

## Legislation Text

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**File #:** 2017-1523, **Version:** 1

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City Website Redesign - Presentation of Website Prototype

Issue/Request:

City Website Redesign - Presentation of Website Prototype

Key Issues:

City staff have been working on a complete redesign of the City's website and will be presenting the City Council with a status report of efforts and activities completed thus far as well as an overview of the prototype of the new website. The prototype phase is a critical milestone in the website redesign process and is one where feedback from stakeholders is important prior to pursuing next steps of the redesign process.

Staff will be providing a general overview of the website prototype to the City Council as part of the presentation.

Proposed City Council Motion:

No motion necessary - presentation is primarily informational and feedback from the Mayor and Council is encouraged.

Background:

City staff have been working on a complete redesign of the City's website for over a year involving numerous City staff and stakeholders within the community. Primary goals of the initiative is to:

- \* Improve user experience and functionality for stakeholders (citizens, residents, business owners, etc)
- \* Enhance and maintain uniformity across the website (brand, image)
- \* Upgrade to modern technologies/platforms to allow for future growth and opportunities
- \* Optimize for mobile viewing
- \* Provide a desirable user experience
- \* Enhance search functionality and ease of use

Presenter:

Steve Marsh, Chief Technology Officer

Craig Gentry, Web Administrator