



FEMA

W-06029

April 25, 2006

MEMORANDUM FOR: Write Your Own (WYO) Principal Coordinators
and the NFIP Servicing Agent

FROM: WYO Clearinghouse

SUBJECT: FEMA's New Website

FEMA launched a newly redesigned website effective April 6, 2006. Please see the attached page for a description of some of the changes. Visit <http://www.fema.gov> to view the restructured information and resources.

You may wish to share this information with your staff.

Attachment

cc: Vendors, IBHS, FIPNC, Government Technical Representative

Suggested Routing: Claims, Marketing, Underwriting

FEMA'S NEW WEBSITE

FEMA.gov serves as the nation's portal to emergency information both in times of disaster and in preparation for disasters. In the month that followed Hurricane Katrina's landfall along the Gulf Coast in August 2005, more than 14 million visits and 400 million hits were logged on the website. For 5 straight weeks, more than 500,000 individuals, per week, applied for assistance or checked the status of their application using our online registration system.

To better serve those who look to our website for timely and accurate emergency and disaster information, we launched our new FEMA.gov on April 6, 2006. The new site showcases a completely restructured, customer-driven and easy-to-use navigation system, and a new streamlined look and feel developed by the Department of Homeland Security.

The restructuring of the site will make it easier for citizens, emergency personnel, businesses, and federal, state, and local government agencies to quickly get to the information they need on the agency's disaster training, preparation, mitigation, response, and recovery efforts and services.

In developing the new site we conducted extensive interviews using a wide variety of sources, identified goals, did extensive usability testing, conducted internal training, designed and implemented a plan for content management and development, and streamlined the homepage. The FEMA website will be the first Department of Homeland Security (DHS) site to roll out the Department's new web branding that features a simple, yet distinctive interface. The common usage of typography, color and page layout found throughout our new pages will eventually be used across all of the component agencies' sites.

The redesigned FEMA.gov also meets President Bush's directive to use electronic media to provide citizens with timely, accurate, and consistent information about government services and operations. It will also meet DHS Secretary Chertoff's directive to improve customer service and ensure timely and accurate information during an emergency. The new homepage has been designed to quickly get visitors to the information they are seeking. To facilitate that, the site is now citizen centric and includes the following categories: Individuals, Emergency Personnel, Business and Professionals, Institutions, Government, News Media, and Kids.

In the weeks and months ahead we will be undertaking additional steps to improve the content and usability of FEMA.gov. We will continue to conduct usability testing of the site and utilize web traffic reports and the American Customer Satisfaction Index (ACSI) to measure site performance. If you bookmarked any of FEMA's web pages, please take some time to determine if the information is still at that URL or if it has moved to a new web page. We welcome your input about revisions and content that you would like to see on our new site. Suggestions related to hazard mitigation content can be sent via e-mail to Eugene.Luke@dhs.gov. Comments, concerns or suggestions related to all other FEMA.gov content can be sent via e-mail to Sarah.Hyder@dhs.gov.