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Stamford Recreation Launches New Website to Coincide with Release of Fall Programming

STAMFORD, CT - Today Stamford Recreation Services Department launched a new website designed to improve the way citizens search, explore, and register for recreation programming. The launch of the new website coincides with the release of the fall 2018 programming, which is now available to explore online at www.stamfordrecreation.com. Registration for most fall programming begins online September 5 and in-person September 6.

Previously, to view programming options residents had to obtain a copy of the department's seasonal brochures either by picking up a physical copy or by downloading it from their website. Now, the majority of programs are listed in the "[Programs & Events](#)" section of the website which is organized by age group and program type to assist citizens in finding recreational programming relevant to them. "The new website changes the way we inform and communicate about our programs," explained Superintendent of Recreation Laurie Albano, "With a physical brochure, we had no way to communicating program changes or cancellations with residents who had not yet registered for a program or event. Now we will be able to update our website in an instant to ensure residents have access to the most up-to-date information about programs online - before they register." The department will continue to produce a printed brochure, for those that prefer and need such, and also provide the option for residents to download the PDF on their website, which can be found [here](#).

The last time the website was updated was in 2012, before the use of mobile devices and tablets was common. The new website is fully responsive, allowing residents to easily explore programming using any device. As a part of the re-design process, the department also reviewed user analytics to develop insights to better organize content and improve site usability. They completed a full audit of site content, particularly in the Adult Leagues section, to ensure that the information available was clear, accurate, and easy to navigate.

The website was built using a free website design template, which will save the City of Stamford thousands of dollars each year. In the future, the department plans to continue to improve the functionality of their website and processes, including moving to online forms and editable PDFs to better align with resident's expectations and to reduce the amount of paper waste generated by the department.

"The Stamford Recreation Services staff is really excited about our new website that improves the way that Stamford residents can explore the many wonderful programs, leagues, and special events that we offer throughout the year!" concluded Albano.