



Agenda Item C.1
DISCUSSION/ACTION ITEM
Meeting Date: September 6, 2022

TO: Mayor and Councilmembers

FROM: Kelly Hoover, Community Relations Manager/PIO
Jaime Shaw, Management Assistant

SUBJECT: Update on City's Website Refresh Project

RECOMMENDATION:

Receive a presentation and provide input on a project to refresh and update the City of Goleta website.

BACKGROUND:

Due to rapidly changing technology, municipal websites typically need to be updated every five years or so. An update can take the form of a "refresh," modernizing the look and content of an existing site and making minor functionality changes, to a more costly and time-consuming "redesign," which gets into the underlying structure of the site and may include switching content management systems and making major upgrades to functionality.

The City of Goleta's last website update occurred seven years ago, in May 2015. Since the last update, the City's website has become outdated and there have been concerns related to the mobile device access and related to access for people with disabilities. Also, as is inevitable over time, the site has become encumbered with outdated pages making it increasingly difficult to navigate and locate information. These issues are a continual source of frustration for users.

The City has contracted with Granicus for many years for various web and government transparency services, such as Legistar, govMeetings, and govDelivery. Granicus also hosts the City's website. In December of 2019, Granicus notified staff that the City had a credit of \$8,000 to update the City's website. The credit needed to be used within 12 months of the end of the City's five-year agreement with Granicus, which was coming up on July 1, 2020. Due to the pandemic, the City was able to get an extension to use the credit.

Considering the feedback received from staff, elected officials, and the public about the current site and the need to make it more accessible and easier to navigate, it became apparent that the City was an ideal candidate for a website refresh and should take advantage of the credit being offered. However due to the pandemic and the need to focus on other more critical issues first, the project was put on hold.

In May 2021, the Community Relations team was able to re-focus on the City's website refresh and was given approval by management to begin working with Granicus to use the credit before it expired. The goal was to be time and cost effective by doing a refresh versus an entire redesign. Also, since staff and the public are already familiar with the Granicus website platform's "front facing" system, and it integrates with the City's other Granicus applications, staying with Granicus versus going with a new vendor was deemed less disruptive and time consuming.

After looking at other well-done municipal websites and using data analytics on the City's current site, it was decided that in order to make the refresh worthwhile, the City would need to pay for some additional upgrades, including a more organized and carefully laid out wire frame, enhanced search finder feature and an improved language translation feature, Bablic, to replace Google Translation. Also, during the course of deciding what improvements were needed, it was determined that the City's popular Goleta and Santa Ynez Valley Library website was also in need of an update. The Library website contains the same issues as the main City site in terms of "clutter" and access issues. Both websites will need to be upgraded simultaneously for branding consistency and functionality.

Once the \$8,000 credit was applied, the cost with the additions resulted in an extra \$16,000 to be paid over the course of two fiscal years. The amount is still far less than what it would have cost to start over with a complete redesign of the City's websites.

Public Engagement Commission Input

On June 15, 2022, Community outreach staff presented to the Public Engagement Commission (PEC) to get their feedback on the website refresh. PEC's feedback reflected the needs that community members and staff had previously brought up as points of concern. The root of the improvements lays in answering the questions: "Where is it and how do I find it?"

The Commission highlighted how the call-to-action buttons in their new format were much clearer and easier to find for users. Alongside the improvements regarding navigation, the Commission also emphasized the general importance of the new direction that the website had taken. A modernization of the site is necessary to reflect the reality of the City, as Goleta continues to grow, develop, and stay at the forefront of community improvement.

With equitable access to information an important pillar of the project, the Commission also offered feedback on areas of improvement where user accessibility, particularly for those with vision problems, could be improved. Suggestions regarding this topic included:

- Prominent translation button
- Customizable text size
- Customizable color scheme for page – Black and White option for readability
- Community Q&A section

Commissioners also expressed opinions on what type of images they would like to see on the homepage.

View the full meeting on the City's website [here](#).

Community Survey

On July 12, 2022, the City sent out a press release with a survey for the community to provide input on the City's website refresh project through July 31. This was shared on all of our channels including GovDelivery, Nextdoor, social media and the City News section of the website. Reminders were sent on July 20 and July 29. The results obtained from the survey reflected the objectives that were prioritized for the project.

Seventy-one people took the survey (68 responses were in English and three were in Spanish). Highlights of the survey include:

- 58 respondents are residents of Goleta
- 45 respondents are age 55+; 25 are 25-54 years of age
- 19 respondents use the website regularly (two or more times a week)
- Respondents use the website through multiple devices: computer (desktop and laptop) smartphone, and tablet
- The biggest reasons respondents use the website are to find information, events, library services, City meetings
- 23 respondents find the website easy or very easy to navigate; 32 find it neither easy nor difficult, and 16 find it difficult or very difficult (including all three surveys taken in Spanish)
- 26 respondents are satisfied or very satisfied with the organization of information; 21 are neither satisfied nor dissatisfied, and 23 are dissatisfied or very dissatisfied (including all three surveys taken in Spanish)
- Most respondents feel that the website navigation could be improved by the way it is organized, better search results, and less cluttered

One community member also sent a thorough email with suggestions for the website refresh (attached).

