

Project Update: srcity.org Website Redesign

Eric McHenry
Director and Chief Information Officer
Information Technology Department
March, 2017

Project Description:

- Redesign and update the City of Santa Rosa public facing website, including an up-front community participatory planning process.
- Initial implementation estimate (2014): \$250,000
- Actual implementation cost: \$99,000 plus a 5% contingency not to exceed \$11,488.
- Annual hosting and support ~\$13,000/year.

srcity.org Website Redesign

Project Team

- Core City Group
 - Julia Gonzalez
 - Elise Howard
 - Adriane Mertens
 - Keith Roberts
 - Danielle Ronshausen
 - Jaime Smedes
- Department Teams
 - Approximately 40 people across all departments

- Website Developer

- Project Manager: Liz Crawford
- Civic Plus, Manhattan, Kansas.



Key website features:

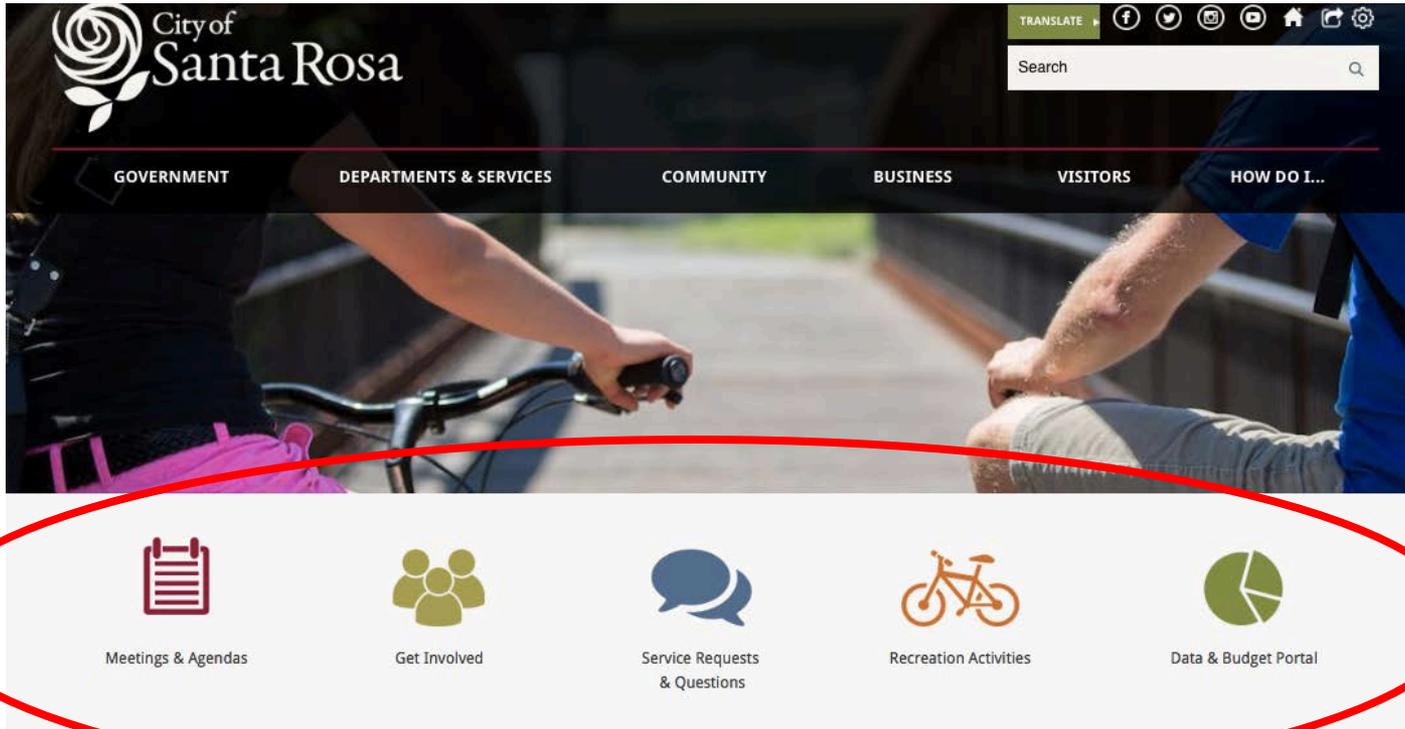
- **Modern** design, incorporated updated City branding.
- **Mobile**, “responsive” design works on smartphones.
- Incorporates Google **Translate** support for more than 100 languages.
- Significantly improved **navigation**, **calendars** and event notifications.
- Centralized **legislative** and public record center.
- **Easy** to use Content Management System (CMS).
- **24x7 Support**

Content Migration from old site

- 1,190 active pages
- 9,714 documents
- 3,785 assorted files

1190	368	83	2497	6	4401	1083	3	6	520	647	100	1415	2100	190	80
Complete Pages	Linked Pages	Agenda Center	Archive Center	Calendar	Document Center	Images	Media Center	News Flash	Photo Gallery	Quick Links	Resource Directory	FAQs	Staff Directory	Facilities	Forms

