

Public Information Outreach and City Web Redesign Update



City Council Workshop
October 12, 2017



Where we were

Where we are

Agenda

**Where we are
going**

Web redesign



Public Information Outreach Overview

Where we were (pre-2013)



- **Press releases**

- Sent to a small media list.
- Not regularly posted to social media.
- Not sent to council.
- Not regularly posted to website.

- **Videos**

- KLTV and Comcast - shown on KLTV and Comcast.

- **Social Media**

- Facebook – was rarely used. One-way communication, users could not comment. Only had about 280 followers.
- Twitter – connected to Facebook. Same low usage.

Where we were (pre-2013)



- **City Info Weekly**
 - Limited content.
 - Sent to small distribution list.
- **TDN ads**
- **FlashAlert**
- **Website**



Where we are



- **Press releases**

- Increased distribution list, including council.
- Post to social media and mylongview.
- Increase in number each year:
 - 2013 – 82
 - 2014 – 107
 - 2015 – 133
 - 2016 – 98
 - 2017 – 129 YTD (90 same time last year)

- **Videos**

- Working through issues with KLTV.
- CGI – New GoCast app. Two-minute PSAs.
- Facebook live.

Where we are



- **Social Media**

- Facebook:

- Increase in followers and engagement.
 - 1,951 followers YTD and increasing each week.
 - No longer one-way communication.
 - Linked to Twitter.
 - Increased the number of active city pages.
 - Main city page, Transit, Police, Parks & Rec, Fire, Library, Golf. (Mint Farm and Recycling have not been active.)
 - Better integration and sharing of other department posts.
 - Council meeting dates are posted as events with link to agendas.

- Instagram

- Using **#ASKLONGVIEW** for posts.



Where we are



- **City Info Weekly**
 - NEW newsletter format – users increasing (107).
 - Anybody can sign up. Is not sent to just media list.
 - Can also use this list to send other campaigns.
- **Ads**
 - TDN, Facebook.
- **FlashAlert (app/subscription)**
 - What is the intent? Two sides – emergent and general.

Where we are



- **Website**

- New website coming.
- Current news (press releases) and events listed on homepage.
- Added new sections on home page:
 - City videos
 - Council work plan
 - Newsletter
- Public records requests now electronic
- AskLongview easily accessible
 - Updated lists, more user friendly



Where we are



- **Other outreach**

- AskLongview (citizen service requests)
 - # of service requests for 2017 YTD – 793
 - 2016 – 891
- PIO email
- Utility bill stuffers and messages
- Chamber “Around the Chamber” email blasts
- Bus advertising
- Our Town Buzz (free advertising)
 - Video screens in key businesses showing silent, 10-second messages about events, history, trivia, and ads.

Where we are



- **What other departments do:**

- **Parks & Rec**

- Facebook / social media / website, brochures / rec guide, email blasts, flyers, TDN, CIW, many paid ads are sponsored.

- **Library**

- Press releases (through us), social media, website, KLTV videos

- **Police**

- Social media, press releases (through us)

- **Fire**

- Social media, press releases, FlashAlert

- **Recycling**

- Radio, TDN and other local papers, utility bill stuffers, website

Where we are



- **Communications survey (Survey Monkey - 9/2/17 – 10/3/17)**
 - 34 responses
 - Are you interested in receiving text messages from COL?
 - Yes – 17; No - 17
 - If you would use this service, what type of alerts/information would you like to receive from the City?
 - Emergency information/safety concerns, road closures/traffic information, council meeting information
 - Are you aware that the recreation department uses a text messaging service for classes and programs?
 - Yes – 5; No - 29

Where we are



- **Communications survey (Survey Monkey - 9/2/17 – 10/3/17)**
 - Are you aware that the City uses FlashAlert for communicating emergency information and that you can sign up for this free service to receive alerts?
 - Yes – 10; No - 24
 - Is there any other mode of communication that you would like the City to utilize?
 - Majority (16) said there were no other modes preferred
 - Eight prefer social media or FlashAlert
 - Four desire text
 - Three prefer email
 - The few remaining mentioned newspapers, radio (and other audio streaming services like Hulu, Pandora, OPB, and Spotify).

Where we are going



- **Coming soon**
 - Reader board
 - Videos: KLTV, GoCast, Facebook live
 - Looking into KLTV orientation / classes
 - Will require new equipment and software
 - New lobby monitor

What do you want to see?