Now that the groundwork has been laid, and staff obtained input from the Public Engagement Commission and members of the public on how the website update is looking so far, we now would like for the City Council to provide input.

DISCUSSION:

In June 2021, the Community Relations, Library and IT staff began working diligently with Granicus to begin the update process. As part of the process, Granicus conducted an extensive data analytics and heat-mapping study on the current site to determine how it was being used. The studies (described more fully below) revealed which pages were most popular and which were not being used and could potentially be deleted. Also, an internal survey was done to gather input from staff on what features were most important for their departments. All of the information collected during this phase was important to

help inform what the main navigation buttons and call to action buttons should be to reflect the needs of website users.

At this time, staff are working with departments to clean up, consolidate and update the content of their pages and working with local photographers to capture new images of the City to use as hero images on the sites.

While the City may choose to do a full re-design in the future, this refresh will be a welcome upgrade to the current site and will allow users of the main City site and Library site to have a much better experience whether it be from their desktop, tablet, or mobile phone. It will also provide the needed ADA access and provide full Spanish translation of site content at the click of a button.

Heatmap Data:

As mentioned above, the design refresh so far was informed by data. Granicus, using the capabilities of Granicus's govAccess tool, provided a heatmap of main website homepage at the beginning of the website refresh process. A heatmap is a graphical representation of data where the individual values are represented as colors. govAccess uses a heatmapping software that tracks the coordinates mouse activity such as hovers, clicks, and scrolling over a span of a few weeks. The data is then aggregated into hotspots of color and placed over a screenshot of the homepage.

Granicus's conclusions, based on analysis of the data about the current website from govAccess, by section, include:

Header

- The links in the emergency banner show little activity.
- The top navigation links show low user engagement, especially "Home" and "Emergency Information," which show no clicks.
- The social media links are seldomly clicked, "YouTube" being the least popular.

Recommendation: Consider moving the social media to the footer to reduce clutter while retaining the social media's presence on the homepage.

- The Google translate feature shows moderate activity.
- Users are hovering over all main navigation items and looking at their mega-menus. Users are especially interested in "I Want To..." where they go to visit "City Jobs" (a top performer, ranked #3) and "Online Payments" (a top performer, ranked #9).
- "City Hall" is also a popular main navigation item, users are interested in "Human Resources" (a top performer, ranked #8) and "CEQA Review" (a top performer, ranked #10).
- The search bar shows very high engagement (a top performer, ranked #2). It remains a high priority on mobile.

Content Area

- All call-to-action buttons directly below the header are being clicked. Three stand out in particular: “View Agendas & Watch Meetings” (a top performer, ranked #1), “Goleta Laws Municipal Code” (a top performer, ranked #4), and “Permits & Licenses” (a top performer, ranked #7). “Connect With Us” is the least clicked.
- The image slider shows user activity; mostly on the first slide.

Recommendation: Clicking the first slide brings users back to the first image, this may suggest the auto-rotation speed of the slider is too fast. Consider adding a play/pause button to give users a sense of autonomy. This makes the slider more accessible.

- Users only show interest in the first event listed, most activity in the “Events Calendar” section is devoted to the “View All Events” button. Similar findings are revealed on mobile.

Recommendation: Consider adding a full calendar to the homepage where users can view events a month at a time.

- The content of the “News” section is seldomly clicked.
- The “Monarch Press” and social media feeds are also seldomly clicked, though “Twitter” shows a moderate increase in activity on mobile.

Footer

- The only footer link that shows activity is “Connect With Us.” Its activity is low.
- Users are clicking on the unlinked address.

Recommendation: Users expect the site to function similar to other sites they visit. Consider following the common practice of making the address an active link.

Website Analytics (Google):

Google Analytics shows that there were 584,376 pageviews to the City website from July 1, 2021, to June 30, 2022. The top visited pages during that time were:

Rank	Page	Pageviews
1	Goleta Valley Library	70,913
2	Homepage	70,004
3	Government Meetings	18,093
4	Ellwood Mesa Habitat Project (was being redirected from GoletaButterflyGrove.com but no longer is)	18,006
5	COVID-19 (now redirects to the County)	8,151
6	Permits	6,180

7	Job Recruitment Information	5,666
8	Library Catalog	5,200
9	Business License Program	5,052
8	Staff Directory	4,974

Staff would like to hear the initial impressions the City Council has on the progress of the updated website, which is still in the development phase. Staff also seeks input on what should be prominently featured on the homepage and what the public will find most useful.

