Agenda Item Number: 6

Agenda Report Reviewed by:
City Manager: _____

CITY OF SEBASTOPOL
CITY COUNCIL
STAFF REPORT

Meeting Date:	September 20, 2016
To:	Honorable Mayor and Honorable City Councilmembers
From:	Core Web-Site Advisory Team Representatives from Planeteria (City's Consultant for Redesign of City Web Site)
Subject:	Roll Out of Redesigned City Web Site
Recommendation:	That the City Council Receive the Presentation on the Roll Out of the New Design of the City Web Site
Funding:	Currently Budgeted: __X__ Yes _____ No ____ N/A Net General Fund Cost: $30,000.00

INTRODUCTION: This item is to introduce to the City Council and community at large the redesign of the City Web Site.

BACKGROUND:
In February 2016, the City awarded the contract for the redesign of the City Web site to Planeteria.

Listed below is work that the City subcommittee and Planeteria have conducted to construct this new City Web site.

Work to date by Core Website Advisory Team:

The Core Website Advisory Team was assembled in late March. Members are City Clerk, City Manager, Ana Kwong (Finance), Glenn Schainblatt (Building), Kenyon Webster (Planning), Reyna Ramirez (Public Works), Michael Nielsen (PD), Pattie Murphy (Building), Holly Hansen and Teresa Baumgardner (HHPR). After HHPR worked with staff and team members to gather input from each department via survey in late March and early April; and publicized and conducted a public survey (online and print) from April through April 26 and a community forum on May 4, the team met on three occasions to review website layouts and themes developed by vendor Planeteria.

May 3:	Preview of Community Forum presentation (team meeting)
May 4:	Community Forum (public meeting)

May 19:	Mood boards distributed to teams (milestone)
June 15:	Website walkthrough, Round 1 (team meeting)
June 23:	Discuss Round 2 (team meeting)
July 7:	Discuss Round 3 (team meeting)
July 11:	Meeting with Consultant on workshop
July 26:	City Council Special Workshop

Work to Date by Planetaria:

Community Survey and Presentation:

- 3 rounds of survey draft prior to release
- 1 printable survey / 1 online version
- Updates to HHPR on survey submission count
- Review of high level patterns in site analytics
- 3+ rounds of results presentation revisions (w HHPR)
- Formatting of findings into an interactive exercise during the public presentation
- Public presentation of findings on Facebook live with QA
- Formatting of findings per HHPR instructions for release as PDF

Wireframes/Site plan:

- 4 rounds of Wireframes/Site Map
  - PDF of homepage wires and navigation two ways
  - PDF wires of basic internal template flow including sketch demo of header upon scroll down
  - Transfer of wires to Invision to demo clickable UX with some revisions made between when drafted for HPR and shown to the client
  - Site map - working document, presently at level of detailing content strategy from present organization which is department based to proposed new organization which is end user based

Design:

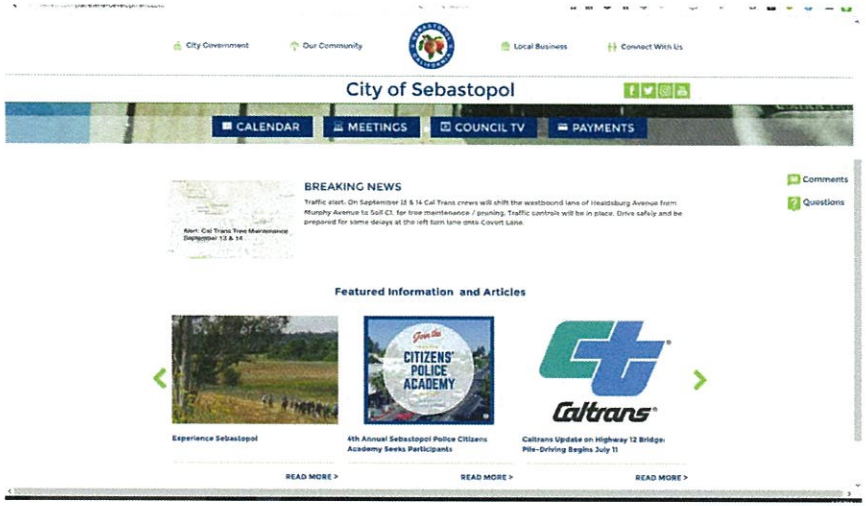
- 5 rounds of design layouts and colors
  - Round 1: 3 Color Palettes
  - Round 2: 3 Color Palettes
  - Round 3: 2 Color Palettes
  - Round 4: 2 Color Palettes
  - Round 5: New options for July 26th Meeting

