Buncombe County Web Transition

Presented by

Lillian Govus, APR

Communications & Public Engagement

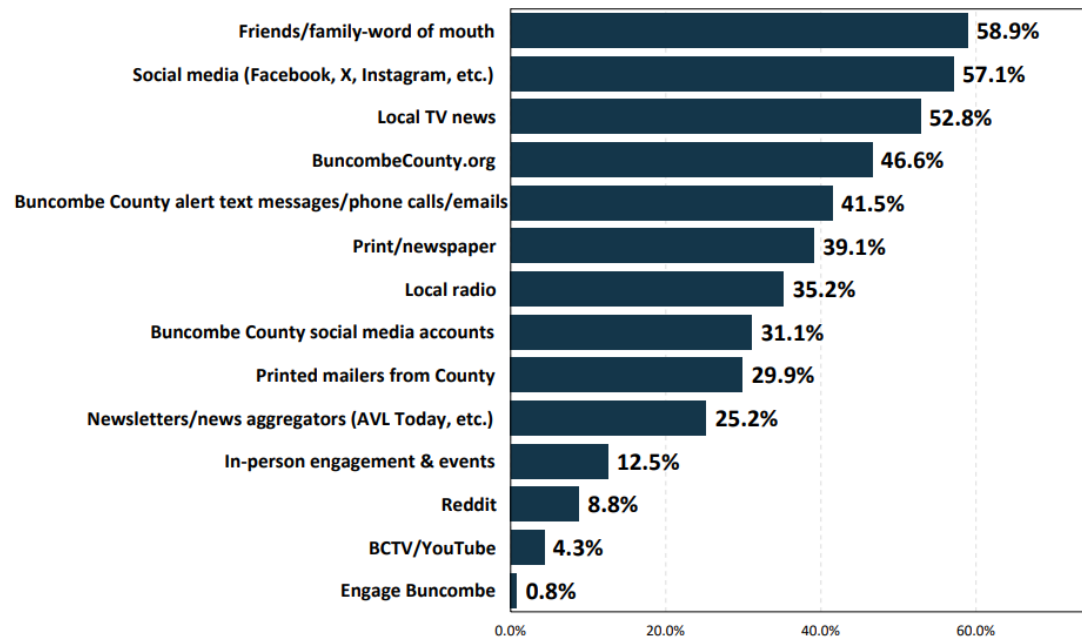# A CMS coming soon! But what is it?

- Allows you to create, manage, and publish digital content without coding knowledge
- Multiple team members can manage content in a CMS and make updates in real-time
- Handles all back-end and front-end coding
- Staff can focus on producing content and creating an engaging user interface (UI) and user experience (UX)
- Staff can easily add videos, images, social media through modules
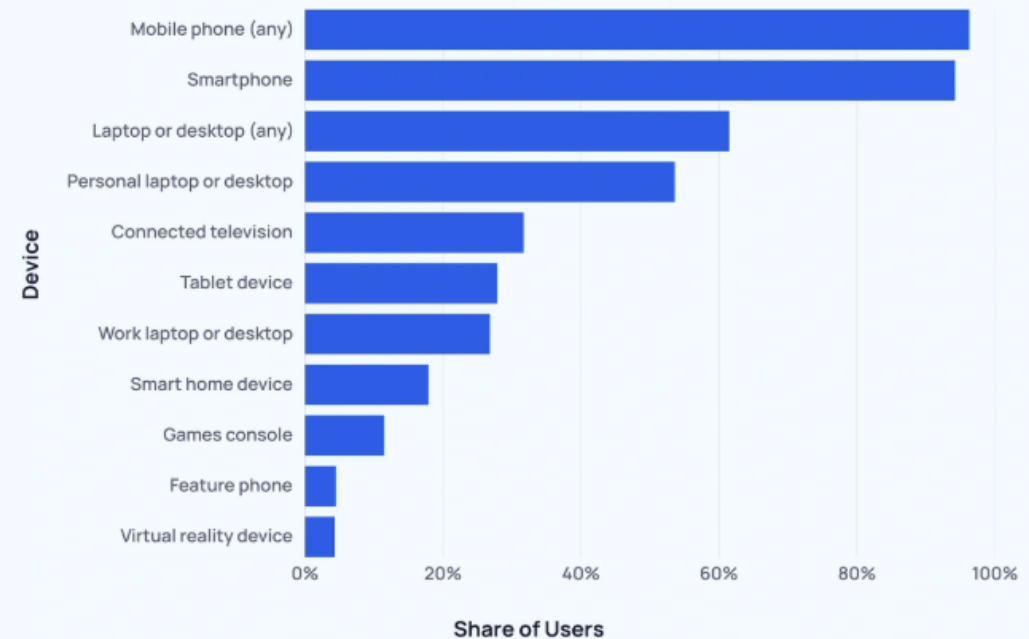- Easily adapts for mobile usage

