



FOR IMMEDIATE RELEASE

November 24, 2025

CONTACT:

Leslie Flynn
Communications Director
(262) 636-9266

City of Racine Launches New Official Website

Modern Design and Secure .gov Domain Improve Access, Transparency, and Resident Experience

Racine, WI – The City of Racine has launched its new official website, cityofracinewi.gov, marking the first complete redesign of the City’s digital presence in a decade. The new site offers a modern design, improved navigation, and a secure **.gov** address—making it easier for residents, businesses, and visitors to access information, pay bills, and connect with City services.

The new **cityofracinewi.gov**, developed in partnership with OnPoint Insights, LLC, reflects the City’s commitment to transparency, accessibility, and innovation by providing an updated, easy-to-use platform for all users.

“Our website is the digital front door to City Hall,” said Mayor Cory Mason. “The new site gives residents secure, convenient access to their local government – anytime, anywhere.”

The redesigned site features a mobile-friendly layout, streamlined menus, and enhanced search tools that help users find information quickly. Pages can also be translated into Spanish, Danish, French, Japanese, and Portuguese, expanding access to Racine’s diverse community.

In addition to a cleaner design, the site includes:

- **Simplified navigation** organized around the most-requested City services.
- **Integrated service links** for paying bills, reporting issues, and applying for permits.
- **Built-in feedback options** so residents can report broken links or suggest improvements.
- **Improved accessibility** features meeting ADA and WCAG 2.1 standards

Visitors to the old website will be automatically redirected to **cityofracinewi.gov** during the transition period, ensuring uninterrupted access to City information and online services.

City staff email addresses will remain the same during this transition and will continue to use the **@cityofracine.org** domain.

The launch of Racine’s new website represents a major step forward in improving how the City communicates and delivers services online, making government more open, efficient, and accessible for all residents.

About OnPoint Insights, LLC

OnPoint Insights is a U.S.-based digital transformation and data solutions partner, offering deep expertise in data analytics, data visualization, AI/ML, and modern web development for public-sector organizations. The company specializes in creating accessible, community-focused government websites built on strong UX/UI foundations, ADA/WCAG compliance, and scalable website architecture.

With a proven track record supporting cities, park districts, airports, and other civic agencies across the country, OnPoint combines thoughtful design with advanced technology — including AI-powered search, intelligent site management, and performance optimization — to help local governments enhance resident services and operational efficiency.

For the City of Racine project, OnPoint Insights collaborated closely with city leadership to rebuild the website from the ground up, with a focus on improved navigation, community engagement, transparency, and ease of maintenance. The result is a modern, future-ready digital platform designed to grow with the city and support its mission of delivering responsive, resident-centered services.

###