

# **(d)2 City Website Update**

**Smart Cities and Service Improvements Committee**

February 6, 2020

Rosario Neaves, Director of Communications

Matthew Opsal, Senior Executive Analyst

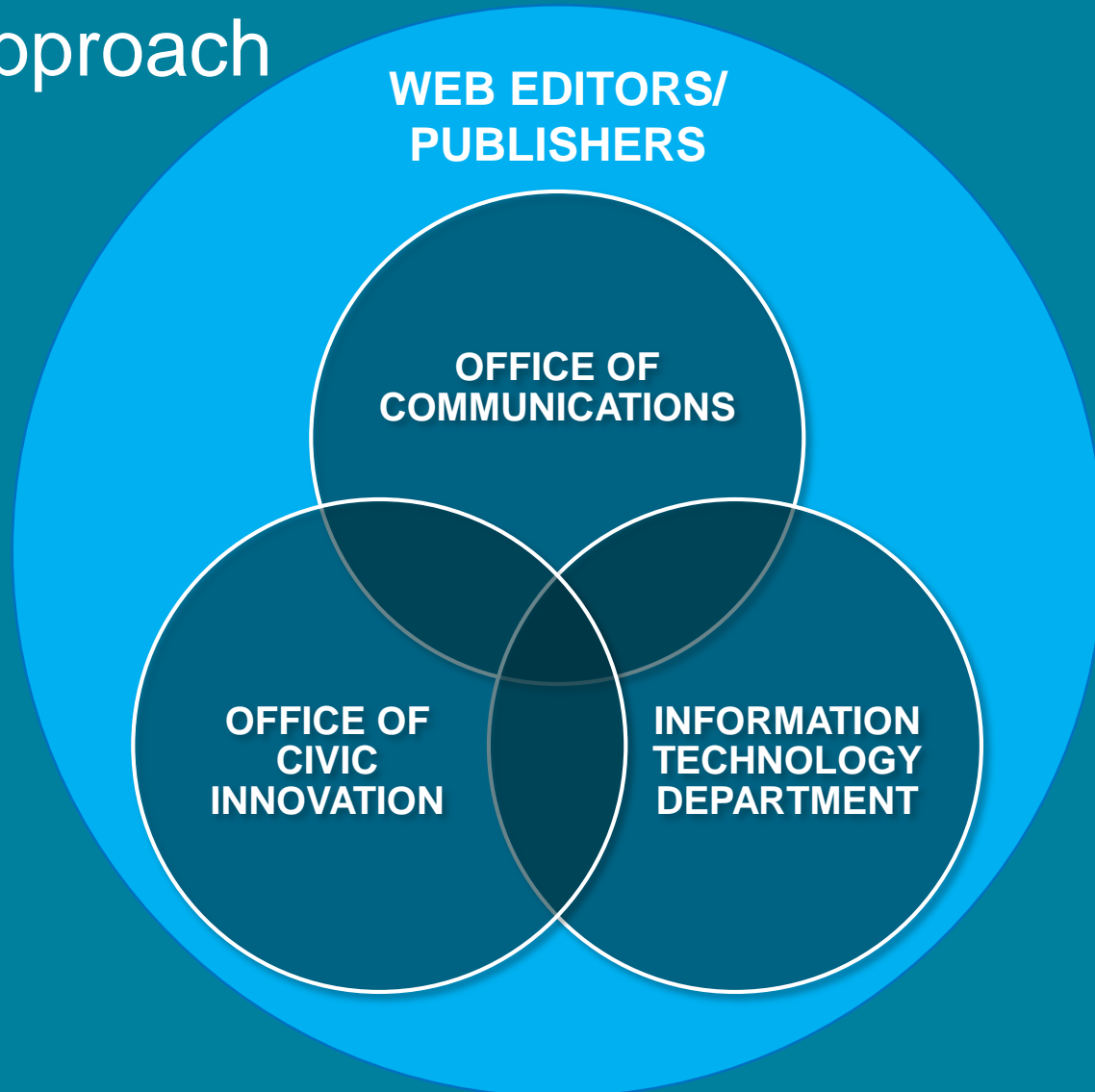
Michelle Thong, Digital Services Lead

Apoorva Pasricha, Technology and Innovation Advisor

# A NEW DIGITAL FRONT DOOR

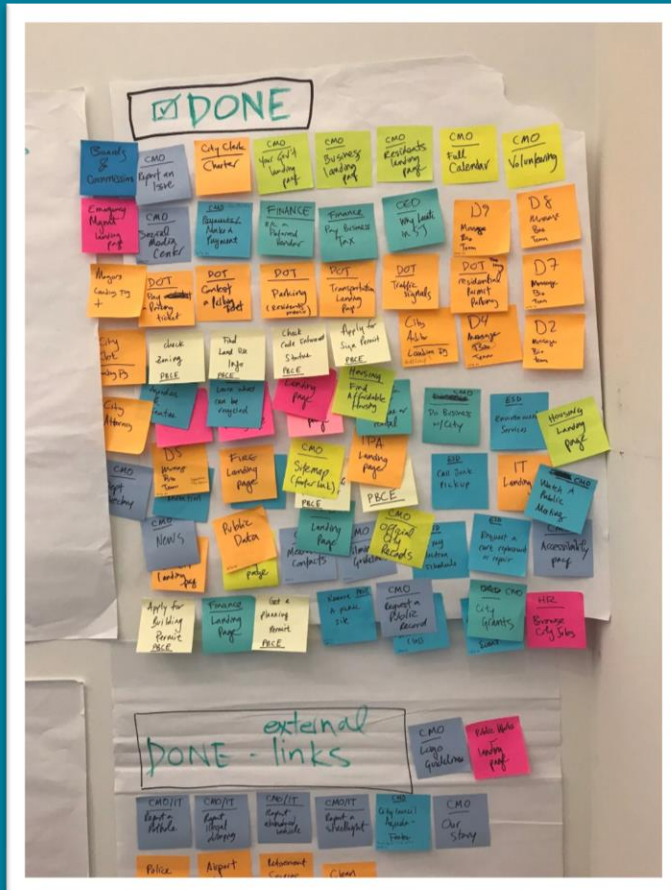
## Collaborative Approach

- Website launched the final weekend of November 2019.
- Represents months of interdepartmental coordination and Agile processes.



# A NEW DIGITAL FRONT DOOR

## Sprints to Success



# A NEW DIGITAL FRONT DOOR

## Vision and Design Principles

- Website development emphasized the four principles:



