdown menus for Residents & Visitors, Businesses, Scientists & Engineers, Educators & Students, Topics, and Regions, along with a search bar. The main content area features a large banner for 'Rainy Season Readiness' with a background image of a wetland. Below the banner are four smaller featured articles: 'Rainy Season Readiness', 'Protecting our Water Supply', 'Water Conservation', and 'Reviving the River of Grass'. A data table shows water levels for Lake Okeechobee (14.16 ft) and Lake Istokpoga (38.36 ft) as of July 21, 2010. At the bottom, an 'In the News' section highlights five recent news items, including federal funding for Everglades protection, expanded game hunting, water quality requirements, budget approval, and the 2010 South Florida Environmental Report.

(Click on the image above to go to www.sfwmd.gov.)

West Palm Beach, FL — With the launch of more than 40 new and improved webpages this week, the South Florida Water Management District (SFWMD) has completed the redesign and re-engineering of the agency’s website. Developed over more than a year, the website features easier navigation, cutting-edge multimedia, powerful search tools and a host of high-tech, user-friendly improvements.

“This final release is the culmination of months of hard work to create a website equal to the District’s innovative water resource and ecosystem restoration programs,” said Deena Reppen, SFWMD Deputy Executive Director for Regulatory and Public Affairs. “The improved website makes one of our most important communication tools more useful and engaging for the public and our stakeholders.”

The latest set of new webpages on www.sfwmd.gov will help introduce visitors to the District’s organization and how to engage in the agency’s decision-making and public process. The pages include:

- Profiles of the [SFWMD Governing Board](#) and [Big Cypress Basin Board](#).
- A comprehensive [calendar](#) for District events, meetings and workshops.
- A redesigned webpage for job seekers looking for [career opportunities](#) with the District.
- Information on the District’s commitment to [open government](#) and its efforts to encourage public participation in the decision-making process.
- New homepages for each of the nine SFWMD [regional service centers](#).
- Links to [agency reports](#), including the annual South Florida Environmental Report and budget and strategic plan documents.

Released in phases over the last eight months, the improved www.sfwmd.gov 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. Over the course of the project, SFWMD staff has condensed information previously hosted on more than 1,200 webpages into 256 new and redesigned pages.

The website – which drew 512,263 unique visitors in Fiscal Year 2009 alone – features several improvements over the old site, including:

- Clear and timely information and data using the latest technology.
- Improved 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.
- Multimedia elements, improved search capabilities and an in-depth online library of District publications, presentations, videos and more.
- Enhanced design.

More information about the redesign of the District’s website can be found in the attached [Q & A](#).

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About the South Florida Water Management District

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.