Website Redesign Evaluation

Strategy: Evaluate mylongview.com for redesign and determine budgetary needs



Deliverables:

- Gather feedback from department heads and stakeholders.
- Determine ADA requirements.
- Address compatibility of mobile devices.
- Evaluate vendors for site design and content management.
- Compare hosted vs on premise website solutions.

Strategy: Evaluate mylongview.com for redesign and determine budgetary needs



Gather feedback from department heads and stakeholders.

- Editing content can be cumbersome and difficult for departments.
- Website needs to be more accessible on mobile devices.
- Eliminating unnecessary web pages and content.
- Content should be easier to find (less clicks).
- Updated appearance – responsive design, modern design.
- Social media integration / citizen outreach.

Strategy: Evaluate mylongview.com for redesign and determine budgetary needs



Determine ADA requirements.

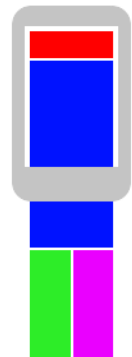
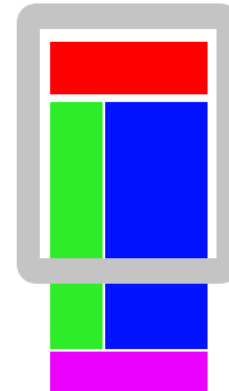
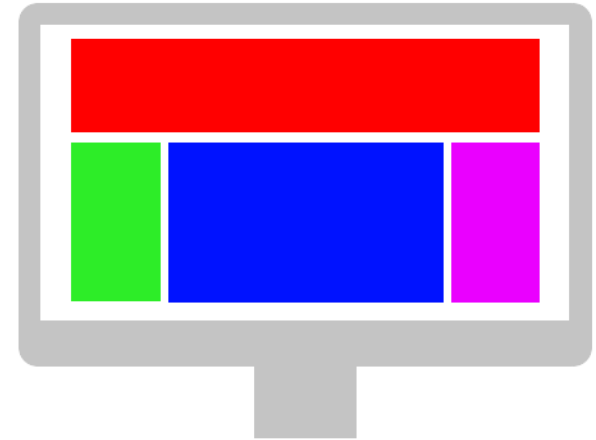
- ADA - Section 508 – Federal requirement that also applies to local government websites.
- W3C – WCAG 2.0 – International Standard that will replace Section 508 eventually.
- Both standards offer accessibility guidelines for web developers.
- Principles of accessibility:
 - Perceivable - users must be aware of the content.
 - Operable - users must be able to interact with the content.
 - Understandable - users must be able to comprehend how to use the site.
 - Robust - content must be accessible by assistive technologies.

Strategy: Evaluate mylongview.com for redesign and determine budgetary needs



Address compatibility of mobile devices.

- Current sites are built using 'Responsive Design'.
- Web page elements are sized relatively (percentages), rather than absolutely (pixels).
- Responsive websites will display content appropriately, regardless of the size of screen, or type of device viewing the page.
- MyLongview.com is not built using these techniques.
- All vendors build Responsive web sites now.



Strategy: Evaluate mylongview.com for redesign and determine budgetary needs



Evaluate vendors for site design and content management

Vendor	Vision Internet	CivicPlus	ezTask	Revize
Initial Cost:	\$43,030	\$49,936	\$39,414	\$47,000
Annual Cost:	\$7,900	\$6,480	\$14,475	\$5,900
5 Yr Cost:	\$77,080	\$78,856	\$97,313	\$71,300

Criteria evaluated:

- UX / Design
- Content Strategy
- CMS Flexibility
- CMS Functionality
- Systems & hosting
- Customer satisfaction

Strategy: Evaluate mylongview.com for redesign and determine budgetary needs



Hosted Solution

- Eliminate server hardware/software costs
- Server security and maintenance handled by vendor
- Regular product enhancements
- Improved website uptime
- Robust backups and disaster recovery
- More resilient against hacking and malicious attacks
- 95%+ of customers choose a hosted solution.
- Annual hosting costs

On Premise Solution

- No annual hosting costs
- Requires hardware/software to run the web server
- Limited disaster recovery
- Increased staff workload for server maintenance and CMS maintenance.
- Product enhancements will be less accessible and have greater risk

Strategy: Evaluate mylongview.com for redesign and determine budgetary needs



Recommendation:

Support budgetary amendment of \$40,000 - \$50,000 for 2018, to choose and contract with a vendor for new website development.