### Responsive Design



### Customer-Centric Approach



### Accessibility



### Marketing

Intro

Responsive  
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Next Steps

# RESPONSIVE DESIGN

***Responsive Design** is the approach that suggests that design and development should respond to the user's behavior and environment based on screen size, platform, and screen orientation.*

Intro

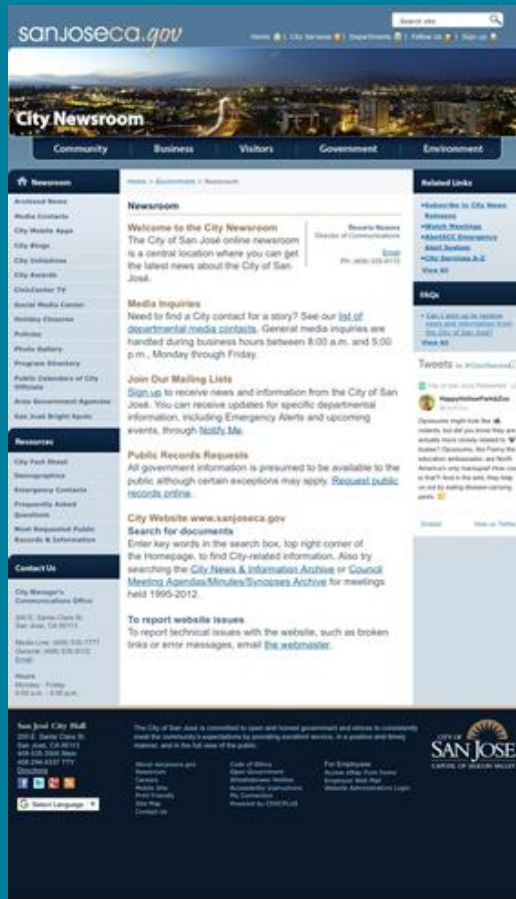
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# RESPONSIVE DESIGN



# RESPONSIVE DESIGN

## The Present and Future is Mobile

An analysis of historical City website data from 2016-2019 indicates serving over 4 million visitors annually and a consistently increasing percentage of mobile users.

