



Staff Report

November 2, 2020 Council Workshop

Website Update

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BACKGROUND: I will be providing an update on the new website design elements and data migration plan.

SUMMARY:

The following information will be updated for Mayor and Council:

- Project scope and miscellaneous project information
- Mega Menus and template examples
- Design summary for home page and sub-sites
- End of year design and data migration timeline
- Go-Live planned for January 2021

EQUITY CONSIDERATIONS:

What are the desired results and outcomes for this agenda item?

The website originated in 2002 and was last updated with a re-design to Joomla/Content Management in 2008. It's important to keep up with newer website technologies that seamlessly integrate with other products, provide up-to-date menu navigation tools, are ADA compliant, mobile friendly and most importantly meet the needs and expectations of the citizens. Our new website is intended to address those issues.

What's the data? What does the data tell us?

The age of the site templates has made it difficult to keep it updated with web browsers and server versions. It is necessary to replace it.

How have communities been engaged? Are there opportunities to expand engagement?

The community participated in two community surveys and the results showed that the website was still quite relevant for accessing information. There has also been feedback suggesting it has been difficult for some to find information. They will also be engaged at the testing phase before the final work is done and the site goes live. Sample groups will be selected to participate in usability reviews in December.

Who will benefit from, or be burdened by this agenda item?

This update is primarily for the benefit of our citizens, but the results of moving to the cloud and having an external vendor maintain website versions and browser compatibilities will save programming time of internal staff.

What are the strategies to mitigate any unintended consequences?

Website development is an ongoing, always moving project. It is our intention to continue to design the site to meet the public needs beyond the go-live date. The site has been designed with change in mind (mega menus and key-links can be changed as needs change).

Does this agenda item have a differential impact on underserved populations, people living with disabilities, and/or communities of color? Please provide available data to illustrate this impact.

The website updates were intended to be an improvement to everyone who visits our site. The ADA element was specifically identified as a priority for improvement.

Will this agenda item improve ADA accessibilities for people with disabilities?

Yes. Municode tests all design and content for ADA Section 508 compliance.

What potential hurdles exist in implementing this proposal (include both operational and political)?

The redesign, data migration and testing will take the focused efforts of all departments and community engagement in these upcoming months to finalize and move the site live.

How will you ensure accountabilities, communicate, and evaluate results?

We are on an aggressive timeline that has been committed to by administration and directors. Dedicated staff time to these final activities is critical to ensure redundant or extra work will not be required with data migration efforts. The results will be measured by a high quality, much-improved community resource.

How does this item support a comprehensive plan goal, policy or other adopted resolution? Improving communications and engagement with the community continues to be a City strategic plan. The website is a great tool for providing comprehensive, up-to-date information about our City.

BUDGET IMPACT:

The site design, development and implementation costs will be \$18,000. Each sub-site costs \$3,900 to design. Annual maintenance for the site is \$3,900 plus \$600 for each subsite. The savings from moving off of Granicus and onto Municode meeting each year (approximately \$10,000) will absorb some of the design costs in year one (2020) and cover annual maintenance in year two. An increase of 5% for annual hosting and support will happen in year five of our agreement.

RECOMMENDATION: Staff recommends we continue with design, programming and migration of data with a January go-live timeline.