FISCAL IMPACTS:

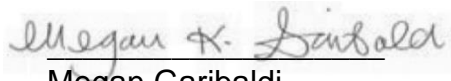
There is no fiscal impact to Council's input into this website refresh. Once the \$8,000 credit was applied, the cost of the refresh resulted in an extra \$16,000 to be paid over the course of two fiscal years. These funds are included in the Community Relations division's budget.

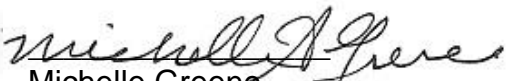
Reviewed By:

Legal Review By:

Approved By:


Kristine Schmidt
Assistant City Manager


Megan Garibaldi
City Attorney


Michelle Greene
City Manager

ATTACHMENT:

1. Ideas for the Call-to-Action Buttons, Spotlight Section and Top Navigation Links
2. Website Refresh Survey Results
3. Email from Community Member George Relles with Observations and Suggestions on the Website Refresh

ATTACHMENT 1:

Ideas for the Call-to-Action Buttons, Spotlight Section and Top Navigation Links

Website Refresh Call to Action Buttons / Spotlight / Top Navigation Link Ideas

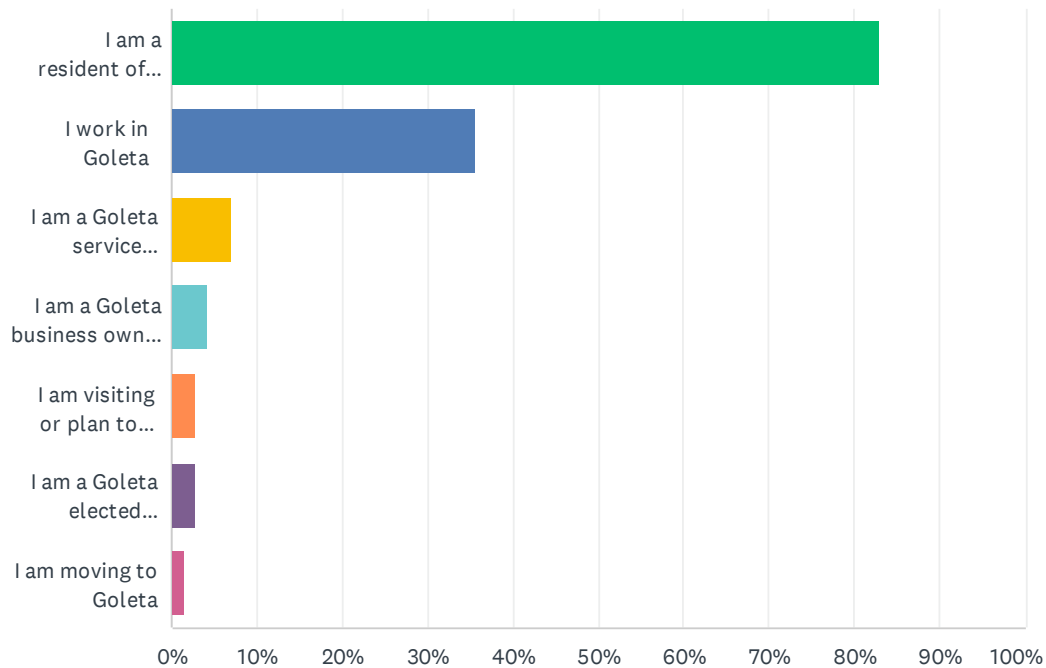
- Apply for Permits
- City Assist
- City Jobs
- Goleta Valley Library
- Group Picnic Reservations
- Monarch Butterfly Grove
- Monarch Press
- Municipal Code
- Online Payments
- Parcel Information
- Sign-Up (for GovDelivery messages)
- Staff Directory
- Stay Connected

ATTACHMENT 2:

