City Council Staff Report

Subject: **Park City Municipal Website Redesign Project Overview**
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Department: **Community Engagement & IT**
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Summary

Integral to advancing Park City Municipal's community engagement strategic plan, the Community Engagement and IT departments are collaborating to lead and launch a redesign of the City's website in coordination with Granicus (formerly Vision), the City's website provider. The project team looks forward to involvement and feedback from community members, Council, and internal staff throughout the redesign process.

The first, and subsequently most frequent, interaction between residents and Park City Municipal (PCMC) is our website. It is the go-to source for schedule and transit-related information, with Park City Transit, Park City Ice Arena, Park City MARC, and parking the most frequently visited pages, respectively, on our website according to a January 7, 2019 Google analytics report.

In addition to providing logistical information, the City's website offers a primary platform to communicate, seek feedback, and share progress on our community critical/top priorities and trending issues, which has not been maximized in its current design. A website redesign will also provide staff with the opportunity to design and manage a timely and engaging newsroom, calendar of events, and meeting schedule.

Evolving digital advances and website capabilities - especially in the area of civic communication, coupled with the City's goal to foster transparent, concise, and consistent dialogue between PCMC and our community has led the Community Engagement and IT departments to recommend and secure funding to implement the website redesign during FY2019. The previous website redesign was completed in 2015.

Proposed Website Redesign Goals

Based on feedback from external and internal stakeholders, initial goals for the website redesign are outlined below. Staff seeks Council feedback on these goals and invites discussion on additional goals and outcomes desired in the redesign process. It is important to the project team to invite and incorporate feedback from all stakeholder groups in the redesign process.

- Improve the user navigation experience, making it easier for users to quickly find departments and information;
- Optimize search functionality - particularly with Granicus integration - making it easier for residents to search and find City Council, Board and Commission minutes, as well as navigate municipal code;
- Create an engaging platform to share timely news, events, progress made on the communities critical and top priorities, and enhance community dialogue;
- Present information in a clear and user-friendly way, while integrating city branding and current imagery; and
- Design an efficient and simple CMS system to enable staff to update content on department pages in a timely manner.

Project Timeline:

The redesign process is estimated to take a minimum of 21 weeks (please see implementation timeline below). Our internal project team recently held a kickoff meeting with the Granicus team on December 11, 2018. Based on the projected redesign timeline, we anticipate a launch date in May 2019. Staff will return to Council for a work session presentation to discuss the project in more detail, and will provide a monthly update to Council on the progress of the project.

The project is currently in the Phase 1, which includes a Granicus-authored user survey for internal and external stakeholders launched on January 11.

Implementation Timeline Target for Site Redesign

Department Review

Community Engagement, Executive, IT and Legal.