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Oakland County Launches New Web Portal

Pontiac, MI, October 27, 2009 – Oakland County’s new web portal

www.DestinationOakland.com is now online, highlighting recreation, tourism and conservation opportunities available to county residents, businesses and visitors. This one-stop web resource features input from nine county departments and features Oakland County Parks as the main “tenant”.

DestinationOakland.com aims to promote “A Greener Oakland County” through:

- Healthy lifestyles and enhanced quality of life, for everyone from kids to seniors
- Preservation of Oakland County’s rich natural environment
- Participation in a variety of recreational programs and activities in all four seasons

“The web site has more visual appeal,” Dan Stencil, Oakland County Parks Executive Officer, said. “I think it better reflects what Oakland County Parks does in a ‘find it fast’ format. It also showcases the county’s environmental treasures like its lakes, green spaces, trails and more.”

John McCulloch, Oakland County Water Resources Commissioner, agreed.

“We’re proud of the role we play in environmental stewardship as a leader in regional water management,” McCulloch said. “But we know protecting the environment is everyone’s job. That’s why I’m enthusiastic about DestinationOakland.com. It will help citizens become even more involved in the protection and restoration of our water resources, and that benefits everyone.”

In addition to the Oakland County Parks, users can find information from the county’s offices of:

- Economic Development
- Environmental Stewardship Services
- Health Division
- Information Technology
- Michigan State University Extension Services – Oakland County

- Planning and Economic Development Services
- Waste Resources Management
- Water Resources Commissioner

“Planning & Economic Development Services is pleased to participate in this joining of information covering our great environmental resources and activities in Oakland County,” Dan Hunter, Manager Oakland County Planning and Economic Development, said. “We think this site will be useful for not only individuals but also as a tool to assist in retaining and recruiting businesses to Oakland County.”

DestinationOakland.com features:

- Easy-to-use navigation
- Colorful design with lots of multimedia and maps
- Free e-mail sign-up to receive information, discount coupons and other notices via text or e-mail, plus RSS news feeds.
- Social network integration with Twitter, Facebook, Flickr and YouTube, cultivating collaboration and community involvement.
- Up-to-date news and information about recreation and the environment, in multi-format delivery options, including calendar options.
- Details on Oakland County Parks 13 locations (all end in Oaks) plus trails, campgrounds, nature centers, wedding and banquet facilities, mobile and adaptive recreation services, conservation and environment, and a visitor’s section with detailed information about communities and regional attractions.
- Online purchase of Oakland County Parks 2010 annual vehicle permits

“DestinationOakland.com is another example of how technology can be used to invite citizen participation in engaging programs and activities. Now people can find details on Oakland County’s world-class outdoor recreation and environmental conservation programs, all in one place,” Phil Bertolini, Oakland County Chief Information Officer and Deputy County Executive, said.

Oakland County recently ranked first among counties with populations of half a million or more in the 2009 Center for Digital Government Digital Counties Survey. Learn more about Oakland County’s online services and eGovernment programs at www.oakgov.com.

For media inquiries only, please contact Daniel Stencil, Executive Officer, at (248) 858-4944.

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