



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Rosario Neaves

**SUBJECT: WEBSITE REDESIGN
PROJECT UPDATE**

DATE: November 6, 2018

Approved

Date

11-6-2018

INFORMATION

On March 29, 2016, City Council unanimously approved a plan to transform San José into the most innovative city in America by 2020. The Smart City Vision articulates broad outcomes spanning five domains—to make San José as safe, inclusive, user-friendly, and sustainable as possible, and demonstrate the possibilities of technology and innovation along the way.

As part of the Smart City Innovation Roadmap, there are two product lines related to the City's 'Digital Front Door' – the My San Jose app and the Website Redesign. The following is a status update on progress and next steps on the City of San José Website Redesign Project since the last update to the Smart Cities & Service Improvements Committee on May 3, 2018.

Project Objectives

The website is the digital front door to the City of San José. Last year, the website performed 4 million total sessions from 2.5 million unique visitors. One-third of website visitors used a mobile phone to view the website (site). The goals of the project to redesign the site are:

- Create a more service-focused site that enhances the City's digital presence that reflects the San Jose Smart City vision and how residents conduct business online;
- Promote governmental transparency and public access to information;
- Improve the ability of residents to actively engage; and,
- Improve the efficiency and effectiveness of City staff for maintaining current and accurate information.

Performance Milestones

Phase	Stage	Status
Phase 1a	User Experience	Complete
Phase 1b	Content Preparation	Complete
Phase 2	Graphic Design	Complete
Phase 3	Development	Complete
Phase 4	Soft Launch (User Acceptance Testing)	In progress
Phase 5	Go Live	Winter 2019

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Execution Plan Update

Since the last update to the Smart Cities and Service Improvements Committee, the team has completed the Graphic Design and Development phases of the project. The consultant, Vision, migrated existing and/or new content from departmental websites from CivicPlus (current platform) to Vision govAccess (new platform).

Additional Milestones

- Advanced subsite development for SJEconomy.com, the landing page for economic development in San José; custom page templates for the Mayor & City Council pages, Environmental Services Department, and the Department of Parks, Recreation and Neighborhood Services.
- Custom programming of the ‘Service Finder’ search tool and a ‘Service Lookup’ tool; a searchable database of past Audit Reports; and, a searchable Job Classification tool.
- The consultant, in collaboration with staff, conducted two of three trainings of the web administrators. All Web Publishers and Editors were invited to basic training of the new VisionLive Content Management System.

Phase 4: Soft Launch (User Acceptance Testing) Update

Currently, the project is in the Soft Launch phase, where the site is in User Acceptance Testing. It is under review by an internal Work Group comprised of the Core Project Team and department Web Publishers and Editors, and the teams are preparing for Alpha testing, which is a type of User Acceptance Testing that is typically open to an internal group only. At this point, the site will be made available to the Mayor & City Council, Senior Staff and selected residents for feedback.

The goal is a more user-centered design, where staff will build the site, measure what works and what doesn’t, and learn from the feedback to create a better iteration of the site.

Digital Services Academy

Last week, a Digital Services Academy was held featuring a series of three workshops for select departmental staff. The academy used a train-the-trainer approach to help staff develop and test user-friendly content on the web. During 12 hours of training, a digital services expert trained and coached City staff in understanding user’s needs, designing content, and testing the user experience for one top requested service on the website. The training was a collaboration between the City Manager’s Office of Communications, Office of Civic Innovation, and Inside Outside Consulting.

Communications Rollout

As staff prepares for the launch of the new website, the team is preparing internal and external launch communications to inform employees, residents, businesses and visitors about the features and benefits of the new San José site and drive increased visits and engagement. The following describes the two toolkits in development to assist with the communications rollout:

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Internal Launch Communications Toolkit

- Key Messages
- Frequently Asked Questions (FAQs)
- City Manager email to Mayor & City Council, Executive Staff, and all employees
- Employee Webinar
- Call Center Training Script
- Employee News brief

External Launch Communications Toolkit

- Key Messages
- Frequently Asked Questions (FAQ)
- E-Newsletter Brief for Mayor & City Council and department newsletters/blogs
- Direct Mail postcard
- Shareable social media graphics and blogger/influencer outreach
- Press Release and Media Outreach

Next Steps

Once Alpha testing is complete, the project team will next move the site into Beta testing, which will allow the public to access the site and provide feedback. The timing for Beta testing will be determined once staff has gathered feedback from Alpha testing. Staff will continue to provide updates on the projected Go Live date during these phases. The next project update is scheduled for the Dec. 6, 2018, Smart Cities and Service Improvements Committee meeting.

/s/

Rosario Neaves
Director of Communications

For questions, please contact Rosario Neaves, Director of Communications, at (408) 535-8170.