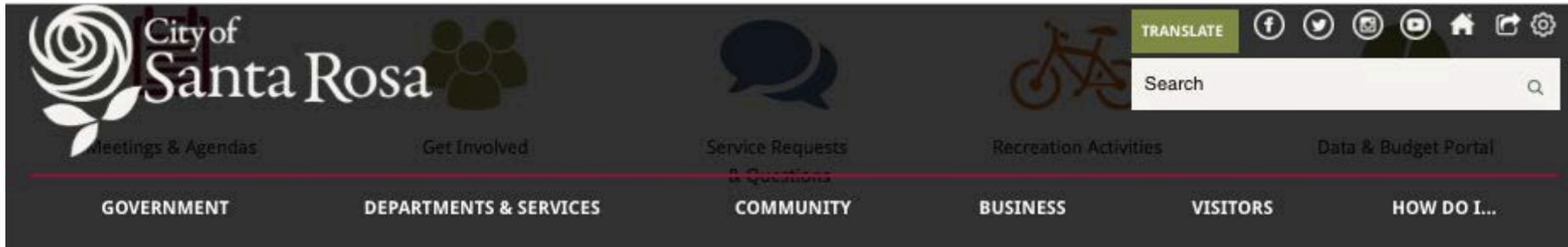
New Site Layout (srcity.org)



The screenshot shows the City of Santa Rosa website layout. At the top left is the City of Santa Rosa logo. To the right is a search bar and a row of social media icons (Facebook, Twitter, Instagram, YouTube, Home, RSS, Settings). Below this is a dark navigation bar with the following menu items: GOVERNMENT, DEPARTMENTS & SERVICES, COMMUNITY, BUSINESS, VISITORS, and HOW DO I... The main content area features a large background image of two people riding bicycles. Below the navigation bar is a row of five service icons, each with a label: Meetings & Agendas (calendar icon), Get Involved (group of people icon), Service Requests & Questions (speech bubbles icon), Recreation Activities (bicycle icon), and Data & Budget Portal (pie chart icon). This row of icons is circled in red. Below the icons is a 'News Flash' section with a dropdown arrow and a 'VIEW ALL' button.



New Site Layout (srcity.org)



City of Santa Rosa

TRANSLATE

Search

Meetings & Agendas Get Involved Service Requests Recreation Activities Data & Budget Portal

GOVERNMENT DEPARTMENTS & SERVICES COMMUNITY BUSINESS VISITORS HOW DO I...

News Flash

VIEW ALL



Earth Day OnStage

Join the City of Santa Rosa on Saturday, April 22, 2017 to celebrate Earth Day in Downtown Santa Rosa.

[Read on...](#)



Community Promotion Funding

Non-profits encouraged to apply for grant funding for events that promote the City.



Permit Santa Rosa

The City of Santa Rosa recently launched Permit Santa Rosa, on which you can review permit activity on an interactive map, apply for permits, schedule inspections, and explore our data portal.



Recreation & Parks Launches Job Recruitment

Santa Rosa Recreation and Parks launches spring and summer job recruitment.

New Site Layout (srcity.org)



City of Santa Rosa

Non-profits encouraged to apply for grant funding for events that promote the City.

launched Permit Santa Rosa, on which you can review permit activity on an interactive map, apply for permits, schedule inspections, and explore our data portal.

TRANSLATE

Search

GOVERNMENT DEPARTMENTS & SERVICES COMMUNITY BUSINESS VISITORS HOW DO I...

▼ Main City Calendar

[VIEW ALL](#)

APR
22

[Earth Day OnStage](#)

Join Santa Rosa for our 8th Annual Earth Day Festival Downtown. This fun, FREE, and family-friendly Festival is a great way to inspire awareness and build community through environmental protection.

MAY
13

[IRONMAN 70.3 Santa Rosa](#)

A must-do race held in the heart of California's wine country. The new IRONMAN 70.3 Santa Rosa offers athletes the same high-quality event they've come to know and love in the heart of Sonoma County, with winding roads dotted with vineyards and world-class accommodation.

MAY
29

[Memorial Day](#)

JUL
4

[Independence Day](#)

JUL
29

[IRONMAN Santa Rosa](#)

A must-do race held in the heart of California's wine country. The new IRONMAN Santa Rosa offers athletes the same high-quality event they've come to know and love in the heart of Sonoma County, with winding roads dotted with vineyards and world-class accommodation.

