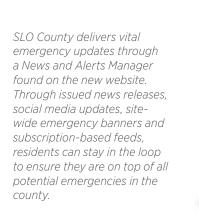# SAN LUIS OBISPO COUNTY

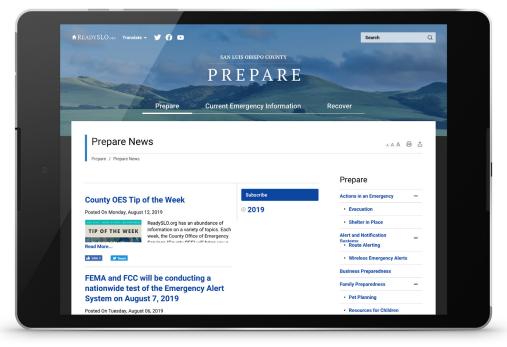## New website serves as vital hub for County emergency preparedness, response and recovery

Southern California's San Luis Obispo (SLO) County is a golden, sunshine-filled coastal paradise, offering expansive beaches and sand dunes, cozy orchards and wineries, untouched wilderness, outdoor adventure and lush countrysides.

SLO County partnered with eSolutionsGroup (eSolutions) to develop an intuitive, accessible, modern and well-designed website. The goal? Delivering critical emergency services information and resources to residents quickly and easily.

www.readyslo.org

GO LIVE DATE: July 31, 2019

"We were so impressed with the entire eSolutions team. They were knowledgeable, listened to our needs and came up with solutions to all of our requests. Editing our new site is so easy and doesn't require any programming knowledge. The finished website was better than we even imagined."

— Anita Konopa,
Emergency Services Coordinator,
San Luis Obispo County

SLO County delivers vital emergency updates through a News and Alerts Manager found on the new website. Through issued news releases, social media updates, site-wide emergency banners and subscription-based feeds, residents can stay in the loop to ensure they are on top of all potential emergencies in the county.

CHALLENGE

Due to the nature of the site and its subject matter, the new online solution needed to perform under extremely high volumes of traffic. The site's architecture needed to be intuitive and easily navigable, so users could find the information they need about their specific emergency as fast as possible.

Because SLO County is made up of different geographic regions, it was crucial to offer a solution that delivers localized information and resources to users in various areas.

SLO County staff needed to be able to easily update the website with new information and resources without prior technical programming knowledge. The content management system (CMS) also needed to allow for automatic alerts to be pushed to the website, without manual updates from staff.

SOLUTION

eSolutions worked with SLO County to stress test the site and ensure it sustained performance under high volumes of traffic. Our information architects created three sub-sites that advise users on emergency preparation, handling and recovery, creating a natural order to the user experience.

The new readyslo.org offers users clear Protective Action Zone and Ingestion Pathway Zone maps that identify a user's associated emergency area. The site now integrates with PulsePoint to deliver an interactive map that displays incident information from municipal fire department and dispatch systems.

The intuitive and powerful i:Create CMS allows back-end users of all backgrounds to quickly and easily update content. Integration with The Weather Network allows automatic delivery of alerts to the website and its subscribers with no effort required from the County.

Digital tools to prioritize resident safety

▸ Photo Gallery

▸ News and Alerts Manager

▸ Seamless social media integration

▸ i:Create Content Management System

▸ Sitemap consultation and development

▸ Google Translate

▸ Third-party integration