



City Council Agenda

City of Campbell, 70 N. First St., Campbell, California

CAMPBELL CITY COUNCIL STUDY SESSION

Tuesday, September 3, 2019 – 6:45 p.m.

Council Chamber – 70 N. First Street

NOTE: No action may be taken on a matter under Study Session other than direction to staff to further review or prepare a report. Any proposed action regarding items on a Study Session must be agendized for a future Regular or Special City Council meeting.

CALL TO ORDER, ROLL CALL

NEW BUSINESS

- 1. New Campbell Website Demonstration**
Recommended Action: Accept presentation.

PUBLIC COMMENT

ADJOURN

In compliance with the Americans with Disabilities Act, listening assistive devices are available for all meetings held in the City Council Chambers. If you require accommodation, please contact the City Clerk's Office, (408) 866-2117, at least one week in advance of the meeting.



City Council Report

Item: 1
 Category: New Business
 Meeting Date: September 3, 2019

TITLE: New Campbell Website Demonstration

RECOMMENDED ACTION

Accept presentation.

BACKGROUND

It is accepted practice to periodically update website platforms to accommodate changing user needs and evolving technologies. As part of our contractual agreement with our website vendor the City is allowed to periodically update the website. In late 2018, staff began the process of refreshing the website design to accommodate current requirements and future needs, since several years had passed since the last update. These updates included:

- Americans with Disabilities (ADA) compliance
 - Adaptive platforms are now the new standard
- Public Focused Design:
 - Focus on community accessibility
 - Focus on open government initiatives
 - City Council mandated public interface improvements
- Required refresh from website vendor (CivicPlus)

To match the general trends and meet the public technology expectations, the new website design was structured to accommodate new web applications. These applications include:

- Online Permits
- Online Business Licenses
- Online Geographic Information System (GIS)
- Public Laserfiche access to documents
- Public Records Act (PRA) discoveries
- Live social media feeds

DISCUSSION

Informal meetings were held with all City Councilmembers to discuss details of the website refresh project. These meetings included a demonstration of the new website

template, along with a justification for the refresh, timelines, and a list of specific improvements included in the new website design.

The refresh includes a new “responsive” design. This removes the need to develop and maintain application specific platforms like IOS (Apple), or Android. The refreshed website is better able to fit to the most commonly used platforms including mobile phones, desktop computers and tablet computers.

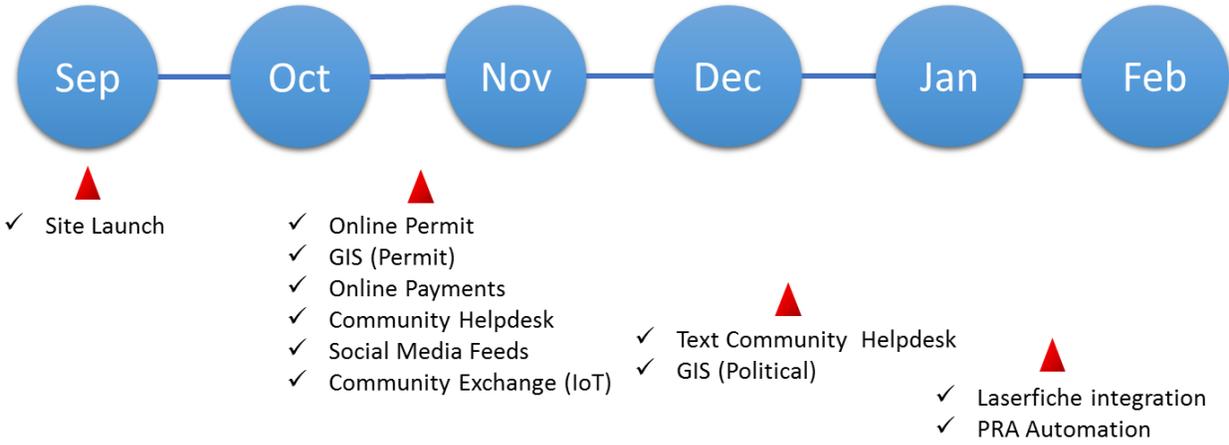
The long-term upkeep and maintenance of the website was critical to all City Councilmembers. To address this concern, staff members from each department were assigned to the website team. The team will meet at specified intervals to thoroughly review the City website for consistency, continuity and to receive ongoing training. In addition, each department is required to present their respective websites at repeating intervals, at the weekly executive staff meetings.

Summary of City Council requests and suggestions:

Request	Notes & Action
Image: Show pictures throughout Campbell	Use rich and dynamic imagery to show Campbells' varied destinations and rich history
Process: Establish and maintain ongoing website process to maintain website.	No broken links remove outdated information, dynamic update of site content and structure.
Analysis: Periodically publish website analytics.	Most visited pages, frequently used search terms, entry and exit pages
Customer Service: Increase website search accuracy.	Update pages with commonly used terms, synonyms.
Customer Service: Deploy a publicly accessible city-wide Helpdesk	IWORQ's Citizen reporting software & Text messaging

Schedules and Timelines

The following is a rough timeline of features and activities that will take place after the launch of the new website platform.



Prepared by: 
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Approved by: 
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