Web Access in Buncombe

Q7. Percentage of Respondents That Use Various Sources of Information to Learn About County News, Events, and Other Information

by percentage of respondents (multiple choices could be selected)

Source	Percentage
Friends/family-word of mouth	58.9%
Social media (Facebook, X, Instagram, etc.)	57.1%
Local TV news	52.8%
BuncombeCounty.org	46.6%
Buncombe County alert text messages/phone calls/emails	41.5%
Print/newspaper	39.1%
Local radio	35.2%
Buncombe County social media accounts	31.1%
Printed mailers from County	29.9%
Newsletters/news aggregators (AVL Today, etc.)	25.2%
In-person engagement & events	12.5%
Reddit	8.8%
BCTV/YouTube	4.3%
Engage Buncombe	0.8%

How internet users access the internet

Device	
Mobile phone (any)	
Smartphone	
Laptop or desktop (any)	
Personal laptop or desktop	
Connected television	
Tablet device	
Work laptop or desktop	
Smart home device	
Games console	
Feature phone	
Virtual reality device	

Share of Users

Sneak Peek

ADA Compliance

Title II of the ADA requires state and local governments to make sure that their services, programs, and activities are accessible to people with disabilities.

Applies to all services, programs, or activities of state and local governments, from adoption services to zoning regulation, including those offered online and through mobile apps.

Web Content Accessibility Guidelines (WCAG) assist users who:

- Have learning disabilities

- Have low vision

- Have disabilities and are using mobile devices

Deadline for compliance – April 24, 2026

4 categories of
WCAG

01	02	03	02
PERCEIVABLE	OPERABLE	UNDERSTANDABLE	ROBUST
Easy to see	Simple to use	Clear to understand	Strong

But that's not all

Example from Wayne County, NC

Civic Clerk Module:
Updated Board of
Commissioner's Agenda and
Minutes Page

Website Transition Progress

100%

**MIGRATE 600+
PAGES**

50%
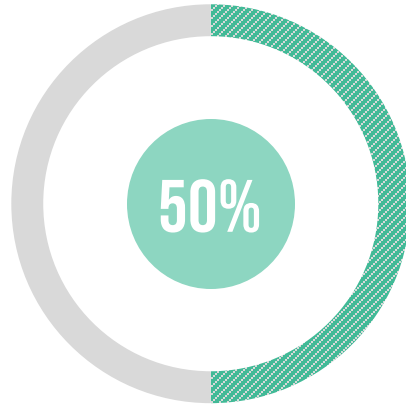
**REVIEW
CONTENT,
NAVIGATION**

5%

**GO LIVE
JUNE 17**

0%

**TRAIN COUNTY
STAFF**

BUNCOMBE COUNTY

5/15/2025
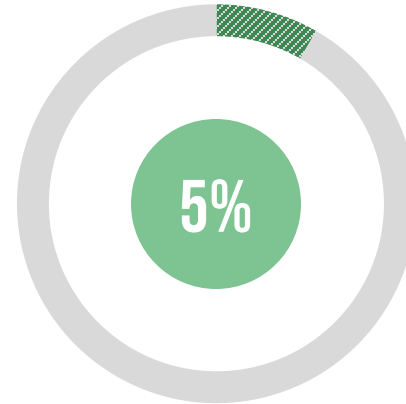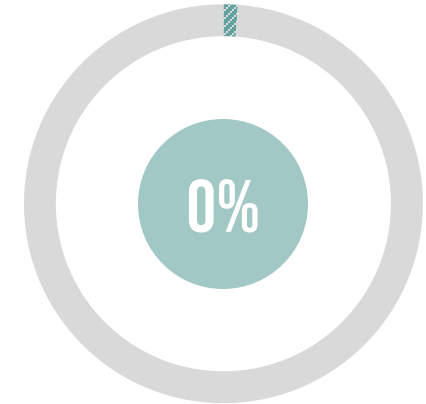
Next Steps

- CAPE reviewing all pages

- Go live set for June 17

- "Soft" rebrand to buncombenc.gov

- CAPE staff trains departmental users

- Intranet set for phase 2 migration this fall

Questions?