Name	Meeting Date <input type="button" value="v"/>	Meeting Time	Meeting Location	MEETING DETAILS	AGENDA	MINUTES	VIDEO
Bicycle and Pedestrian Advisory Board	3/16/2017 <input type="button" value="31"/>	4:00 PM	Conference Room 7A & 7B, City Hall Annex 90 Santa Rosa Avenue, Santa Rosa	Meeting details	Agenda	Not available	Not available
Design Review Board	3/16/2017 <input type="button" value="31"/>	2:30 PM	City Hall, 100 Santa Rosa Avenue, Room 7	Meeting details	Agenda	Not available	Not available
Board of Public Utilities	3/16/2017 <input type="button" value="31"/>	1:30 PM	City Council Chamber 100 Santa Rosa Avenue	Meeting details	Agenda	Not available	Not available
City Council	3/14/2017 <input type="button" value="31"/>	1:30 PM	City Hall 100 Santa Rosa Ave Santa Rosa, CA 95404	Meeting details	Agenda	Not available	Not available
Successor Agency to the Redevelopment Agency of Santa Rosa	3/14/2017 <input type="button" value="31"/>	1:00 PM		Meeting details	Agenda	Not available	Not available
Long Term Financial Policy and Audit Subcommittee	3/9/2017 <input type="button" value="31"/>	4:00 PM	100 Santa Rosa Ave, Santa Rosa - Room 7	Meeting details	Agenda	Not available	Not available
Planning Commission	3/9/2017 <input type="button" value="31"/>	4:00 PM	City Hall, 100 Santa Rosa Avenue	Meeting details	Agenda	Not available	Not available



- City Charter
- City Council
- Distribution of City Gifts
- Election Information
- Form 806 - Public Official Appointments
- Lobbyist Information
- Legislative Records
- Public Documents
- Political Reform Act Filings
- Public Records Request
- Santa Rosa City Code

[Home](#) > [Departments & Services](#) > [Departments](#) > [City Clerk](#) > [Public Documents](#)

Public Documents



Entire Repository ▾

[My WebLink](#) | [Help](#) | [About](#) | [Logout](#)

[Home](#) - [Browse](#) - [Search](#)

[LaserfichePublic](#) > [City Council](#) > CC - Ordinances

Name	Page Count	Template Name	Volume Name
1900-1909			EDMSV2
1910-1919			EDMSV2
1920-1929			EDMSV2
1930-1939			EDMSV2
1940-1949			EDMSV2
1950-1959			EDMSV2
1960-1969			EDMSV2
1970-1979			EDMSV2
1980-1989			EDMSV2
1990-1999			EDMSV2
2000-2009			EDMSV2
2010-2019			EDMSV2

12 Entries

CC - Ordinances

[Entry Properties](#)