DISCUSSION:
Tonight's meeting is to present to the City Council the newly redesigned City Web site. Although there may be some small formatting changes still needed and photos added, staff believes the web site will be ready to go live within the next 4 weeks. The consultant has worked with Cittaslow for the Map It Business

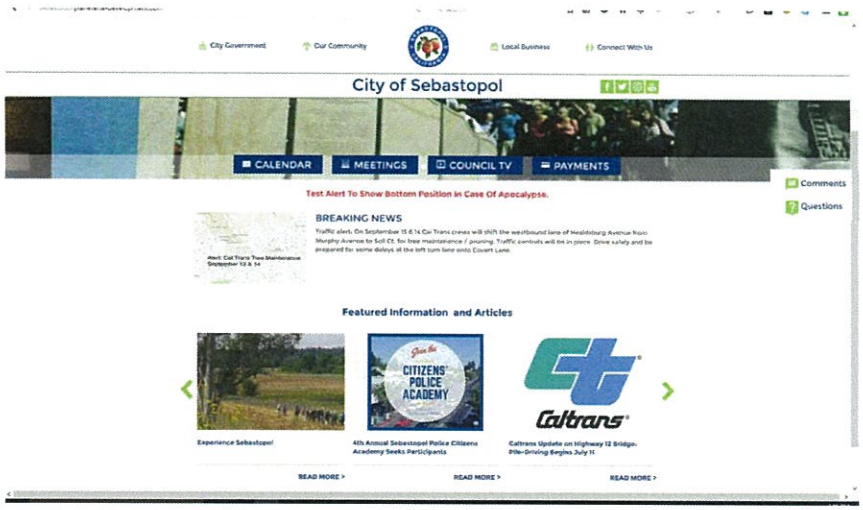
Directory and is working with Springbrook, the City's financial software company for on-line bill pay. The consultant will continue to work with staff for permitting software to allow for online permitting and fillable forms.

RECOMMENDATION: That the City Council accept the presentation. City staff will conduct community outreach to inform citizens that the new City web site is completed.

