



# City of San Antonio

## Agenda Memorandum

### File Number:

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**Agenda Item Number:** 2

**Agenda Date:** March 16, 2022

**In Control:** City Council B Session

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**DEPARTMENT:** Information Technology Services Department

**DEPARTMENT HEAD:** Craig Hopkins

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Briefing to review the plans for the new City of San Antonio SA.gov mobile-ready website which focuses on the user perspective and experience, based on data, feedback and user needs.

**SUMMARY:**

Briefing on the purpose, plan, and progression of the City's new SA.gov website. The project scope is to migrate content and pages over the course of a year and a half and continuously review data, user feedback and resident's needs to improve the user's overall experience. The anticipated start date will be in April 2022 and all pages in scope will be migrated by Fall 2023.

**BACKGROUND INFORMATION:**

Between October 2021 and January 2022, ITSD and GPA built an initial prototype of the new website (SA.gov) based on the learnings and experience gained from our COVID-19 recovery website. The website design was completed on January 14, 2022 using our Customer Experience principles of trust, quality, and inclusion and our One Mission, One Website vision.

On December 16th, 2021 City Council approved a contract with our Website vendor, OpenCities, to provide services to continue building out the new website beginning in March 2022. We plan to begin building, deploying, and testing additional web pages beginning in April.

## **ISSUE:**

The design and approach for the City's main website hasn't been updated in over 10 years making it hard to use with newer technology such as mobile phones. It's also become critical that the website meet accessibility requirements and cannot in the current state.

## **Purpose**

The new SA.gov website will focus on the user perspective and experience, rather than our traditional inside-out approach by department or organization. The project also expands on knowledge acquired through the success of the current COVID-19 portal. The website will be organized by popular tasks and topics, so residents will be able to use their mobile phone to find information and services faster, improving customer satisfaction.

## **Plan**

The following is intended to not only guide the project but become a City standard for how we successfully maintain the integrity of the new website and digital assets.

- Inclusive Design – We will use inclusive practices to reduce barriers and improve the experience for everyone leading to increase trust and improving quality.
- Community Engagement – We will engage the community to collect their feedback and ensure transparency.
- Data Informed Decisions – We will use data to make thoughtful decisions that help our residents.
- Measured, Validated and Continuous Improvement – We will conduct on-going reviews to ensure we achieve our benchmarks for success.

## **Progression**

The project team has created a series of “sprints” to migrate pages from April 2022 to Fall 2023. Sprints are determined by data and analytics. Annual reoccurring events or projects that require more resources were also considered. Sprint activities will include:

- Identifying and communicating with appropriate content contributors;
- Training editors on accessibility and usability best practices;
- Determining department's information architecture;
- Reviewing and improving current content for quality, accuracy and retention;
- Migrating and reviewing content to ensure accessibility and usability measurements are met.

## **ALTERNATIVES:**

This item is for briefing purposes only.

## **FISCAL IMPACT:**

This item is for briefing purposes only.

**RECOMMENDATION:**

This item is for briefing purposes only.