**4.3M**

Average  
Annual Visits

**2.8M**

Average Annual  
Desktop Users

**1.3M**

Average Annual  
Mobile Users

**~4**

Average Annual  
Visits Per Capita

**- 4%**

Average Annual  
Desktop Growth

**+13%**

Average Annual  
Mobile Growth

# RESPONSIVE DESIGN

## The Present and Future is Mobile

As of 2019, Android and Apple iOS users collectively constituted 37% of Total City website visits and will likely surpass 50% in the coming years.



**Android**

**.26%**

Of Total Visits  
In 2015

**11%**

Of Total Visits  
in 2019



**iOS**

**6%**

Of Total Visits in  
2015

**27%**

Of Total Visits  
in 2019



# RESPONSIVE DESIGN

## Mobile-Friendly Website

- **Responsive Design enables a consistent, quality user experience across a wide variety of devices.**
  - Includes smartphones, desktops, and tablets.
- **Our fully responsive website enhances overall accessibility and enables our digital properties to capitalize on growing consumer trends and behaviors.**



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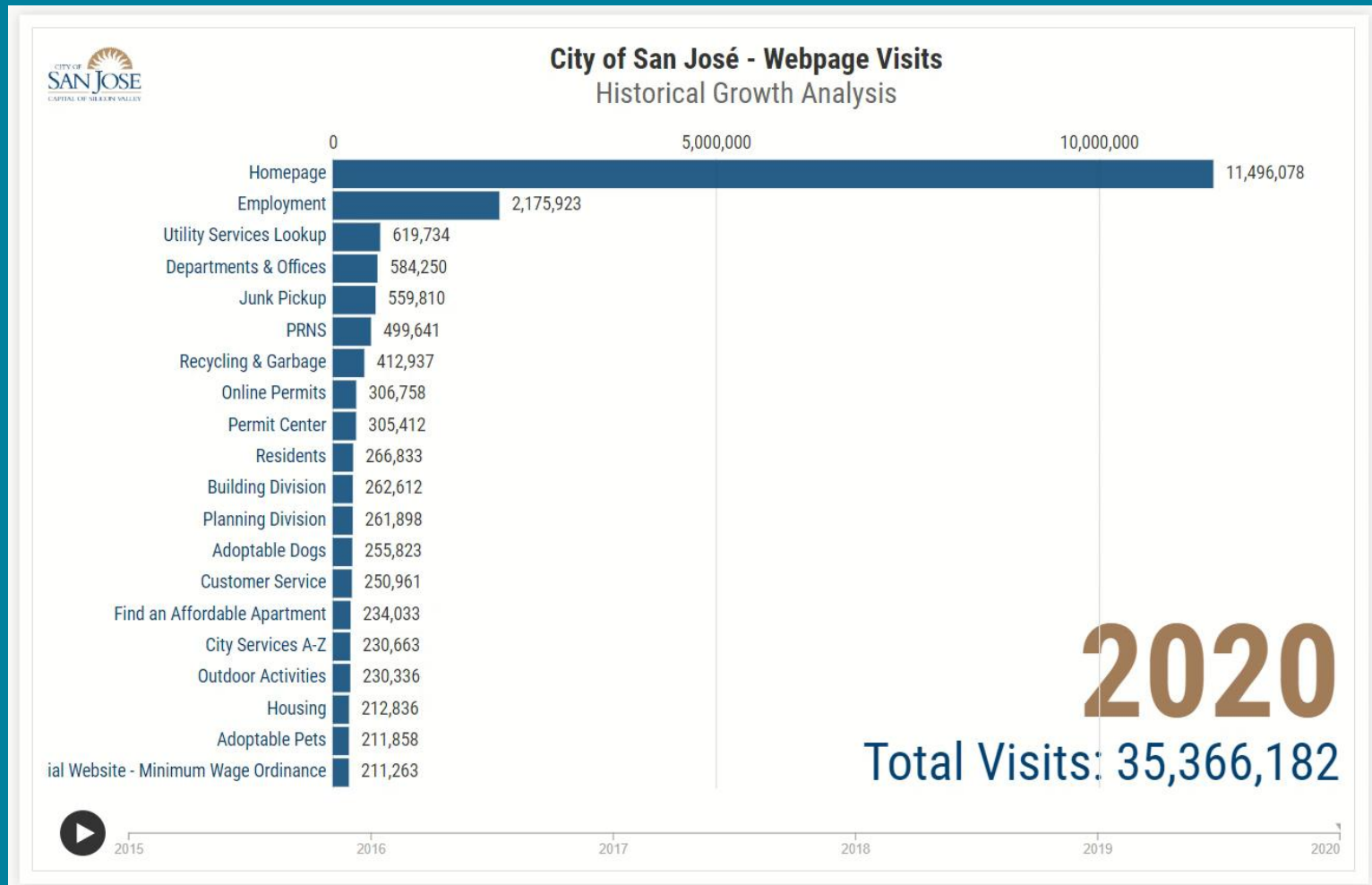
Next Steps