Website Refresh Survey Results

Q1 Select all that describe you

Answered: 70 Skipped: 1

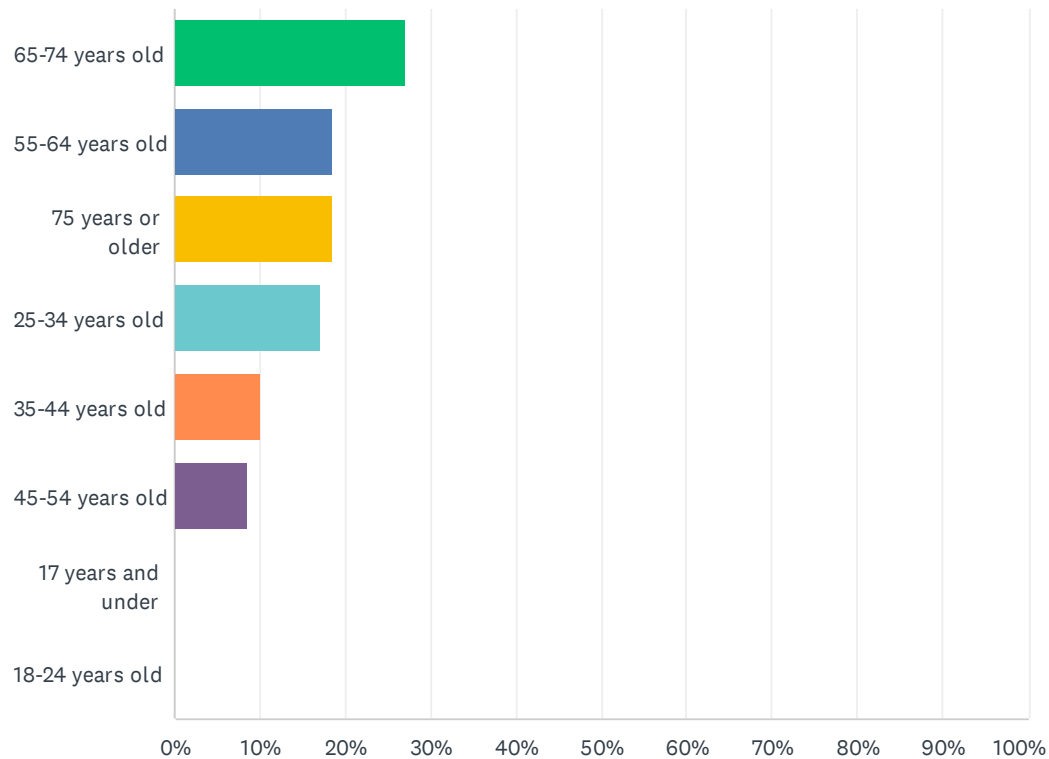


ANSWER CHOICES	RESPONSES	
I am a resident of Goleta	82.86%	58
I work in Goleta	35.71%	25
I am a Goleta service provider or contractor	7.14%	5
I am a Goleta business owner or potential business owner	4.29%	3
I am visiting or plan to visit Goleta	2.86%	2
I am a Goleta elected official or member of a City Board or Commission	2.86%	2
I am moving to Goleta	1.43%	1
Total Respondents: 70		

#	OTHER (PLEASE SPECIFY)	DATE
1	Retired	7/29/2022 3:58 PM
2	Work in Santa Barbara	7/29/2022 12:53 PM
3	City Employee also	7/25/2022 10:31 AM
4	I own a condo in Miley's.	7/12/2022 7:56 PM
5	Have lived here since 1964	7/12/2022 6:46 PM
6	Homeowner	7/12/2022 3:12 PM
7	a pennsylvania citizen interested in things calaifornia	7/12/2022 3:01 PM

Q2 What is your age?

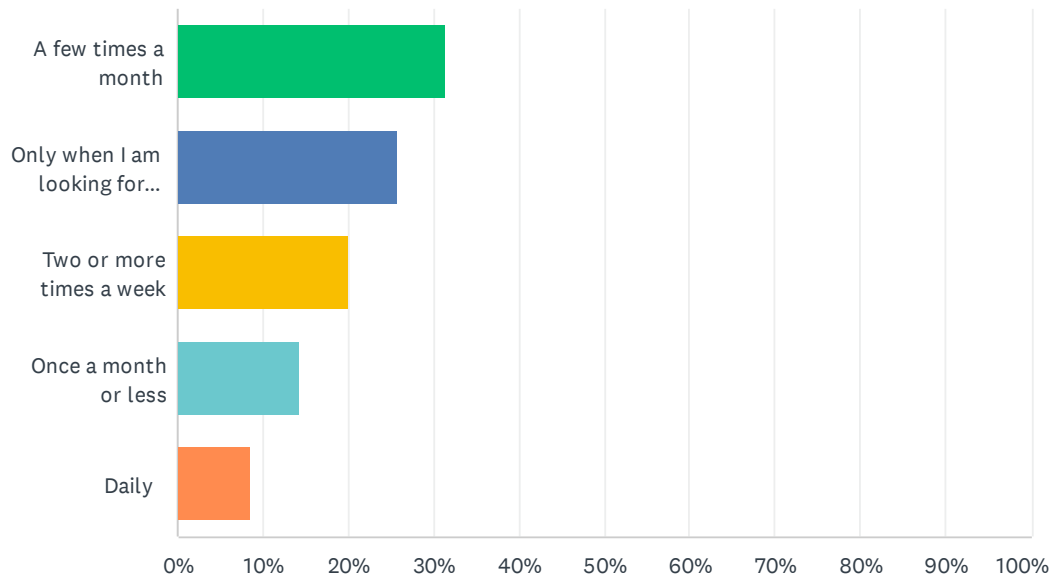
Answered: 70 Skipped: 1



ANSWER CHOICES	RESPONSES	
65-74 years old	27.14%	19
55-64 years old	18.57%	13
75 years or older	18.57%	13
25-34 years old	17.14%	12
35-44 years old	10.00%	7
45-54 years old	8.57%	6
17 years and under	0.00%	0
18-24 years old	0.00%	0
TOTAL		70

