



News Release

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For Immediate Release

City of Lafayette reveals new website

Vibrant design and improved navigation take user experience to the next level

This week the City of Lafayette announces the launch of their exciting, new website design. The new design is a true reflection of the community through color, images, well thought-out navigation and focused content. The City of Lafayette's url, www.lafayette.in.gov, remains, but that is where the similarities end. Users will discover multiple ways to find what they need through a search-centric layout that makes exploring the site fun and easy.

"This site is truly built for the people, by the people", says Kara Bishop, Communications Director for the City of Lafayette. "Many of the photos submitted from our community photo call-out earlier this year are highlighted in the new design. Those images are what make this new site special and unique."

Bishop adds, "We also wanted to make the site more relatable. By showcasing the community in this way, city government becomes accessible and more transparent. It's all about understanding how our city ticks and spreading that feeling of community pride. Lafayette has so much to offer and this site celebrates that."

Other features you can expect to see with the new design include:

- enhanced navigation and search options
- interactive alerts system and comprehensive media center
- increased sharing abilities and connectivity
- dedicated transparency section
- customizable user experience and notification system
- photo galleries, streaming video and built-in mapping
- connection through all platforms, mobile-friendly design
- distinctive branding for Police, Fire and Parks departments
- prominent online bill pay and community information
- increased community interaction with Community Voice

The City of Lafayette is having a
"Launch Lunch Party"
to celebrate the new site design on
Friday, July 31 at MatchBOX Coworking Studio
from noon-1:00 p.m. Public is invited to stop
by, grab some lunch from available food
trucks, participate in giveaways and see first
hand all the new website has to offer.

City of Lafayette Information Technology Director Andy Milam says, "The city website needed a complete aesthetic and cosmetic redesign and we're excited to reveal just that. Not just our main site, but unique designs and navigation for LPD, LFD and Parks departments as well. We love our new vibrant site design and know it is a better reflection of our vibrant community."

Milam adds, "A much improved backend system makes administering the website pages easier than ever before. Building forms, making page changes and citizen request tracking is well thought out, and much improved."

Lafayette Mayor Tony Roswarski describes multiple ways the website will serve the community. "Customer-service. Interesting. Intuitive. Upbeat. Helpful. These are what we want people to think and feel when they see the new website. We are striving to create a positive and fun experience when people use the website and really highlight our city."

In the upcoming months the Lafayette website will implement a City of Lafayette App, as well as a community portal that connects with the Tippecanoe County website. Intranet capabilities are also in development. Lafayette worked with CivicPlus to develop the new site design. CivicPlus is a web development company located in Manhattan, Kansas specializing in government website design and production.