City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Agenda Report

19-1047   **Agenda Date: 11/12/2019**

REPORT TO COUNCIL

SUBJECT
Informational Memo on the Beta Website Launch Update

BACKGROUND
The City of Santa Clara's website redesign project began with usability testing in June 2017 to better inform the comprehensive overhaul of the website. The City's website vendor conducted a community survey from June 29 - Sept. 12, 2017 in which feedback was received from nearly 350 stakeholders about the current website's navigation, search functionality and areas for improvement.

The redesigned SantaClaraCA.gov website will replace a site that is approximately five years old while also creating three new subsites that will provide a streamlined user experience and address specific user needs for these City services and related information online.

The original timeline for project implementation was extended due to several factors including the vendor being purchased by another company and changes in staffing assigned to this City project, as detailed in the July 9, 2019 Report to Council.

DISCUSSION
Beta testing of the redesigned SantaClaraCA.gov website began on Oct. 23, 2019 and will run through Nov. 13, 2019. The purpose of beta testing is to receive user feedback about the online experience and ease-of-use, troubleshoot any functionality issues prior to launching the new website, and collect data to assess whether project objectives have been met.

The objectives of the 2019 Website Redesign Project are to:
- Enhance user experience to better serve SantaClaraCA.gov <http://www.SantaClaraCA.gov> visitors;
- Create a fresh, engaging and responsive website design and interface, enhancing usability with mobile devices;
- Implement a new web design for the main site as well as for Silicon Valley Power's (SVP) subsite, SVP's Fiber subsite, and Santa Clara City Library's subsite;
- Revamp and improve search functionality to provide a seamless interface across content groups; and
- Improve accessibility to people with disabilities in compliance with SCAG 2.0 and Section 508 of the Rehabilitation Act.

Over these several weeks, City staff has been conducting public beta testing through an online survey, several focus groups and multiple on-location testing sessions at City facilities. In collaboration with the website vendor, staff has continued to make improvements to

Beta.SantaClaraCA.gov <https://Beta.SantaClaraCA.gov>'s content, navigation and functionality during beta testing.

The launch of the new SantaClaraCA.gov <http://www.SantaClaraCA.gov> website is dependent on user feedback and the website vendor's responsiveness to addressing any critical issues that are discovered through the public beta testing. With these variables in mind, the redesigned City website is anticipated to go live and replace the current site before the end of this year.

ENVIRONMENTAL REVIEW
The action being considered does not constitute a "project" within the meaning of a California Environmental Quality Act ("CEQA") pursuant to the CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

FISCAL IMPACT
There's no fiscal impact other than staff administrative costs.

COORDINATION
This report has been coordinated with the Information Technology Department.

PUBLIC CONTACT
Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <mailto:clerk@santaclaraca.gov> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION
Note and file the Beta Website Launch Update.

Reviewed by: Lenka Wright, Director of Communications, City Manager's Office
Reviewed by: Gaurav Garg, Chief Information Officer, Information Technology Department
Approved by: Deanna J. Santana, City Manager