Q3 How often do you visit the city's website?

Answered: 70 Skipped: 1

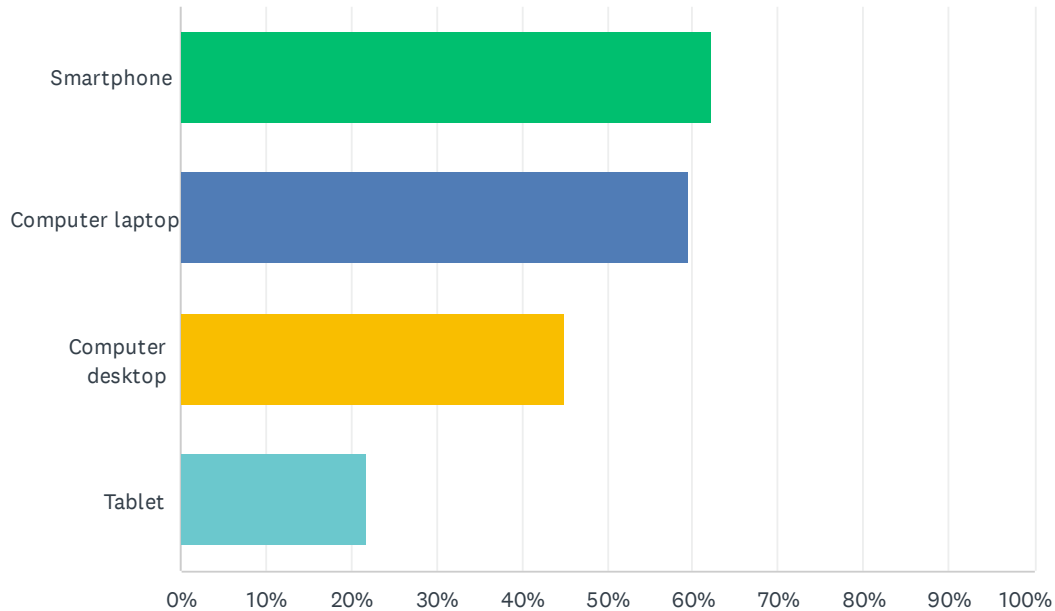


ANSWER CHOICES		RESPONSES	
A few times a month		31.43%	22
Only when I am looking for specific information		25.71%	18
Two or more times a week		20.00%	14
Once a month or less		14.29%	10
Daily		8.57%	6
TOTAL			70

#	OTHER (PLEASE SPECIFY)	DATE
1	I don't because although I have a masters degree, I find website abominably confusing, without what appears to be little organization. I know you are asking for feedback, but I think that for the sake of seniors, most of whom have trouble with websites, this city might send out paper surveys for those of us who appreciate the opportunity to give feedback.....I am referring to feedback regarding the town and what it does and not give us some amenities.	7/12/2022 3:12 PM

Q4 Which of the following devices do you use to access the city website (select all that apply)?

Answered: 69 Skipped: 2



ANSWER CHOICES		RESPONSES	
Smartphone		62.32%	43
Computer laptop		59.42%	41
Computer desktop		44.93%	31
Tablet		21.74%	15
Total Respondents: 69			