Full Path
LaserfichePublic\City Council\CC - Ordinances

Creation Date
6/3/2009 12:36:47 PM

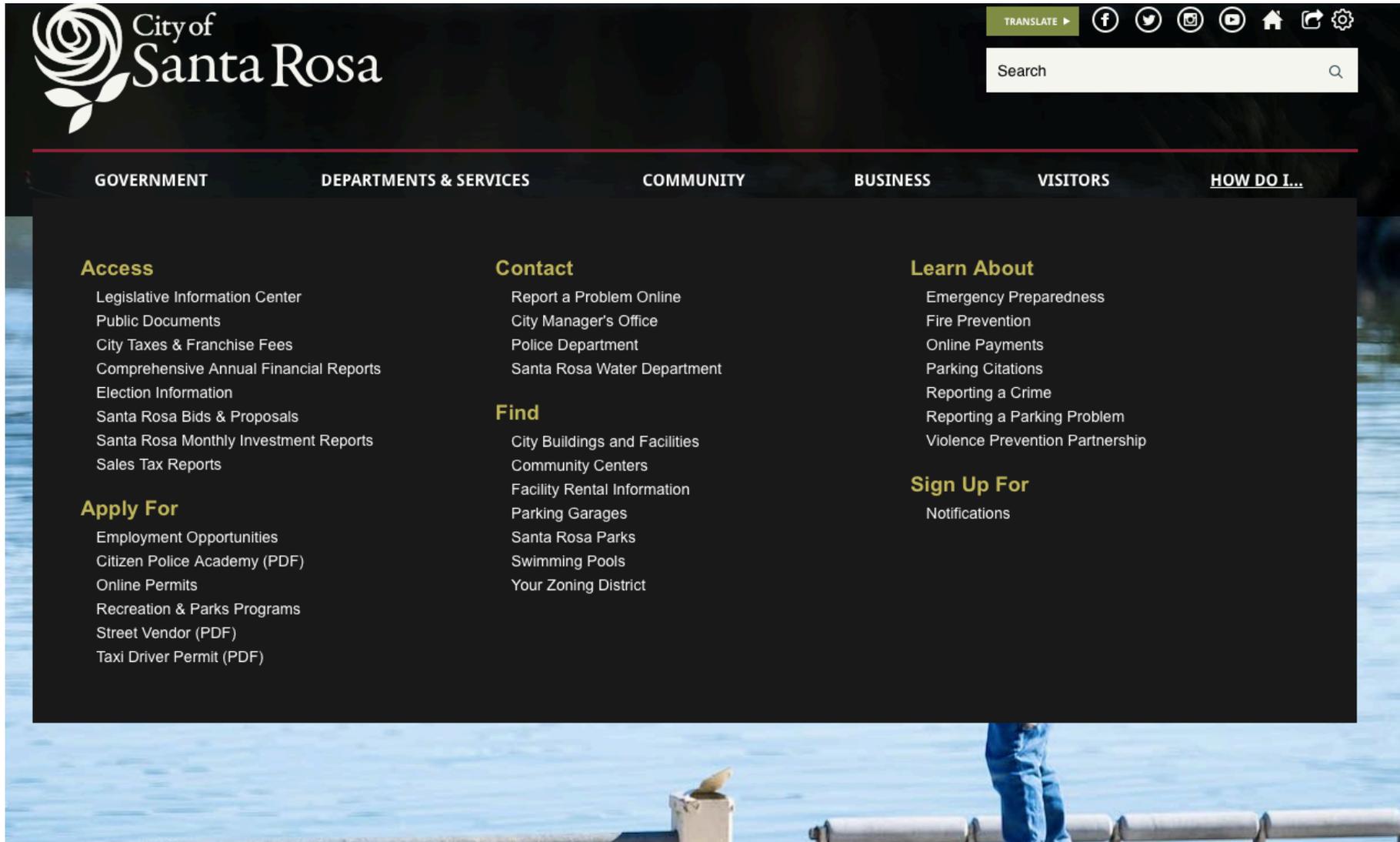
Last Modified
8/20/2015 8:18:16 AM

[Metadata](#)

No Metadata Assigned

Document management portal powered by Laserfiche WebLink 8.2.2 © 1998-2013 [Laserfiche](#)

New Site Layout (srcity.org)



The screenshot shows the City of Santa Rosa website layout. At the top left is the City of Santa Rosa logo. To the right is a navigation bar with a 'TRANSLATE' button and social media icons for Facebook, Twitter, Instagram, YouTube, Home, and a settings gear. Below this is a search bar with the text 'Search' and a magnifying glass icon. The main navigation menu includes 'GOVERNMENT', 'DEPARTMENTS & SERVICES', 'COMMUNITY', 'BUSINESS', 'VISITORS', and 'HOW DO I...'. The content area is divided into three columns: 'Access', 'Contact', and 'Learn About'. The 'Access' column lists various documents and reports. The 'Contact' column lists ways to report problems and contact city departments. The 'Learn About' column lists various city services and programs. Below these columns is a 'Sign Up For' section with a 'Notifications' link. The background of the website is a blue water scene with a person's legs visible in the bottom right corner.

City of Santa Rosa

TRANSLATE ▶

Search

GOVERNMENT DEPARTMENTS & SERVICES COMMUNITY BUSINESS VISITORS HOW DO I...

Access

- Legislative Information Center
- Public Documents
- City Taxes & Franchise Fees
- Comprehensive Annual Financial Reports
- Election Information
- Santa Rosa Bids & Proposals
- Santa Rosa Monthly Investment Reports
- Sales Tax Reports

Apply For

- Employment Opportunities
- Citizen Police Academy (PDF)
- Online Permits
- Recreation & Parks Programs
- Street Vendor (PDF)
- Taxi Driver Permit (PDF)

Contact

- Report a Problem Online
- City Manager's Office
- Police Department
- Santa Rosa Water Department

Find

- City Buildings and Facilities
- Community Centers
- Facility Rental Information
- Parking Garages
- Santa Rosa Parks
- Swimming Pools
- Your Zoning District