# CUSTOMER CENTRIC APPROACH

*A **Customer-Centric Approach** prioritizes design elements that streamline the browsing experience by optimizing the user journey around what users are searching for.*

# CUSTOMER-CENTRIC APPROACH

## Top Requested Services



# CUSTOMER-CENTRIC APPROACH

## Making services easy to find and use

### How?

1. Define a citywide usability standard
2. Focus on the 10 most common user journeys
3. Test with users, early and often

## 8 Point Web Usability Standard

1

Easy to use

2

Easy to  
understand

3

Error-free

4

Mobile-  
friendly

5

Accessible

6

Consistently  
Designed

7

Fast

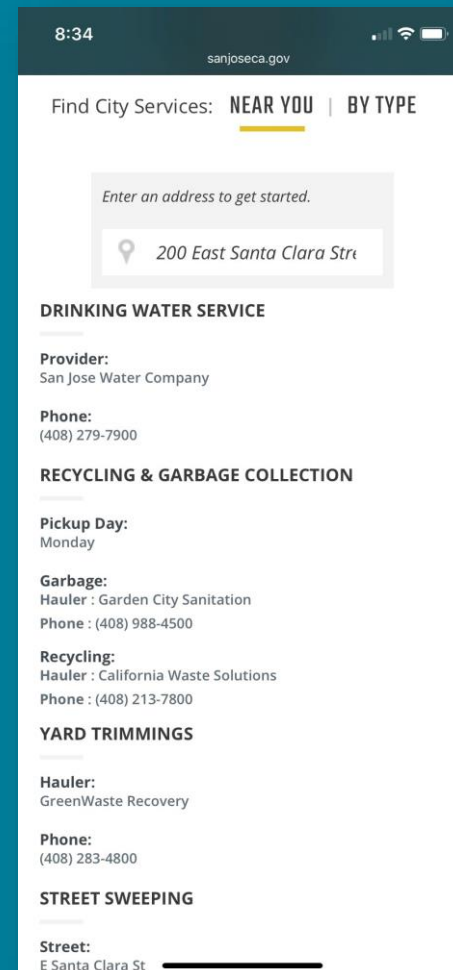
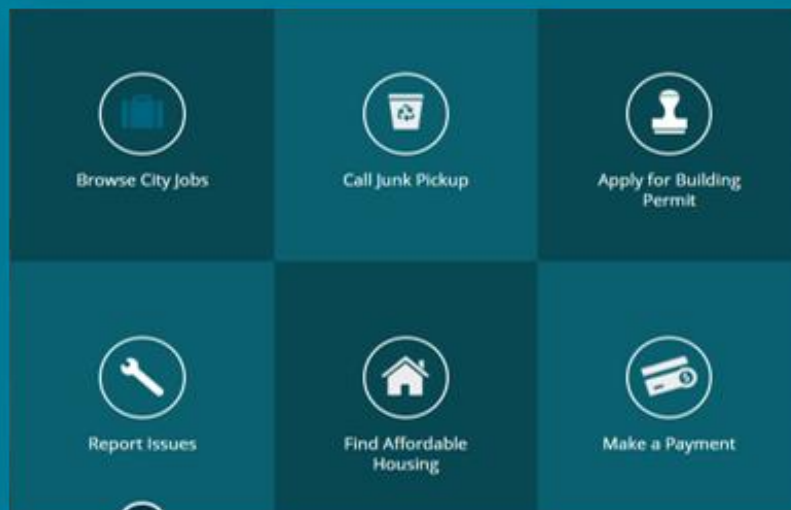
8

Discoverable

# CUSTOMER-CENTRIC APPROACH

## Making services easy to find and use

- Top requested buttons
- Navigation menu based on analytics
- Service Finder tool
- Address Lookup tool
- Internal search





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# ACCESSIBILITY

***Accessibility** is the inclusive practice of ensuring there are no barriers that prevent interaction with, or access to, websites on the World Wide Web by people with physical disabilities, situational disabilities, and socio-economic restrictions on bandwidth and speed.*

# ACCESSIBILITY

## Compliance

- **The Americans with Disabilities Act (ADA)** states web content should be accessible to the blind, deaf, and those who must navigate by voice, screen readers or other assistive technologies.
- **General web accessibility practices include:**
  - Incorporating descriptive alt-text for images and links.
  - Utilizing the Vision Content Management System (CMS) with built-in accessibility features.
  - Third-party compliance monitoring capabilities established.



