
STRATEGIC INITIATIVE # 4.2

GOAL: # 4: GOVERNMENT EFFECTIVENESS AND FISCAL RESPONSIBILITY

Continue to increase the effectiveness of local government and maintain a strong fiscal condition

INITIATIVE 4.2: IMPROVE COMMUNICATION THROUGH INCREASED USE OF INTERNET FOR CITY SERVICES. IMPROVE THE CITY'S WEBSITE

Champion: Bob Woods, Communications and Marketing Manager

Committee: Audit, Finance & Legislative Committee

Stakeholders: General public, community activists, businesses, peer cities, media, students/educators

Desired Outcome: See measurable improvement in the public perception of: the level of customer service provided, the amount of outreach efforts directed to stakeholders, and the percentage of respondents who believe they are part of a well-informed public regarding municipal issues.

Background: This Strategic Initiative was first introduced by the City Commission in December, 2006 at the Strategic Planning Retreat. The Initiative was later adopted and added to the Strategic Plan on February 12, 2007, then adopted again on February 25, 2008 as an on-going initiative.

Progress to Date:

During FY 2006, the Customer Service Request (CSR) Center was developed to provide an interactive user interface to enable direct communication between City departments, staff and the General Public. This software application has been developed by the Information Technology Department and the Communications and Marketing Office, and is ready for deployment. However, implementation is pending due to potential budget constraints. During FY 2007, the City contracted with Granicus, a video web-streaming service provider to enable broadcast of live City Commission meetings and other archived programming to the external public via the internet. In FY 2008, this capability was provided to internal city staff.

In the spring of 2007, the City received a presentation from a private vendor and it was determined that the costs of outsourcing this initiative were not within the General Fund Budget. Communications and Marketing staff then proposed a minimal website redesign with emphasis on graphic and navigational changes at a substantially lower cost. The City Manager approved the internal proposal in August of 2007. Work on the website redesign began in September 2007 and is currently underway.

Supporting Documentation:

- Initial Web Site Redesign Presentation, April 2007
- Current Web Site Redesign Update, March 2008

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Action Plan to Improve Communication through use of the Internet for FYs 2009 – 2010

Action Steps	Estimated Completion Date:
1. Research existing software applications for Online Customer Request Systems deployed by Peer Cities	Completed 2006
2. Adapt existing, and no-cost web-based Customer Request Software System	Completed 2007
3. Re-examine Implementation of Customer Service Request Center during FY09/10 Budget Process	July 2008

Action Plan to Improve Website & Increase Use for FYs 2009 – 2010

Action Steps	Estimated Completion Date:
1. Graphic redesign of Internet Portal <ul style="list-style-type: none"> ▪ Main page portal functionality ▪ Drop-down menus ▪ Brand logo / font change / use of color & white space/use of photo images 	Completed March 2008
2. Update the Technological Infrastructure for Website Navigation <ul style="list-style-type: none"> ▪ Create master web page templates ▪ Create content management portals ▪ Complete internal training of staff 	August 2008
3. Website Review <ul style="list-style-type: none"> ▪ Review by City Offices / Departments ▪ Focus Group Beta Tests 	September 2008
4. Initiate Public Education	August 2008
5. Go Live	September 2008
6. Stabilization period <ul style="list-style-type: none"> ▪ On-going public education ▪ Infrastructure Revisions ▪ Content Management System modifications ▪ Internal and Public Feedback/Evaluation 	On-going

Critical Success Measures

- Percent of residents who identify City communication tools as a source of information
- Percent of residents who believe the City is doing an excellent or good job of keeping residents informed
- Number of website visits annually