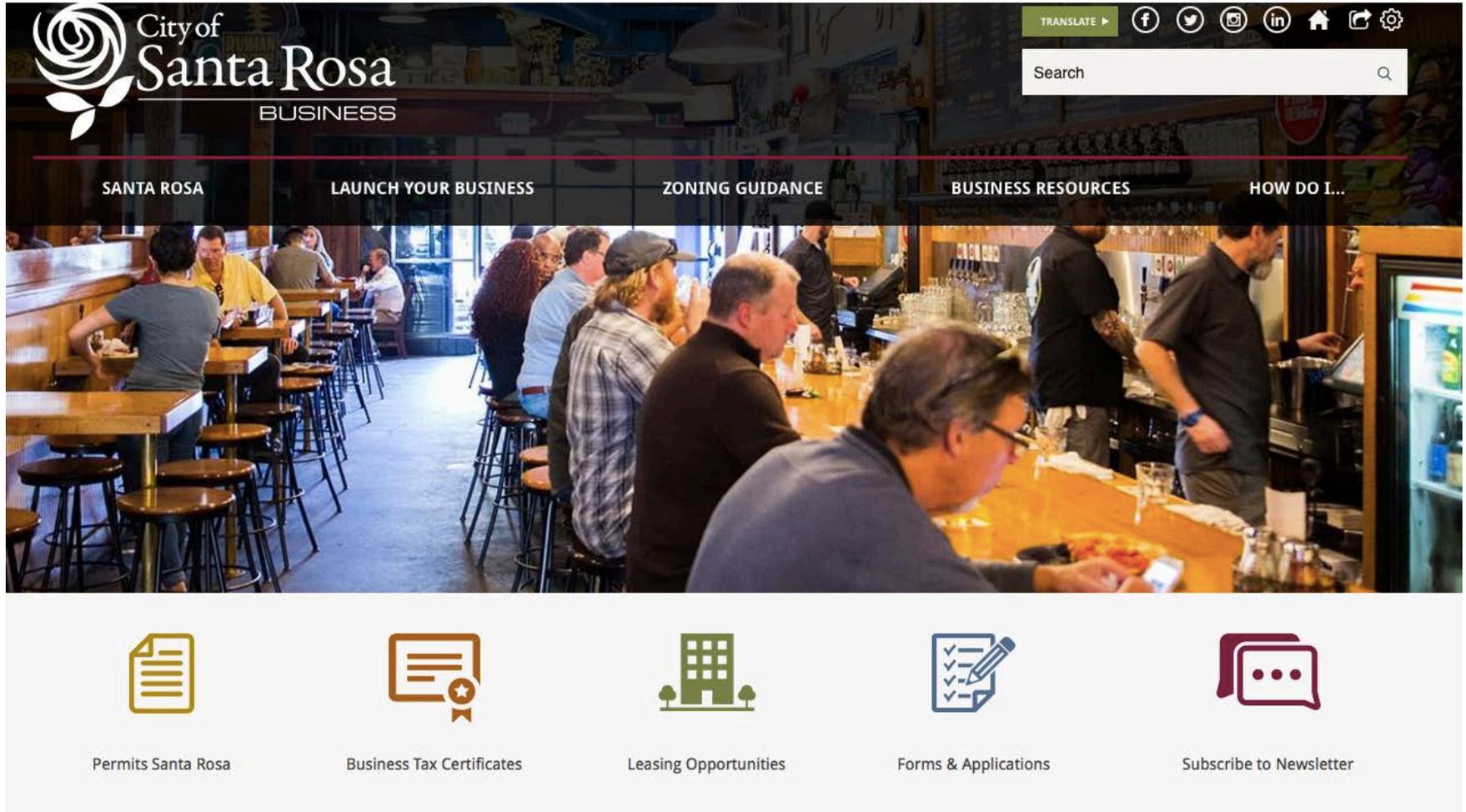
Learn About

- Emergency Preparedness
- Fire Prevention
- Online Payments
- Parking Citations
- Reporting a Crime
- Reporting a Parking Problem
- Violence Prevention Partnership

Sign Up For

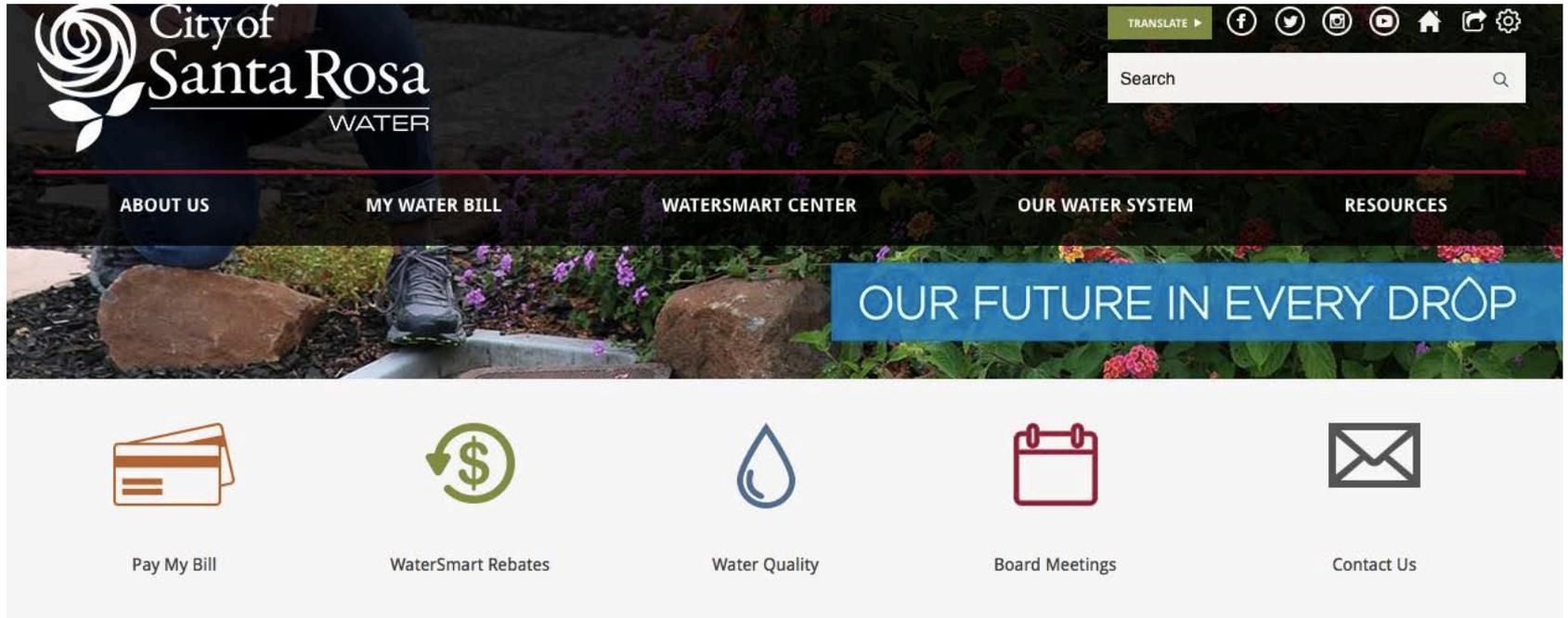
- Notifications

New Site Layout (srcity.org)