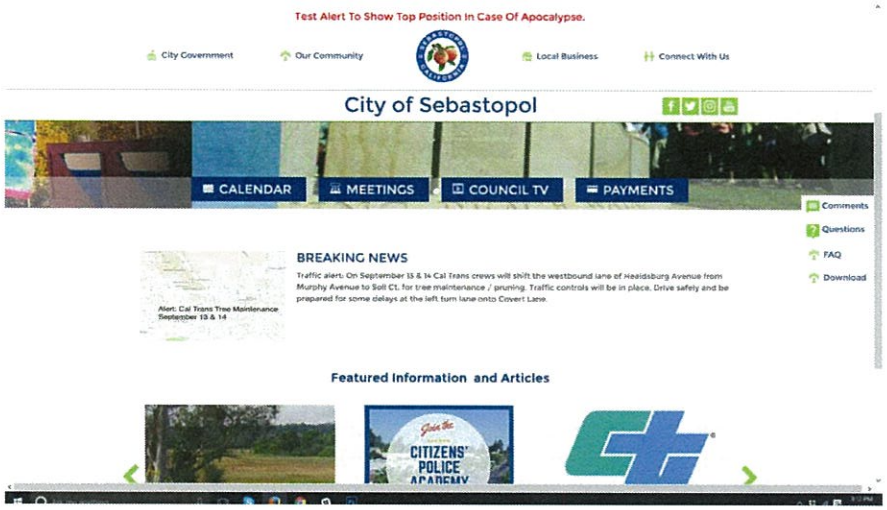
With Breaking News box



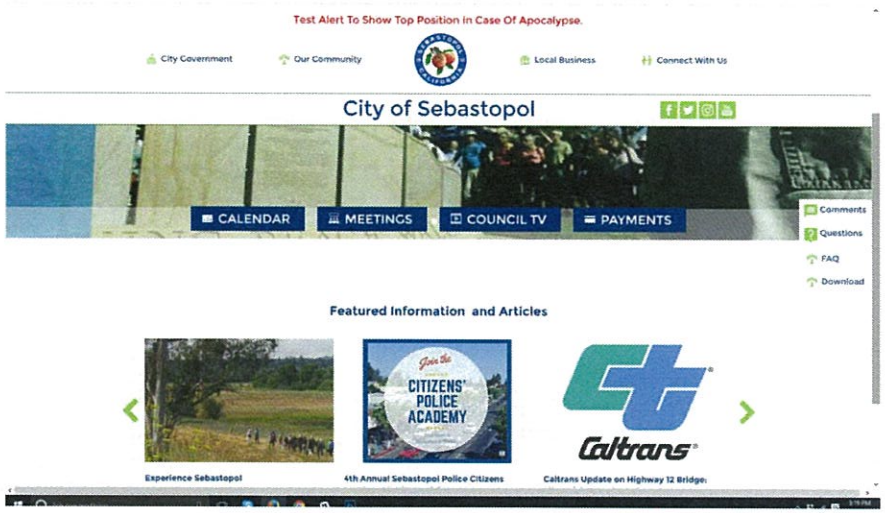
With Breaking News box & Emergency Alert



With Breaking News box & Emergency Alert on top



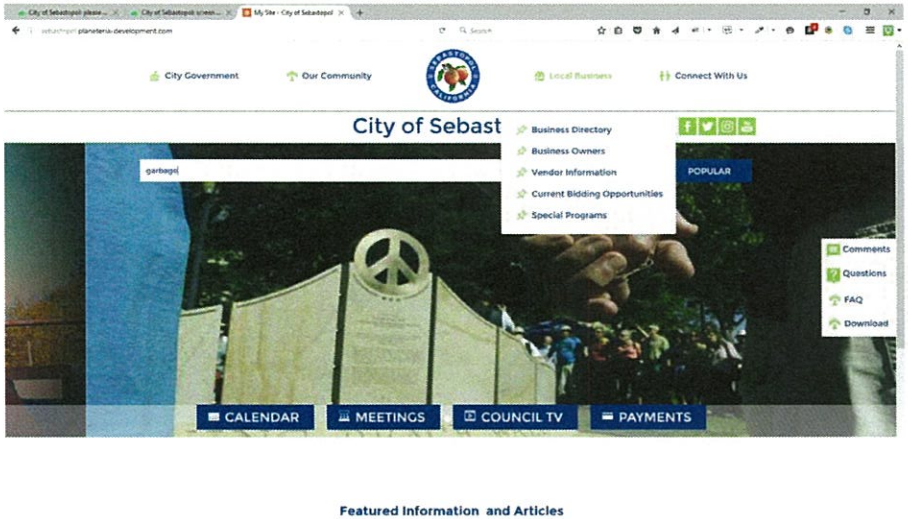
With Emergency Alert on top & no Breaking News box