#	OTHER (PLEASE SPECIFY)	DATE
1	iPad	7/12/2022 7:56 PM
2	Chromebook	7/12/2022 3:50 PM

Q5 List your top reasons for visiting our website

Answered: 62 Skipped: 9

#	RESPONSES	DATE
1	To look for resources and hopeful find ways the City can help families (this response was from a Spanish survey)	8/11/2022 12:01 PM
2	To look for library news / events (This response was from a Spanish survey)	8/11/2022 12:00 PM
3	Find library resources (this answer was translated from a Spanish survey)	8/11/2022 11:58 AM
4	review news, report fix needed	7/31/2022 10:35 PM
5	Information on city events, information on city organizations (including volunteer groups), information on sites of historical/cultural significance, information on local ordinances	7/31/2022 8:54 AM
6	566	7/31/2022 7:31 AM
7	Checking on council, commission, and standing committee meetings. Also trying to locate individual staff members.	7/30/2022 3:06 PM
8	Information about events, regulations, etc	7/29/2022 4:18 PM
9	Looking for information on large construction and infrastructure projects (like roadwork, new parks, etc.). Review building codes and research permit requirements and prices.	7/29/2022 4:02 PM
10	Updates on City business.	7/29/2022 3:58 PM
11	City records, old city council meetings and agendas	7/29/2022 2:28 PM
12	Current information	7/29/2022 12:53 PM
13	Information about events and city policy changes	7/29/2022 12:18 PM
14	Accessing the Goleta Library website.	7/29/2022 12:00 PM
15	Learn about major activities in Goleta	7/29/2022 11:42 AM
16	Info regarding projects in the Ellwood area and general information	7/29/2022 11:33 AM
17	City council, events, news, sustainability	7/29/2022 11:28 AM
18	Getting links to meetings, looking at development application requirements. I work in PER as a planner.	7/25/2022 10:31 AM
19	finding out about local events	7/21/2022 3:53 PM
20	What's happening in Goleta	7/21/2022 7:51 AM
21	To lookup Goleta Library holdings	7/20/2022 11:00 PM
22	Job openings, citizen portal for issues, announcements	7/20/2022 10:59 PM
23	contact phone numbers for departments.	7/20/2022 8:15 PM
24	Usually for Monarch Press. Maybe.	7/20/2022 6:14 PM
25	Report hazards on my street. Abandoned vehicles etc.	7/20/2022 6:04 PM
26	Water conservation tips, community events, pickleball	7/20/2022 5:36 PM
27	Information about public meetings, accessing documents for public meetings and public hearings in order to provide input. How to log on to public meetings in order to provide virtual 3 minute comments. Learn salaries of City employees (by title not name). Where and how to provide input at public meetings is crucial and right now it appears the City of Goleta is NOT in compliance with public hearing guidance. Right now there are 3 separate pages of information and NONE inform HOW to provide public input either in person or virtually. Moreover, meeting	7/20/2022 5:11 PM

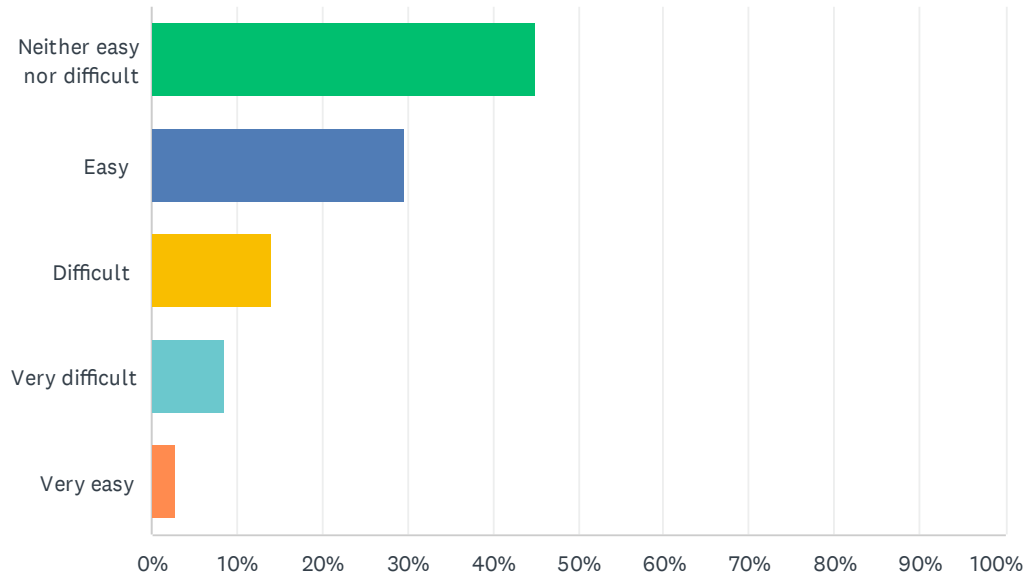
materials in order to provide public input as part of public hearing law are NOT accessible on the website NOR does the site indicate how to obtain paper copies of the materials prior to the public hearings. Informing the public about a public meeting is not sufficient. Agencies MUST also provide all materials pending a vote, how, where, and when to provide public input either virtually or in person. Provide an address and room number is not sufficient. Providing a link to livestream is not sufficient. Information for persons with disabilities or home languages other than English should also be provided. City departments and resources with contact names phone numbers and emails are hard to locate. We don't need an employee name search, we need a department search and a brief description of where to find what. PERMITS should be front and center on the home page PUBLIC MEETINGS should be front and center on the home page CITY DEPARTMENTS front and center on the home page MAYOR / CITY COUNCIL front and center on the home page Look to City of Santa Monica, City of Torrance, and City of Manhattan Beach website.

