



FOR IMMEDIATE RELEASE

Monday, March 21, 2022

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City launches new website design in tandem with mobile app

JOHNSTON, Iowa – The City of Johnston launched a new website design and mobile app to better keep Johnston residents informed and allow ease of use when accessing information.

“The new website integrates content that allows residents to quickly locate the information they are searching for,” said Communications Manager Janet Wilwerding. “We wanted a website and mobile app that residents will find useful. As technology changes, we as a city government must find new ways to communicate with the people we serve and these two new platforms will do just that.”

The top features on our new site:

- Quick links can be easily added or removed based upon season. This may include spring cleanup and tree sale in the spring, water trails and park information during summer and ice rink information in the winter.
- The City of Johnston’s brand colors were added to the website's homepage. The Fire Department’s colors were changed to incorporate the combined department and match their brand.
- Simplicity and ease of use for residents to find information.
- The mobile app, available in the Apple store and Google Play, allows residents to quickly find information or report a concern they may have right from their device.
- Custom banner headers were added to the Fire, Police, Public Works, Parks, Economic Development and Community Development Departments to allow them a unique look based upon their role within the city.

The city’s new website launched on Thursday, March 17, with the domain name www.cityofjohnston.com. The communications team spent months collaborating with residents through a survey and the previous site's analytics to develop a more user-friendly site, which will serve as the central hub for city information. The analytics are looked at frequently to ensure information is readily available for residents based on keywords of interest and time of year.

The city is also excited about the new website for the Johnston-Grimes Metropolitan Fire Department. This site allows the branding to match the multi-city department. The domain name www.jgmfd.com is branded to match the fire department and relay information related to the safety of residents in both communities.

“Making city information readily available to our residents is extremely important,” Wilwerding said. “We understand residents are busy and need quick and relatable information. When residents visit our site, we want them to easily access the information they are searching for, so they return.”

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