



WISCONSIN DEPARTMENT OF ADMINISTRATION

Badger Bounceback Website

Award Category

Badgerbounceback.wi.gov
September 2021 - Present

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Executive Summary

The Badger Bounceback website's goal is to serve the citizens of the State of Wisconsin with information regarding the investment of the nearly \$2 billion in federal funds from the state's Coronavirus Relief Fund, made available to the state through the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act. Those dollars were invested in pandemic response efforts and in helping Wisconsinites and their families cover the essentials like rent and utilities, to help businesses stay in business, and to help local governments keep essential services operating. Additionally in 2021, \$2.5 billion in federal American Rescue Plan Act (ARPA) dollars were invested to help Wisconsin individuals, families, businesses, and communities still experiencing the impacts of the ongoing pandemic.

To be as transparent as possible, the Badger Bounceback website was created. This site serves as a hub of information to provide insight on where the state's funds are being invested across Wisconsin and provides information on how citizens and Wisconsin businesses can apply for the funds.



To guarantee the information available on the Badger Bounceback website was available to as many Wisconsinites as possible, the team took a multi-faceted approach in serving the content. In addition to the English version of the website, the content is translated into Spanish, Somali, Hindi, and Hmong to guarantee speakers of the top five most spoken languages in Wisconsin can natively find the information important to them. Each of these pages is built to guarantee a fully responsive and 508c compliant website, which ensures it can be used by users regardless of their device.

To support citizens trying to connect with grants available to them, the "Find Assistance" page is clear and organized into categories to serve individuals, businesses, organizations, and communities.

Additionally, interactive dashboards and easy to use visualizations to detail where the funds are spent on completed programs. These visualizations allow the site visitor to filter and sort data to narrow down specific information they may be seeking.

Since its launch in November 2021, the Badger Bounceback website has seen exceptional usage, averaging 4,000 pageviews per month. More than one third of these pageviews have been on the pages where users can learn more about what programs they can apply for and benefit from. Roughly 10% of the pageviews were from users wishing to explore the data and determine how the funds have been

spent. These are users who may otherwise have contacted the state directly for the data or may have been unaware of the resources available to them.

Idea

The fundamental purpose of the Badger Bounceback website is to create a single website to educate and assist Wisconsinites interested in Wisconsin's economic recovery. The site has three key purposes:

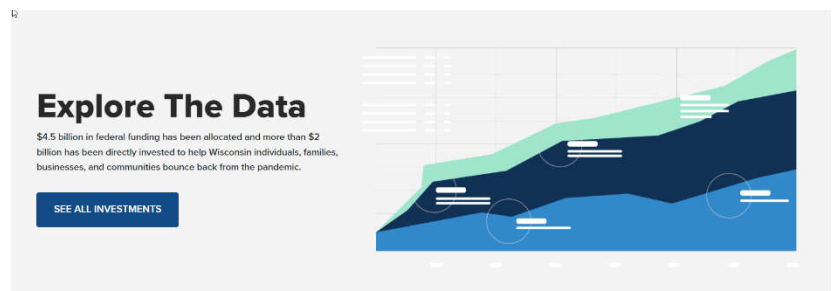
1. Connect users with information on grants available to them and their communities.
2. Provide transparency and insight on how federal investment dollars are spent.
3. Share stories about the positive impacts of the governor's investments.

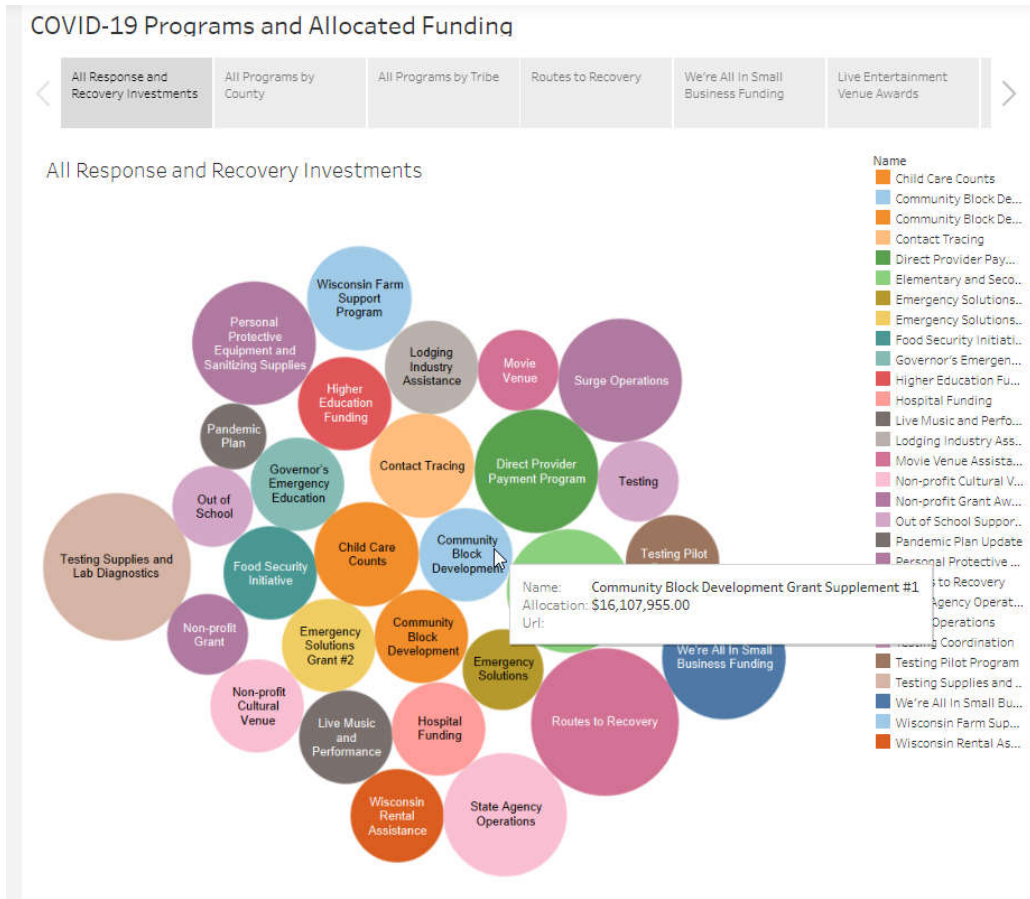
In addition to these three objectives the Wisconsin Department of Administration wanted to reach the widest audience possible, so it was essential that the site be accessibility compliant and be available to Spanish, Somali, Hindi, and Hmong speakers. Due to the ever-changing nature of the pandemic it was essential that site be easily updated in real-time, without heavy reliance on technical resources. Additionally, the site needed to serve as a self-service portal for citizens to find and connect with grant opportunities available to them.