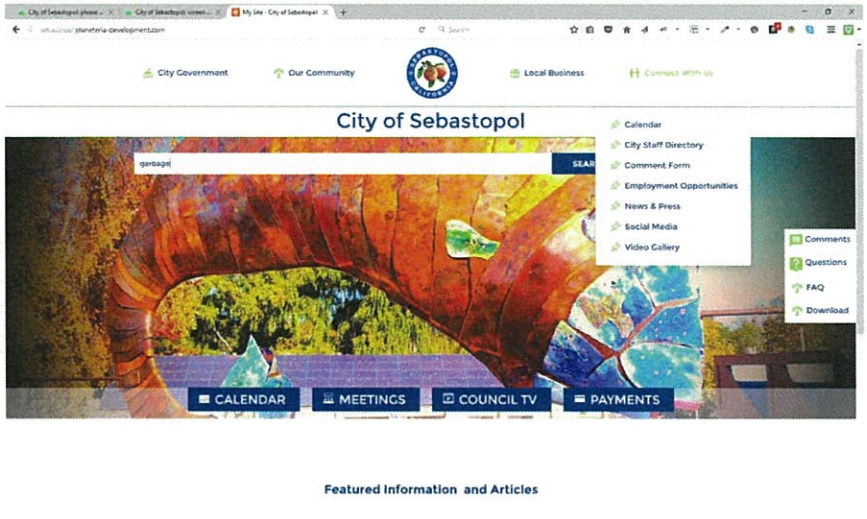
Drop down navigation City Government

Drop down navigation Our Community

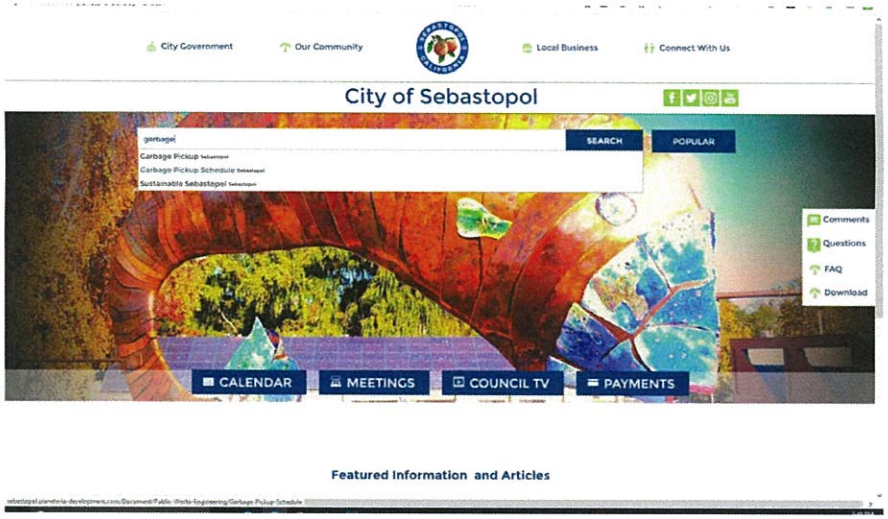
Drop down navigation Local Business



Drop down navigation Connect With Us