The screenshot displays the City of Santa Rosa Business website. At the top left is the City of Santa Rosa logo. To its right is the text "City of Santa Rosa BUSINESS". In the top right corner, there is a "TRANSLATE" button, social media icons for Facebook, Twitter, Instagram, and LinkedIn, a home icon, and a settings icon. Below these is a search bar with the text "Search" and a magnifying glass icon. A horizontal navigation bar contains five menu items: "SANTA ROSA", "LAUNCH YOUR BUSINESS", "ZONING GUIDANCE", "BUSINESS RESOURCES", and "HOW DO I...". Below the navigation bar is a large photograph of a bar interior with several patrons seated at the bar. Below the photograph is a row of five icons with corresponding text labels: a document icon for "Permits Santa Rosa", a speech bubble with a star for "Business Tax Certificates", a building icon for "Leasing Opportunities", a checklist with a pencil for "Forms & Applications", and a speech bubble for "Subscribe to Newsletter".

New Site Layout (srcity.org)



City of Santa Rosa WATER

TRANSLATE ▾       

Search

ABOUT US MY WATER BILL WATERSMART CENTER OUR WATER SYSTEM RESOURCES

OUR FUTURE IN EVERY DROP

 Pay My Bill

 WaterSmart Rebates

 Water Quality

 Board Meetings

 Contact Us

▼ What's on Tap

VIEW ALL



Become a Creek Steward



Earth Day OnStage

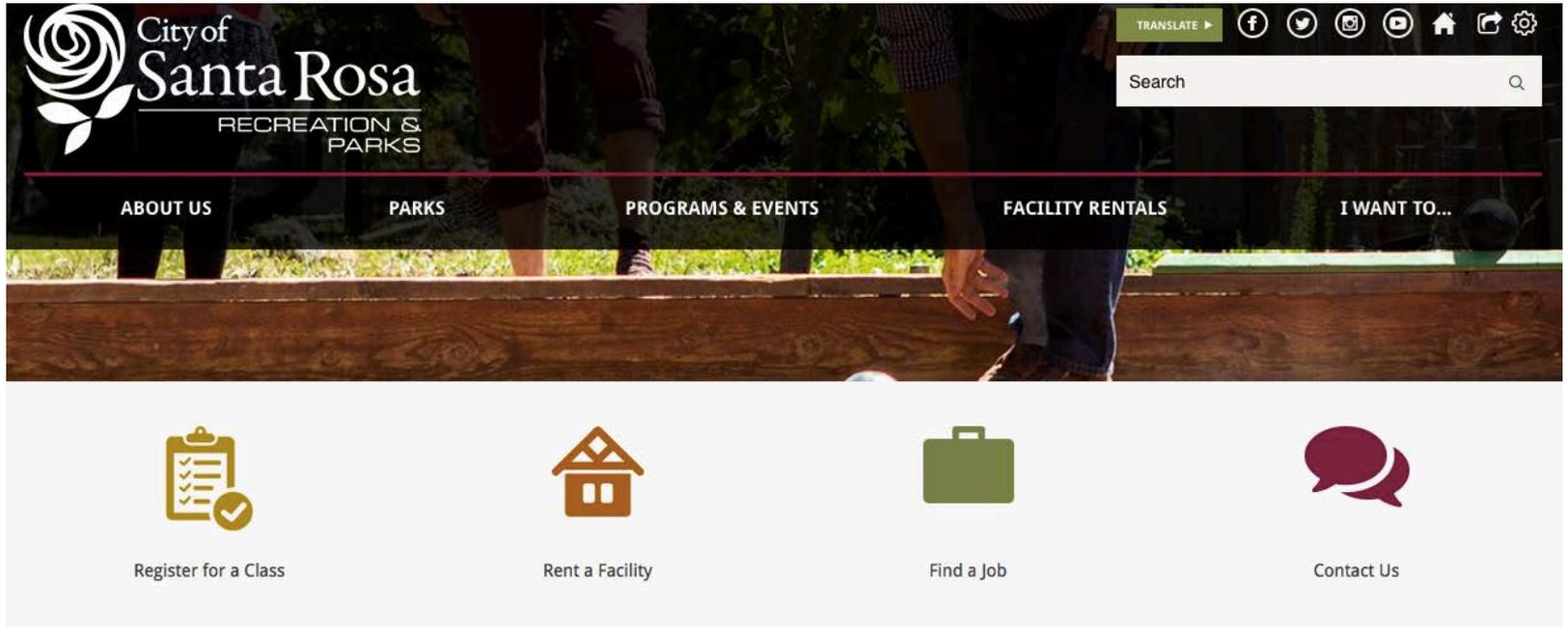


Eco-Friendly Garden Tour



WaterSmart Expo

New Site Layout (srcity.org)



City of
Santa Rosa
RECREATION & PARKS

TRANSLATE ▶       

Search

ABOUT US PARKS PROGRAMS & EVENTS FACILITY RENTALS I WANT TO...

