

# **Borough of Somerville**

**Mayor:** Brian Gallagher

**Council President:** Steve Peter     **Clerk Administrator:** Kevin Sluka

**Borough Council:** Jane Kobuta ♦ Jason Kraska ♦ Tom Mitchell  
Dennis Sullivan ♦ Ken Utter

Contact: Paul Allena  
(908) 448-1897 or [pallena@somervillenj.org](mailto:pallena@somervillenj.org)

## **For Immediate Release**

### **BOROUGH OF SOMERVILLE WEBSITE FEATURES ENGAGING NEW DESIGN**

**SOMERVILLE, NEW JERSEY (October 3, 2016)** - Faster, responsive, contemporary, and relevant - four words to use to describe the new Somerville, NJ, website, recently redesigned by QScend Technologies of Waterbury, Conn., a long-time, Web services partner of the borough.

"Residents will be able to find what they need more quickly, they'll be able to use the website effectively on any device, and they'll love the new look and feel," said Somerville Mayor Brian Gallagher. "If you're on your tablet heading to work or home on the train, on your smartphone passing through looking for somewhere to stop, or on your laptop or desktop anywhere, you'll have a quality experience when you visit Somerville online."

With the redesign, the Borough is making an extra effort to be aware that government needs to operate on citizen time and not the customary 9 a.m. to 5 p.m. hours of Borough Hall.

"Our website truly represents government 24/7 and encourages people to explore our community more deeply," said Paul Allena, Technology Coordinator. "Our website provides an engaging view, and easy and direct access to the things our visitors need the most."

In addition to news and calendar information that were a staples on the previous Somerville site, highlights of the new site include:

- Prominent search on the home page, and all internal pages
- Attention to key borough initiatives
- Focus on a Citizen Resource Center for submitting service requests, viewing an FAQ knowledge base, and downloading the new Somerville Direct smartphone app
- Mega-menu navigation from the site portals, which place nearly all of [somervillenj.org](http://somervillenj.org) within a couple of clicks of anywhere



Municipal Offices ♦ 25 West End Avenue ♦ Somerville, New Jersey 08876  
Phone (908) 725-2300 ♦ Fax (908) 725-2859 [www.somervillenj.org](http://www.somervillenj.org)  
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"Bill Gates, as CEO of Microsoft, talked often nearly 30 years ago about how fast the Internet was changing at its outset," said QScend President and CEO Keith Lebeau. "That's still true today. Design trends and techniques are ever evolving, and if you want an online presence that shows that your community to be vibrant, relevant, and hip, you need to invest in redesigns to take advantage of those changes and developments. The new somervillenj.org certainly does that."

### **About Somerville, New Jersey**

Somerville, with a population of 12,171, according to the 2013 census, is the county seat of Somerset County and an important hub in central New Jersey. Originally formed as a town in 1863, Somerville, often referred to as "Downtown Somerset County," was incorporated as a borough in 1909. The borough has evolved into a destination for boutique retail and dining, and its mix of modern amenities and an interesting and diverse past make it a unique destination for dining, strolling, and visiting. Downtown Somerville was designated as one of NJ's "Great Places by APA-NJ in 2016, one of only a handful of downtowns statewide so honored. Somerville is surrounded and traversed by U.S. Route 22, U.S. Route 202, U.S. Route 206 and Route 28, and within 5 miles of Interstates 287 and 78.

### **About QScend Technologies, Inc.**

QScend Technologies ([www.qscend.com](http://www.qscend.com)) is an industry leader in Web-based software solutions and services for municipalities. More than 33,000 QScend product users access the company's series of "Q" products for a variety of citizen service related functions, including website content management, citizen service request management, and 311 call center functionality. Located in Waterbury, Connecticut, the company also provides custom website design, application hosting, and email solutions for its customers.

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### **Additional Contact:**

Ed Dzitko, QScend Technologies  
203-757-6000 or [ed@qscend.com](mailto:ed@qscend.com)