28	Report homeless issues, abandoned cars, stray dogs.	7/20/2022 4:56 PM
29	City Assist	7/20/2022 4:46 PM
30	To get information.	7/20/2022 4:27 PM
31	Various	7/20/2022 4:01 PM
32	Requests for service; general news and status checks	7/20/2022 3:45 PM
33	Information	7/20/2022 3:21 PM
34	Events	7/20/2022 3:13 PM
35	city information	7/20/2022 3:03 PM
36	To keep in touch with what is going on in Goleta.	7/20/2022 2:57 PM
37	Following up on emails I receive.	7/20/2022 2:53 PM
38	City Meetings, Permits, Report problems	7/20/2022 2:48 PM
39	To be informed about city events, meetings, resources and chsngr.	7/18/2022 6:12 PM
40	To see how Goleta's various municipal projects are proceeding	7/18/2022 9:39 AM
41	Find information.	7/17/2022 9:19 AM
42	city facility or street repair needed; building permitting rules;	7/14/2022 5:11 PM
43	Events calendar and to find contacts for city services.	7/14/2022 2:55 PM
44	location of offices	7/13/2022 6:00 PM
45	As a League of Women Voters representative I monitor the meetings of the Planning Commission and the City Council.	7/13/2022 10:20 AM
46	Info on parks, events, or city services like water/trash	7/12/2022 11:42 PM
47	info of meetings, calendar	7/12/2022 9:59 PM
48	To know what is happening.	7/12/2022 7:56 PM
49	for information on specific subjects	7/12/2022 6:46 PM
50	Usually because something has gone wrong. I am glad you do have a website and think to update it. I think the last items that got my attention were streetlights, airport expansion and train station environment. I would not have known about the Jonny Wallis playground were it not for your news bulletins. I have taken my grandkids there twice and I am glad to know that it exists. Fortunately, I don't need to often check on the laws and rules but I do appreciate having everything posted and easily found.	7/12/2022 4:13 PM
51	Meeting agendas, recordings	7/12/2022 3:49 PM
52	I'd like to be heard regarding amenities for seniors in Goleta. How about something like S.B.'s Legal Aid, which is so incredibly busy and now restricting its availability to Rentors. Couldnt the town help some of us with legal issues....giving advice, for example.	7/12/2022 3:12 PM

53	1. Find project documents (staff reports, etc.) 2. Listen to City Council Meetings	7/12/2022 3:08 PM
54	to keep abreast of the goings on in goleta	7/12/2022 3:01 PM
55	(1) To get information about City Council and Board Meetings; (2) To get information about Parks and Open Spaces (3) To get contact information	7/12/2022 2:56 PM
56	Council agendas, follow-up on information in e-newsletter, sometimes Planning Commission items,	7/12/2022 2:55 PM
57	Read Monarch Press	7/12/2022 2:53 PM
58	Reading Agendas and staff reports Checking out the Calendar Watching video recordings of meetings	7/12/2022 2:38 PM
59	agendas, support police/fire, need better roads and streets, fix potholes, more open space, cleaner beaches	7/12/2022 2:32 PM
60	Finding out who to call to answer questions about things like excessive noise, having trash removed from sidewalks, etc.	7/12/2022 2:29 PM
61	Planning Dept. Building Dept. Public Works coordination, project review and approval	7/12/2022 2:27 PM
62	Community events, library info	7/12/2022 2:27 PM

Q6 Generally, how easy is it for you to find what you are looking for on the website?