 Register for a Class  Rent a Facility  Find a Job  Contact Us

Recreation & Parks News

VIEW ALL



Recreation & Parks



Go grocery shopping to

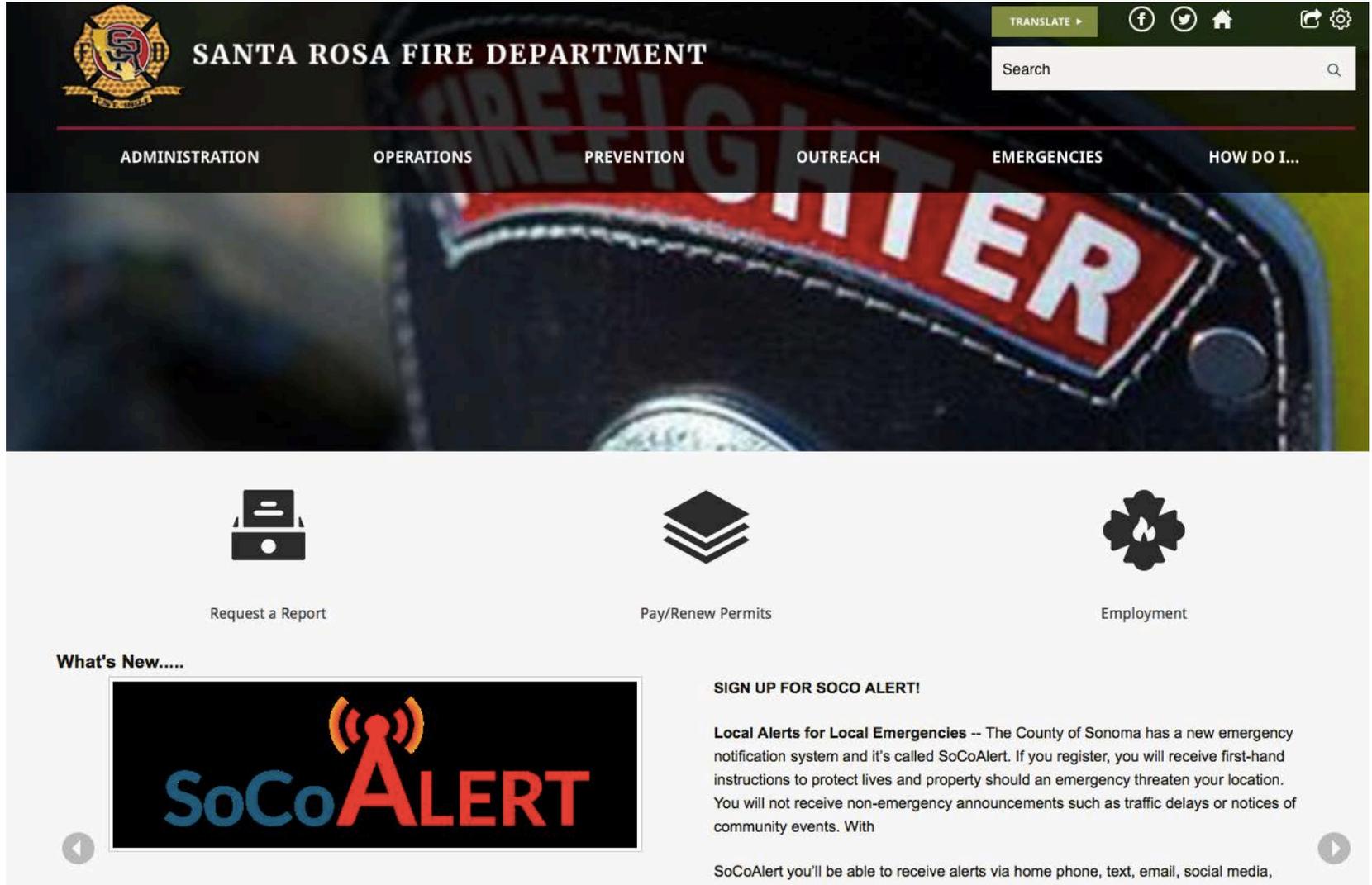


Youth Recreation Program



Recreation & Parks

New Site Layout (srcity.org)



The screenshot shows the website for the Santa Rosa Fire Department. At the top left is the department's logo, a shield with a fire hydrant and a fireman. To its right is the text "SANTA ROSA FIRE DEPARTMENT". In the top right corner, there is a "TRANSLATE" button, social media icons for Facebook, Twitter, and a home icon, and a search bar with the text "Search" and a magnifying glass icon. Below the header is a navigation menu with the following items: "ADMINISTRATION", "OPERATIONS", "PREVENTION", "OUTREACH", "EMERGENCIES", and "HOW DO I...". The main content area features a large background image of a fire helmet with the word "FIREFIGHTER" on it. Below this image are three service tiles: "Request a Report" with a printer icon, "Pay/Renew Permits" with a stack of papers icon, and "Employment" with a fire hydrant icon. A "What's New...." section contains a "SoCoALERT" banner with a radio tower icon and a "SIGN UP FOR SOCO ALERT!" heading. Below the heading is a paragraph of text: "Local Alerts for Local Emergencies -- The County of Sonoma has a new emergency notification system and it's called SoCoAlert. If you register, you will receive first-hand instructions to protect lives and property should an emergency threaten your location. You will not receive non-emergency announcements such as traffic delays or notices of community events. With SoCoAlert you'll be able to receive alerts via home phone, text, email, social media,". Navigation arrows are visible at the bottom of the banner and the text block.

