



Council Committee Memorandum

TO: Joint Committee
THROUGH: Tim Murray, City Administrator
FROM: Delane James, Library and Communications Director
MEETING DATE: April 2, 2019
SUBJECT: City Website Update Discussion

Discussion:

Staff have begun working through the initial phase of a redesign of the City's website. A redesign of the website is included in the City's contract with the website developer CivicPlus every four years. The current website was designed and launched in 2015.

Library and Communications Director Delane James will present an updated on the redesign process and timeline. Council will also be given an opportunity to provide feedback about branding, functionality and design elements for the redesign of the City's website.

Recommendation:

Staff are requesting Council feedback during the initial phase of the City's Website Redesign process.

Attachments:

PowerPoint presentation



Website Redesign Update

Website Redesign Team

- Delane James, Library and Communications Director
- Brad Phenow, Communications Coordinator
- Samantha Markman, Economic Development Coordinator
- Tom Rouchka, MIS Coordinator
- Tim Murray, City Administrator

Website Redesign Timeline

- Initiate
 - Project Kickoff –February 26
 - Council Feedback on Logo, Must-haves and Design Examples—April 2 Joint Committee Meeting
 - Photos & Design Discovery Form Due April 5
- Analyze
 - Layout and Mood Board Proposal Received April 19
 - Council Feedback on Layout and Mood Board– April 30 (Retreat)
 - Project & Mood Board Approval Due May 3

Website Redesign Timeline (Continued)

- Design and Configure
 - Design Concept Unveiled
 - Council Feedback on Design Concept– June 4 Joint Committee Meeting
 - Design Approval Due June 21
 - Working Preview Unveiled July 25
 - Council Feedback on Working Preview—July 30 Joint Committee Meeting
- Launch Phase
 - Website Launch Configuration Approval Due August 9
 - Website Launch August 22

Must-haves

- Large and centrally located search box
- Prominent and easy access to meeting packets and agendas
- Ability to easily access the department you need
- Clean display of department listings
- More graphic buttons, fewer lists

Must-haves (Continued)

- Fewest clicks possible
- Social media and news feeds
- Online fillable forms for reporting a concern
- Google translate
- Tabs or easy pathways to point various users towards the information they need
- Ability for news items to expire

Design Examples

Phoenix, AZ

www.phoenix.gov

Pierre, SD

www.cityofpierre.org

Hennepin County

www.hennepin.us

Eden Prairie, MN

www.edenprairie.org

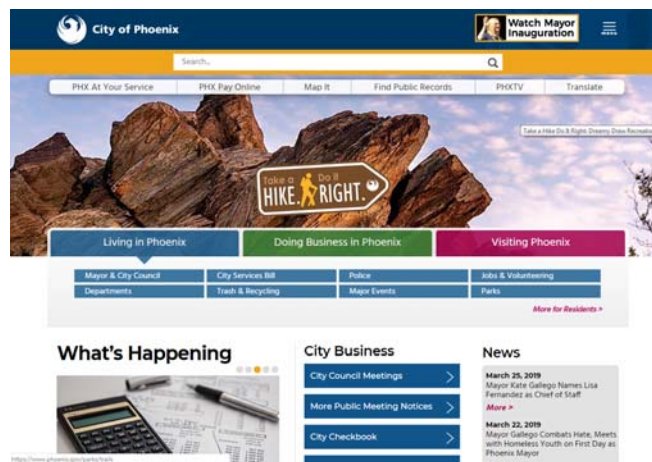
West St. Paul

www.wspmn.gov

Jefferson County, CO

www.jeffco.us

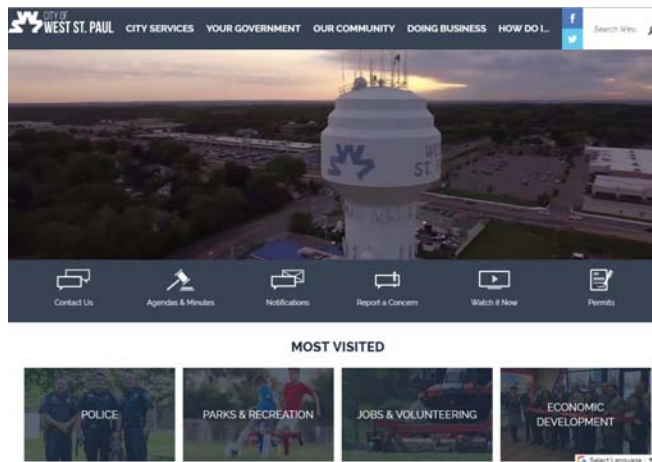
Phoenix, AZ www.phoenix.gov



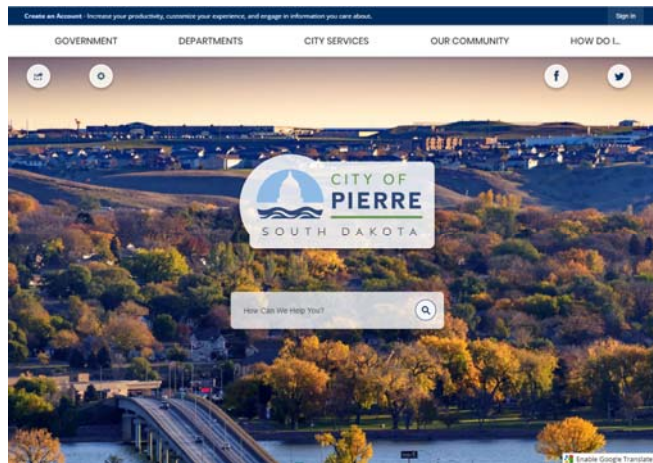
Hennepin County www.hennepin.us



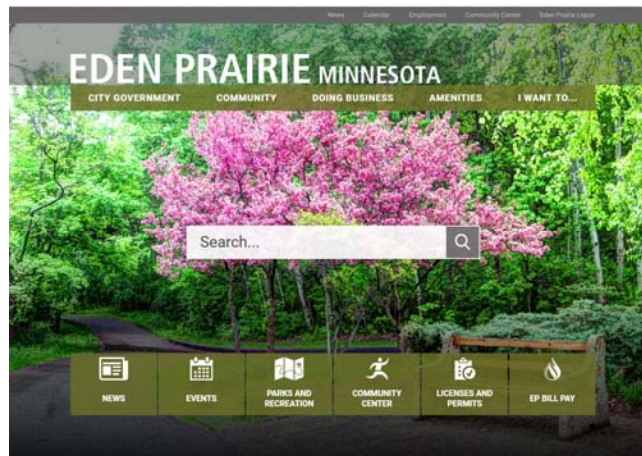
West St. Paul www.wspmn.gov



Pierre, SD www.cityofpierre.org



Eden Prairie, MN www.edenprairie.org



Jefferson County, CO www.jeffco.us



Questions? Comments?

Thank You!

