

NEWS RELEASE

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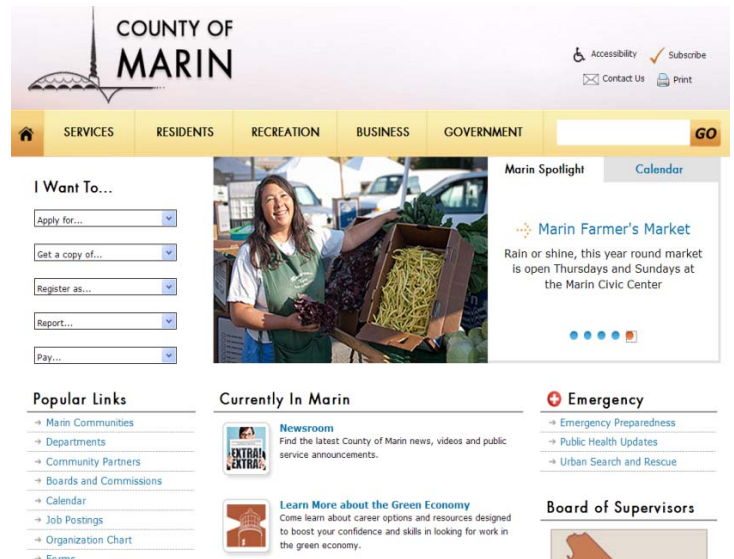
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County Launches New Website and Contact Info January 1 “www.marincounty.org” and “473” phone prefix ring in 2012

San Rafael, CA – Starting New Year’s Day, the County of Marin will have a new electronic look and ways of contact. A newly designed website with a more intuitive URL www.marincounty.org, as well as new email addresses and uniform phone prefix 473 will start January 1.



The website has been revamped with a fresh, clean design and organized so information and services are easier and quicker to find, such as online bill pay features. It also highlights news and events in Marin County, connects to the County’s social media accounts, and provides a new interactive, full-featured calendar complete with details about upcoming events that can be imported directly into your personal calendar.

“The new site responds to the increasing demand for people to take care of County-related business electronically,” said David Hill, Chief Information Officer for the County. The site includes links to pay taxes, access County records and retrieve applications for licenses and permits. “The new site, the email and phone number changes address the need for simpler and easier ways for the public to reach us.”

The test homepage, or beta site, was introduced in mid-December to gather input and feedback from online users before going live with the new site. The County received over 200 responses with helpful improvements and suggestions, many of which have been incorporated. More improvements will

be rolled out in the coming year as individual department pages are upgraded. Until then, many links point to the old web pages.

In conjunction with the new look and name, the County is changing its email address to reflect the shorter name *@marincounty.org* and moving to a single telephone prefix *473*. The old email website name and email address format (*www.co.marin.ca.us*) were developed as the standard government format over a decade ago and has generally been seen as cumbersome, outdated and difficult to remember. The old County website was designed in 2001 and won three awards for excellence at that time.

The County has used three telephone prefixes and is consolidating to one to also make it simpler for residents to remember. The *473* prefix simply replaces *507* or *499* in all County phone numbers. The old email addresses, web address and phone numbers will continue to work until July 2012 as residents become accustomed to the changes. To find any contact in the County offices, the public can dial the automated attendant at 473-7000.

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