SANTA ROSA FIRE DEPARTMENT

TRANSLATE ▶

Search

ADMINISTRATION OPERATIONS PREVENTION OUTREACH EMERGENCIES HOW DO I...

Request a Report

Pay/Renew Permits

Employment

What's New....

SoCoALERT

SIGN UP FOR SOCO ALERT!

Local Alerts for Local Emergencies -- The County of Sonoma has a new emergency notification system and it's called SoCoAlert. If you register, you will receive first-hand instructions to protect lives and property should an emergency threaten your location. You will not receive non-emergency announcements such as traffic delays or notices of community events. With SoCoAlert you'll be able to receive alerts via home phone, text, email, social media,

New Site Layout (srcity.org)



The screenshot shows the top section of the Santa Rosa Police Department website. At the top left is the department's star logo. To its right, the text "SANTA ROSA POLICE DEPARTMENT" is displayed in white on a dark background. Further right is a "TRANSLATE" button and social media icons for Facebook, Twitter, Instagram, YouTube, and a settings gear. Below these is a search bar with the text "Search" and a magnifying glass icon. A horizontal navigation menu contains five items: "ABOUT US", "SERVICES", "DIVISIONS", "CAREERS", and "HOW DO I...". Below the navigation menu is a large photograph of police officers and community members. At the bottom of this section are four icons with corresponding labels: a laptop icon for "Citizen Online Reporting", a document and pencil icon for "Forms & Applications", a newspaper icon for "News", and a bar chart icon for "Crime Stats".

▼ Social Media



A snippet of the Santa Rosa Police Department's Facebook page. It features the department's star logo, the name "Santa Rosa Police Depart...", and "18,979 likes". Below this is a photograph of a police car. At the bottom of the snippet are "Like Page" and "Share" buttons, and a prompt that says "Be the first of your friends to like this" with a row of small profile pictures.



A snippet of a tweet from the Santa Rosa Police (@Santa_Rosa_PD). The tweet text reads: "See us on the street? Please say HI! We're happy to stop for a quick photo op. fb.me/8Ugss2IVH". It includes the department's profile picture, a retweet icon, and a timestamp of "7h".

New Site Layout (srcity.org)



- Community News
- Community Advisory Board
- Housing Action Plan
- Speak Up Santa Rosa
- Roseland Area Annexation
- Legislative Information Center
- Capital Improvement Program

[Home](#) > [Community](#) > [Get Involved](#)

Get Involved

Community Calendar

VIEW ALL

March 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

[Sat Apr. 22](#)

[Earth Day OnStage](#)

Community News

Read current news and announcements.

Community Advisory Board

The 14-member Community Advisory Board (CAB) is comprised of citizen volunteers. Seven of these members represent a specific district that they reside in; the other members are At-Large, which means they can represent any district. Each is appointed by a member of the City Council and is tasked with representing neighborhood issues. They are the connectors for neighborhood associations, local organizations, and individuals who want to be involved in local matters. The CAB members are a resource for the community to organize and be heard.

Housing Action Plan

To address the City's ongoing unmet housing needs and to implement the City's General Plan Housing Element, the City prepared the Housing Action Plan. The plan includes a community engagement piece, and Santa Rosa residents, businesses, and community organizations are encouraged to participate in the many different elements of the plan. For more information and how to get involved, click the link above.

Speak Up Santa Rosa

We're always looking for feedback and ideas for how we can meet the challenges of being one of best cities in northern California. Take a moment to provide your ideas and feedback on any of the forums you see here. It's your chance to help us make our city better.

Roseland Area Annexation

We are currently working on bringing the Roseland neighborhood and four other surrounding neighborhoods into the City of Santa Rosa. There are many opportunities to get involved with this process. Find out more here!

DEMONSTRATION



**KEEP
CALM
AND
FINGERS
CROSSED**

Next Steps

- Website cutover this upcoming weekend on April 1st.
- Additional photographs (Courthouse Square, etc).
- Promotion and Awareness of Digital Services
 - Performance and Open Data portal
 - Online services
- Feedback and modifications as needed (ongoing).

Background Material

srcity.org Website Redesign

(RFI Summary - November 2014)

- Eleven responses received.
- Cost estimates varied from \$25,000 to \$300,000.
- Project duration seemed to be around 6 – 9 months (although it varied greatly).
- Generally did not include content migration.

Awarded to Project Icon Enterprises, Inc. dba **CivicPlus**, Manhattan, Kansas. Company focuses solely on government websites (more than 1,700 solutions).