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## CITY COUNCIL REPORT

### CITY OF FAIR OAKS RANCH, TEXAS

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AGENDA TOPIC: Website Redesign Update  
DATE: April 18, 2024  
DEPARTMENT: Human Resources and Communication  
PRESENTED BY: Joanna Merrill, IPMA-SCP, Director of Human Resources & Communications

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#### **INTRODUCTION/BACKGROUND:**

The City Council identified the development of a Communications Plan as one of its top priorities in the Strategic Action Plan. Priority 5.2 of the Strategic Action Plan states, "Develop and Implement a Proactive Communication Strategy."

In December 2022, the Communications team created and proposed the first ever Strategic Communications Plan, which was later updated to include six priorities.

- 5.2.1 Create, coordinate, and lead Strategic Communication efforts
- 5.2.2 Develop Brand Identity
- 5.2.3 Create Opportunities for Resident Engagement & Participation
- 5.2.4 Provide Transparent and Timely Communication to Media and Public
- 5.2.5 Ensure a Well-Informed City Workforce
- 5.2.6 Design and Construct a City Gateway Feature

One of the key projects under Priority 5.2.2 is to implement a website redesign in accordance with our current contract with Civic Plus. Staff reviewed several key components when going through the redesign process including the following:

- User experience and ease of use.
- Prioritizing and streamlining information based on utilization data.
- Promoting identity consistency across the platform.
- Increasing mobile device features, accessibility, and visual optimization.
- ADA compliance and accessibility.

The website re-design project is currently in Phase 3 of the overall project timeline and while the organization of actual pages is still under construction staff wanted to present a sneak peak of what the exterior view for the website will look like before we are ready to go live.

#### **POLICY ANALYSIS/BENEFIT(S) TO CITIZENS:**

This project has been designated as a priority in the approved Strategic Action Plan for the FY 2023-24.

- 5.2.2 Develop Brand Identity and Credibility

**LONGTERM FINANCIAL & BUDGETARY IMPACT:**

There is no additional long-term financial or budgetary impact at this time.