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# ACCESSIBILITY

## Case Study - Compliance Score

LAUNCH DAY  
(Nov. 30)

63%

CSJ Website  
Compliance Score

73%

Government  
Industry  
Benchmark

-14%

CSJ Website  
Compliance vs.  
Gov Benchmark

TODAY  
(Feb. 6)

88%

CSJ Website  
Compliance Score

74%

Government  
Industry  
Benchmark

+19%

CSJ Website  
Compliance vs.  
Gov Benchmark



# ACCESSIBILITY

## Serving Diverse Communities

- Google Translate enables all pages to be available in other languages including Spanish and Vietnamese.
- 30 of the Top Requested Pages will be translated into Spanish and Vietnamese.
- We're continuing to explore how we can make the site even more accessible for users who speak a primary language other than English.



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# MARKETING

*The opportunity and capability to conduct public messaging/education on City programs, initiatives, and news to residents while promoting transparency and responsible digital governance.*

# MARKETING

## Dynamic Newsroom

- Opportunity to enhance the level and effectiveness of public education and outreach by City departments.
- Newsroom features a powerful, integrated presentation of news releases and department information updates.
- Dedicated blog presents opportunities to market City services, programs, and highlights.
- Dynamic digital publishing options enable City staff to enhance online storytelling and monitor key metrics to assess content performance and inform best practices.

### CITY OF SAN JOSE BLOG

VIEW THE LATEST STORIES FROM THE CITY OF SAN JOSÉ



12/17/2019 11:00 AM

**SAN JOSE METRO AREA IS  
#3 IN TECH TOWN USA**



12/16/2019 3:30 PM

**FOREIGN TRADE ZONE  
PROGRAM SUPPORTS**



12/02/2019 4:36 PM

**SAN JOSE DEVELOPMENT  
PROJECTS UPDATE**



12/25/2019

**ARE YOU WISHCYCLING?**



12/10/2019 11:32 AM

**SAN JOSÉ, MERCEDES-  
BENZ, AND BOSCH**



12/05/2019 3:45 PM

**STORM SEASON  
PREPARATION**



12/02/2019 4:36 PM

**JAY PAUL'S FIRST SAN  
JOSE PROJECT BREAKS**



12/02/2019 4:36 PM

**LIVING SPACES OPENS  
FIRST STORE IN SANTA**



12/02/2019 4:36 PM

**500+ STUDENTS TOUR  
SAN JOSE**

# MARKETING

## Digital Publishing Footprint

- **Published content can now be indexed by prominent search engines such as Google and Bing.**
  - Enables potential for specific keywords to rank higher in search engine results.
  - Opportunity to publish content that stays evergreen and lets the City tell our side of the story on many issues and evolving situations.
- **Wealth of opportunities for recurring content series and Enterprise Priority-specific blogs.**



# Resident Assistant Demo

**Apoorva Pasricha**

Technology and Innovation Advisor

Mayor's Office of Technology & Innovation



**KNIGHT  
FOUNDATION**



# We must...

1. Help people **accomplish useful tasks**
2. Use proactivity to reach residents and **increase engagement**
3. Be **inclusive and accessible** for all residents
4. **Show empathy** by embodying the traits of your favorite neighbor
5. Have a **manageable starting point** that can grow alongside the City of San Jose

# Desired Outcomes

Reduce call center burden

- Reduce burden for call center employees (specifically for the calls coming from constituents externally, not internal government employees) while making city hall more user friendly.

Inclusivity & Accessibility

- Increase accessibility/inclusivity of government services to constituents.



Select Language

Select Language

Search...