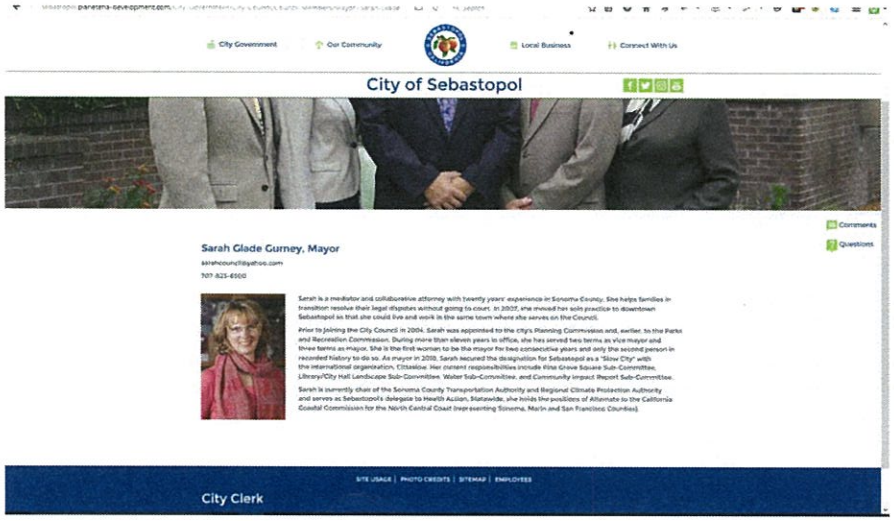


Smart Search Example



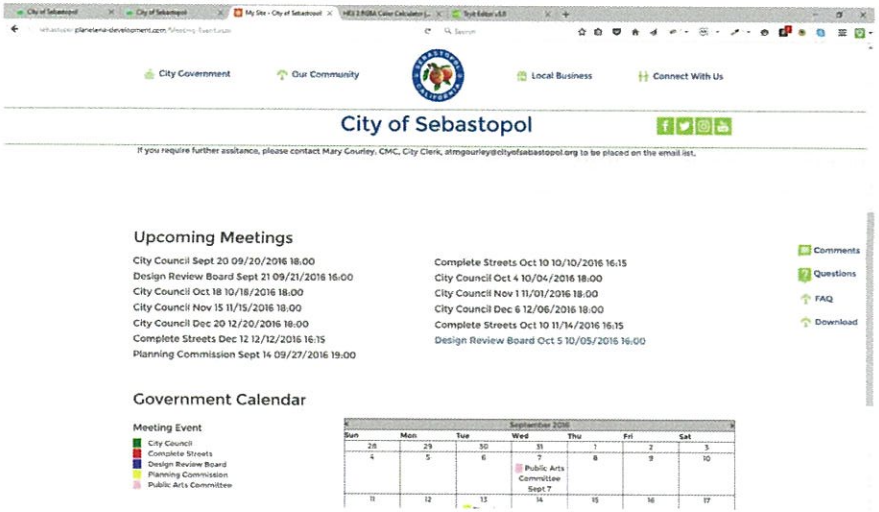
City Council

Mayor, Detail page



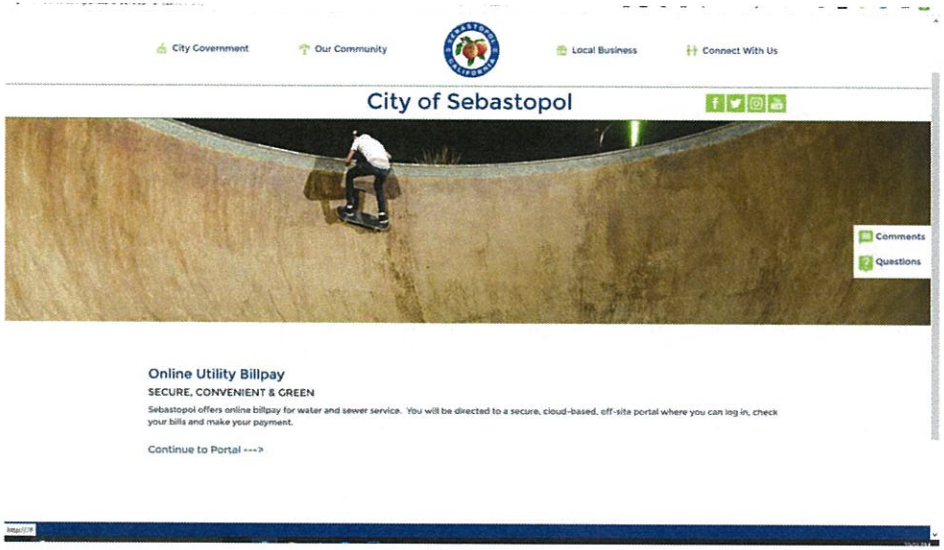
FAQs City Council

Meetings & Calendar

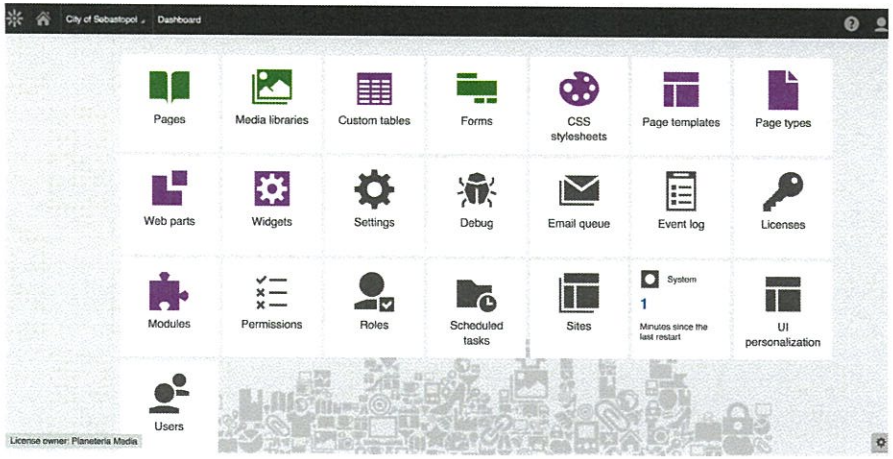


