



# BUSINESS ADVISORY

Rancho Cucamonga Redevelopment Agency

FOR IMMEDIATE RELEASE

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## Today, *Business, Housing, Education* and *Leisure* Get A New Address

*The Rancho Cucamonga Redevelopment Agency Launches  
Its Official Website*

**Rancho Cucamonga, CA** - After months of preparation, and weeks of subtle hints provided to businesses and residents throughout the Inland Empire, the Rancho Cucamonga Redevelopment Agency has announced the launch of its official website: [www.RCRDA.us](http://www.RCRDA.us).

The Agency's website provides a variety of information useful to business owners and operators; business investors; residents and non-residents seeking housing-related information; individuals interested in educational resources and opportunities in and near Rancho Cucamonga; and visitors looking for things to do and see within the City.



The website's comprehensive collection of information is thoughtfully organized into six primary categories to assist end-users with finding the information that they need quickly and easily. The six categories — Home, Business, Housing, Education, Leisure, and Data Center — are conveniently accessible on every page of the site via easily identifiable tabs. Each tab represents a specific area of the website, and a tabbed approach to navigation was chosen due to the fact that many commercial websites and software programs use tabs to organize information.

Some of the Rancho Cucamonga Redevelopment Agency website's special features include a "quick" Opinion Poll, which will change periodically, allowing website visitors to express their opinions and immediately see real-time survey results; a special interactive location map that allows users to explore Rancho Cucamonga information on the national, state, and local levels; and featured profiles of businesses, individuals, and organizations.

However, the most unique feature of the Agency's website — and one that is currently an exclusive element not found on other municipal websites — is the use of video to introduce each section of the site. When a website visitor accesses a particular section of the Redevelopment Agency's website, a friendly spokesperson introduces the section with a quick overview of that section. The website visitor has complete control over the video introductions and can start or stop the videos when and as often as desired.



The idea to develop the website focuses on the Agency's commitment to providing enhanced customer service and a better web user experience by making it easier for its customers to access information. Although some of the information on the new website was previously available on the Agency's web pages within the City of Rancho Cucamonga website, the Agency's site will allow for quicker and easier navigation when retrieving specific information.

However, because the Redevelopment Agency website is a sister site to the City's website, there will always be a direct (and featured) link to the City's site should Internet visitors desire to explore the City's website too.

The Rancho Cucamonga Redevelopment Agency selected the web development and hosting company, CivicPlus, to design and develop its website due to the company's experience and expertise in developing public sector sites, and because of its resource-efficient content management system. CivicPlus has developed hundreds of municipal websites across the country, and its content management system allows Agency staff to quickly and easily update website content while maintaining the site's integrity and design. Additional website components (e.g., video and flash features) were provided by Atek Media, Red Fusion Media, and Geographics.

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