67°F

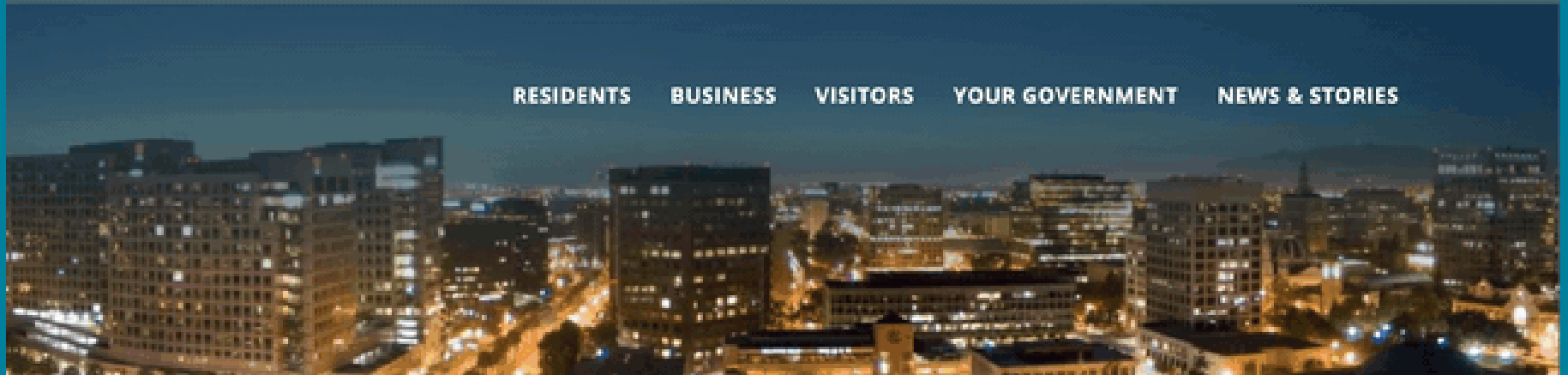
RESIDENTS

BUSINESS

VISITORS

YOUR GOVERNMENT

NEWS & STORIES



# TOP REQUESTED



Browse City  
Jobs



Call Junk  
Pickup



How may I help you?  
[Click Here >](#)





8:44



< 138



+1 (408) 542-0742 >

How do I get rid of extra trash?

Place extra garbage in a 32-gallon plastic garbage bag labeled with an extra garbage sticker on the curb near the garbage cart.

Extra garbage stickers may be purchased for \$6.25 at all San José libraries, Lucky, and Safeway stores or at the Customer Service Center on the first floor of San José City Hall. A portion of the sales from stickers sold at San José libraries supports library programs. Cash, check, and credit card are accepted at all locations (libraries are cash/check only).

If you frequently have extra garbage, you may need to order a larger garbage cart.

Please note, garbage stickers cannot be used for large items. To find out how to dispose of



Text Message



11:12 ↗



+1 (408) 542-0742 >

Try asking me something related to city services of San Jose.

Hola

¡Hola! Puedo ayudarle a responder preguntas sobre la Ciudad de San José como de servicios residenciales, pago de cuentas y solicitudes generales.

No encontré nada que coincidiera con su pregunta. ¡Todavía estoy aprendiendo!

Prueba preguntarme algo relacionado con servicios municipales de San José.



Text Message



11:18 ↗



+1 (408) 542-0742 >

¡Hola! Puedo ayudarle a responder preguntas sobre la Ciudad de San José como de servicios residenciales, pago de cuentas y solicitudes generales.

No encontré nada que coincidiera con su pregunta. ¡Todavía estoy aprendiendo!

Prueba preguntarme algo relacionado con servicios municipales de San José.

Today 11:13 AM

Xin chào

Xin chào! Tôi có thể giúp trả lời cho quý vị các câu hỏi về Thành phố San Jose, như các dịch vụ cho cư dân, thanh toán hóa đơn và các yêu cầu chung.

Tôi không tìm được thông tin nào khớp với câu hỏi của quý vị. Tôi vẫn còn đang trong quá trình học hỏi!

Hãy thử hỏi tôi điều gì đó liên quan đến các dịch vụ của thành phố San Jose.