Implementation

The Department of Administration partnered with NIC Wisconsin to use NIC's low-code, low-cost, customizable SaaS platforms allowing them to quickly stand-up and publish a site that is mobile responsive and available to all constituents. NIC's GovStatus platform allows for fully custom website building to ensure the design met the needs of the project, met the accessibility requirements of 508c, and allowed for the project leads at the Department of Administration update the ever-changing content utilizing a what you see is what you get (WYSIWYG), low-code editor. Additionally, the GovStatus platform natively supports translations, making the goal of providing the information to the largest portion of the population as possible an easily obtainable goal. Using GovStatus, a no/low code website platform, allowed for a site to be quickly stood up and content to be easily populated and updated and published by agency staff without relying on technical resources. Being able to quickly publish updates and changes is invaluable to ensure citizens have access to grant resources during the COVID-19 pandemic.

Additionally, the Division of Enterprise Technology was brought in and tasked with incorporating Tableau dashboards to illustrate how the fund were distributed. These Tableau visualizations allows the site visitor to filter and sort data to narrow down specific information they may be seeking.



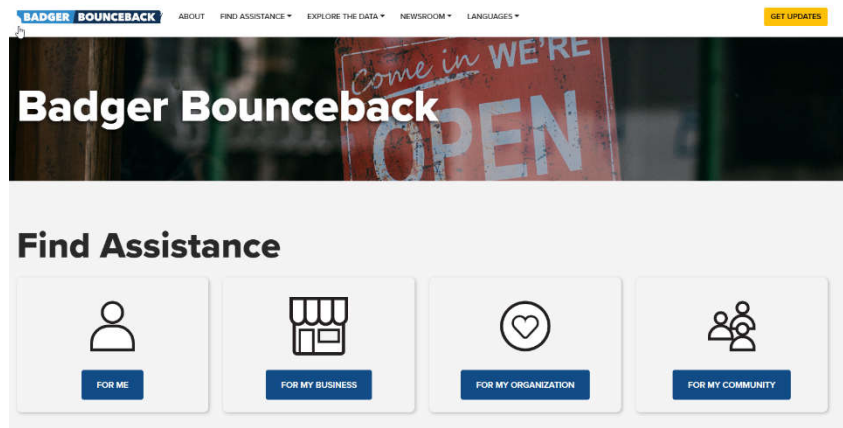


DOA also brought in translators to represent Spanish, Hmong, Somali, and Hindi native speakers. All pages and content (with the exception of Tableau visualizations) are translated and available on identical sub-sites. This allows these native speakers to not only find the information that they need but experience the site as English native speakers, making them a seamlessly integrated member of the Wisconsin community.

The website was initially launched with the necessary pieces of information and is continually updated as more information

becomes available, allowing the site to evolve in response to the fluid nature of the pandemic. The design was iterated on and adapted to meet the needs of the information, ensuring that what is most important to the users remained front and center. As new benefit

programs were added in English, the translated versions of the information were added alongside to ensure a fair exchange of information.



Impact

Since its launch in November 2021, the Badger Bounceback website has seen exceptional usage, averaging 4,000 pageviews per month. More than one third of these pageviews have been on the pages where users can learn more about what programs they can apply for and benefit from. Roughly 10% of the pageviews were from users wishing to explore the data and determine how the funds have been spent. These are users who may otherwise have contacted the state directly for the data or may have been unaware of the resources available to them.

In total, 47 programs have been listed detailing means for Wisconsinites to be helped during this difficult time. More programs are added as they are available, and users have the option to sign up for notifications alerting them to new funding programs and resources.

Furthermore, the non-English pages of the sites saw a 2.5% share of the pageviews. While being a small portion of the whole, these 2.5% are users who may not have had equitable access to the information and programs otherwise.

By utilizing the open sharing of data, it can be made readily apparent where and how the funds were spent across the state. Funds are broken down in several ways allowing users to better understand the impact in the areas which are important to them. At a high level, funds are shown by a county-to-county breakdown, but users have the option to dig deeper and see the types of funds per county and even more specifically where within those counties the funds went for each specific program category.

By leveraging the GovStatus platform, there is a very low maintenance required to keep the site open and up-to-date. Content editors are able to access the site directly to make their updates and publish them in real-time, without a technical resource.