



Redesigning the Intranet

Alameda County Sustainability

Climate Corps 16-17

Sustainability Intranet Revamp

The Sustainability intranet serves over 9,500 County employees, providing resources and information needed to implement sustainability policies and to encourage employees to engage in sustainable actions. The goal of this project was to build a more functional and organized site.

Phase 1– Analyze

- Synthesize large amounts of site data to determine page traffic trends

Phase 2– Interview

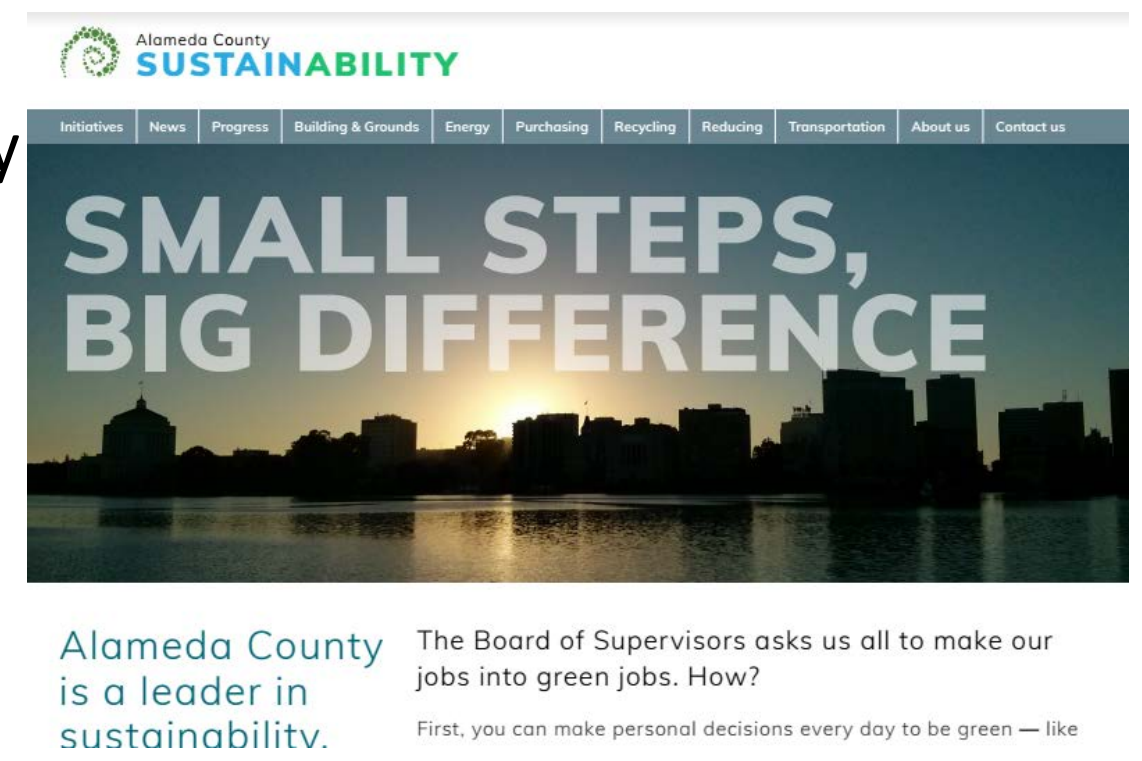
- Meet with Sustainability Project Managers to discuss their programmatic needs to communication and information provisioning
- Meet with various County employees of diverse backgrounds to gauge barriers and needs from our target audience

Phase 3– Content Editing

- Project Managers edit pages according to new Editorial Guidelines, as advised from barriers and needs learned through employee interviews
- Project Managers create new pages to better support the needs of employees
- Review content and create photo library of images fitting site dimension and resolution

Phase 4– Input Content

- Transfer content into new CMS and format accordingly
- Decide on special functionality of certain site items, such as small circle menus



Results



- Condensed 6 different sites into 1 cohesive landing site
- Reduced word count by 56%, from 37,000 to 16,000 words
- Reduced page count by 37%, from 96 to under 60 pages

Lessons Learned

Be flexible with your schedule

- Long-term projects can be set back by outside circumstances, so be prepared to shuffle priorities around as schedules change

Don't be afraid of interviews

- Interviews are a great way to gain insightful information about barriers and gaps



Jacqueline graduated from UC Irvine in 2015 with a degree in Business Economics. She is eager to help implement change in large public agencies and is interested in continuing to apply her marketing and communications skills in the sustainability field.

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