Business Directory Detail Page

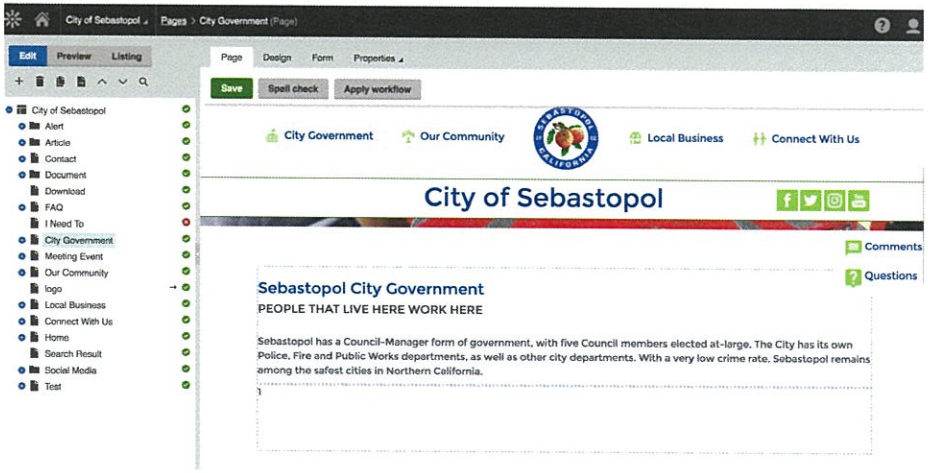
Bill Pay



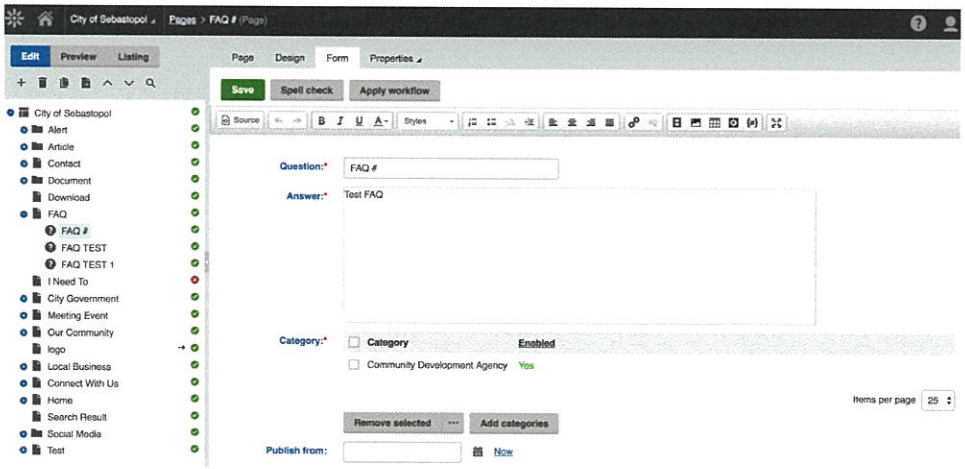
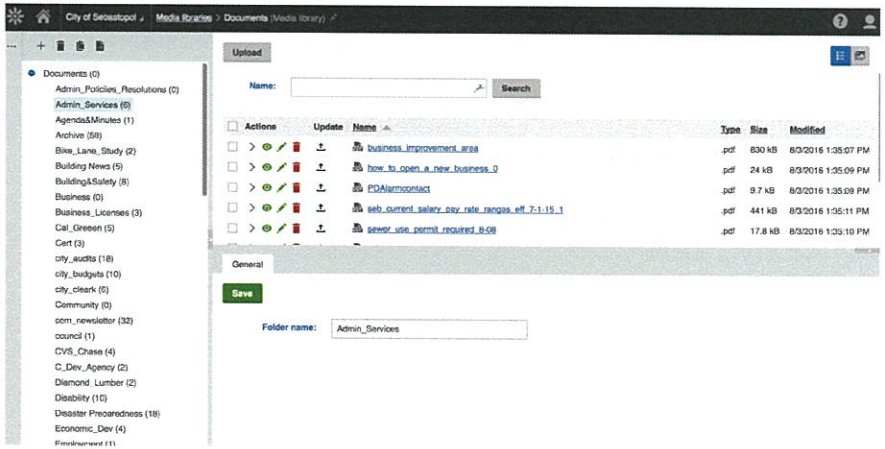
Kentico Dashboard



Kentico - Page Edit



Kentico – Form Edit



Kentico – Document library