# NEXT STEPS

## Website Roadmap

Area of Focus	Feature(s)/Update(s)
Content	<ul style="list-style-type: none"><li>▪ 30 Page Translations into Spanish, Vietnamese</li></ul>
Marketing Campaign	<ul style="list-style-type: none"><li>▪ Raise awareness with residents</li></ul>
Content Management System	<ul style="list-style-type: none"><li>▪ Enhanced Internal Search Engine</li><li>▪ Updated/Upgraded Cloud Services</li><li>▪ Additional Social Media and Video Streaming Integrations</li><li>▪ Improved Calendar e-notifications</li></ul>
Training	<ul style="list-style-type: none"><li>▪ Quarterly Training Sessions for Web Publishers and Editors</li></ul>
New Features	<ul style="list-style-type: none"><li>▪ Resident Assistant</li></ul>
Guidelines	<ul style="list-style-type: none"><li>• Icon and Imagery Standards</li></ul>

# THE TEAM

## Internal and External Collaboration

### City of San José

- **Office of Communications**  
Rosario Neaves, Matthew Opsal, Andrew Boyce, and Trevor Gould
- **Office of Civic Innovation**  
Dolan Beckel, Michelle Thong, Nira Datta, Julie Kim, and Alvina Nishimoto
- **Office of Information Technology**  
Rob Lloyd, Jerry Driessen, Chakradhar Yallamalli, Ryan Reynado, and Van Hoang
- **Website Interns & Additional Support**  
Brian Vu, Darren Ho, John Bouchie, Rostom Armamento, and Gabriela Avella
- **Over 130 Department Web Publishers and Editors**
- **Executive Support**  
Kip Harkness

### Granicus (Vision)

- Kristoffer von Bonsdorff, Senior Solutions Consultant
- Bob Ainsbury, Chief Product Officer
- Gerry Hansen, Vice President, Cloud & Security
- Billy Reisinger, Vice President, Engineering
- Uriz Goldman, Pro Services
- Tera Myers, Project Manager
- Cindy Hoops, Client Project Manager

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Linda Alexander Ashley Barrett Kirstin Belrose Maira Blanco Rachelle Blattman Kayla Boardman Tom Borden Andrew Boyce Linda Brewka Rick Bruneau Danielle Buscher Karla Caceres Carolina Camarena Elizabeth Canales-Mora Amy Chen Keila Cisneros Brian Clampitt Selena Copeland Laura Correa-Hernandez Lam Cruz Thulien Dang Nira Datta Rachel Davis Vickie Davis Steven DeLao Lynda DeSantiago Lan Diep Vivian Do Ryan Dulin	Kenneth Duong Joe Dyke Kat Estrada Sierra Fatlowitz Sarina Frazier Sara Fulton Zoe Gantner Jennifer Garcia Heidi Geiger Rebecca Gervin Carolyn Gibson Bill Gold Lupe Gonzalez Rogelio Gonzalez Trevor Gould J Guevara Brianna Guillory Stephanie Gutowski Shelley Ha Kate Handford Elisabeth Handler William Harmon Michelle Harrison Rosie Hartman Frances Herbert Colin Heyne Shannon Hill Scott Hughes Cassie Hunter	Melrose Hurley Lydia Ibarra Tina Iv Kim Jackson Jacklyn Joanino Mike Jones Jose Joseph David Keyon Elias Khoury Andrew Kiemen Julie Kim Ruth Krantz Dylan Kuhlmann Kyle Laveroni Daniel Lazo Thai-Chau Le Kevin Lee Michelle Leung Keith Lewis Vitaly Litvinenko Matt Loesch Reema Mahamood Maria Malloy Webmaster Manager Teresa Meyer-Calvert Julianne Miyashiro Amy Morton Rosario Neaves Laura Nguyen	Viviane Nguyen Lucinda Norman Adesuwa Obaizamomwan Matthew Opsal Amanda Orozco Sarah Papazoglakis Cheryl Parkman Kelli Parmley Sabrina Parra-Garcia Michael Pearce Paul Pereira Kieulan Pham Michele Phillips Jennifer Piozet Jennifer Provedor Betty Ramirez Lucas Ramirez Carrie Rank Erica Ray Cristin Reak-Zeljak Chryslene Rebeiro Tara Reid Rachel Reyes Robert Rivera Monica Rodriguez Vilcia Rodriguez Lynn Rogers Christiane Salinas Carolyn Satake	Gloria Schmanek Jeff Scott Shayan Serajeddini Emily Sevier Abigail Shull Sarah Shull Ray Simpson Ryan Smith Julie St.Gregory Sarah Steele Toni Taber Tracy Tam Michelle Thong Danielle Torralba Leonela Torres Sarah Ann Treadwell Elaine Trinh Myphuong Truong Daniel Tucker Carlos Velazquez Eric Warnars Cheryl Wessling Olympia Williams Marc Wilson Michael Wodnick Chakradhar Yallamalli Kate Ziemba Sharon Zimmerman Yves Zsutty
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