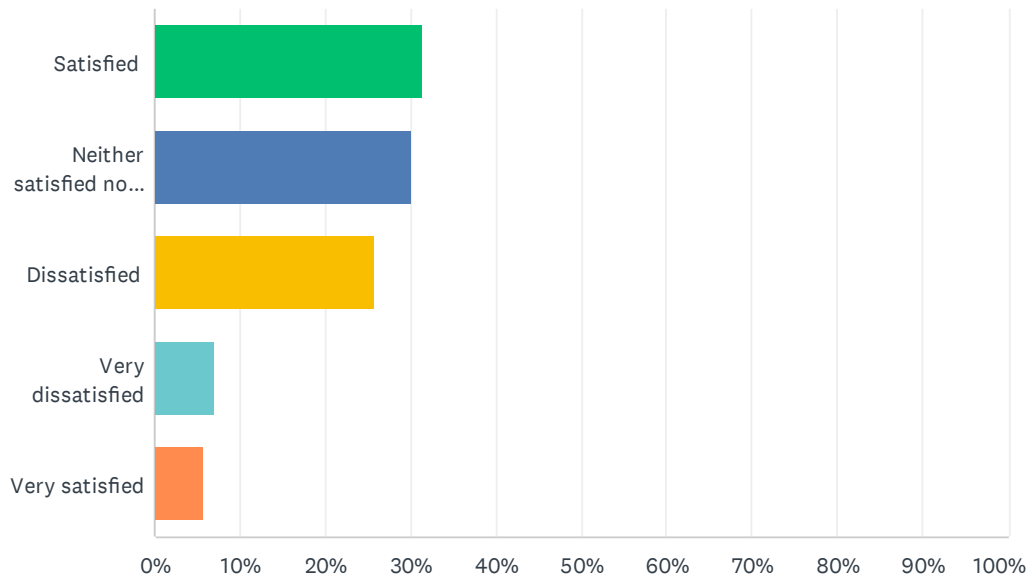
Answered: 71 Skipped: 0



ANSWER CHOICES	RESPONSES	
Neither easy nor difficult	45.07%	32
Easy	29.58%	21
Difficult	14.08%	10
Very difficult	8.45%	6
Very easy	2.82%	2
TOTAL		71

Q7 How do you feel about the organization of information?

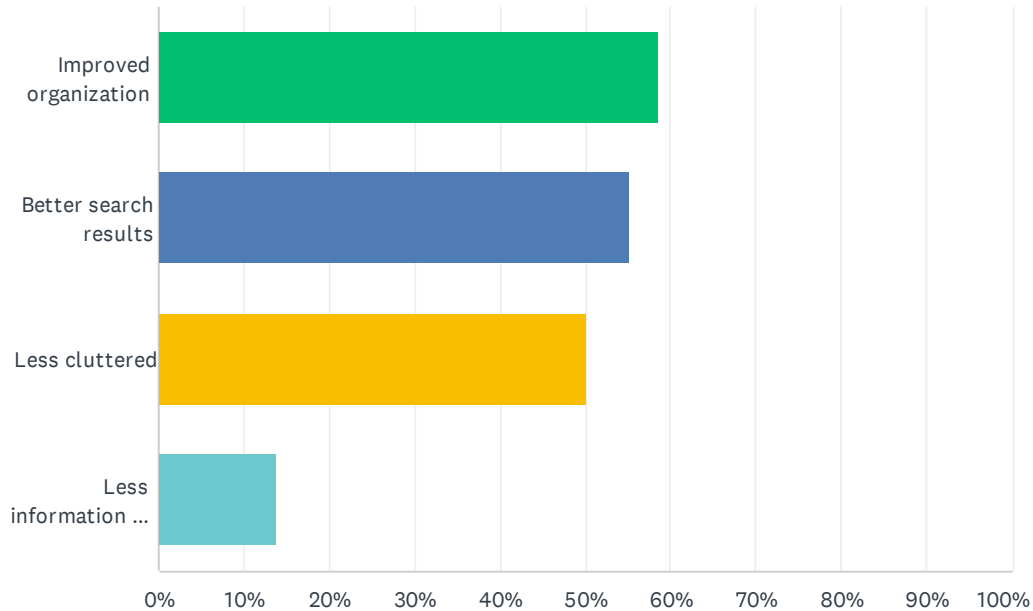
Answered: 70 Skipped: 1



ANSWER CHOICES	RESPONSES	
Satisfied	31.43%	22
Neither satisfied nor dissatisfied	30.00%	21
Dissatisfied	25.71%	18
Very dissatisfied	7.14%	5
Very satisfied	5.71%	4
TOTAL		70

Q8 How can we improve the navigation on the website (select all that apply)?

Answered: 58 Skipped: 13



ANSWER CHOICES	RESPONSES	
Improved organization	58.62%	34
Better search results	55.17%	32
Less cluttered	50.00%	29
Less information on drop down menu	13.79%	8
Total Respondents: 58		

#	OTHER (PLEASE SPECIFY)	DATE
1	front page confusion	7/31/2022 10:35 PM
2	Link for Library web site triggers simultaneous display of two (2) popups, one atop the other, both unnecessary	7/20/2022 11:00 PM
3	email addresses for employees, all departments, divisions listed with appropriate #'s and responsibilities	7/20/2022 10:59 PM
4	I thought it was pretty good	7/20/2022 8:47 PM
5	all of the above	7/20/2022 8:15 PM
6	Less flash & dash, more content. Make it useful-- not cute.	7/20/2022 6:14 PM
7	Look to: https://www.torranceca.gov/ and https://www.santamonica.gov/	7/20/2022 5:11 PM
8	Not outdated info	7/20/2022 3:13 PM
9	Sometimes info a bit repetitive. Some articles too long	7/20/2022 2:57 PM

10	Having to navigate unnecessary items	7/20/2022 2:53 PM
11	happy with it now	7/18/2022 9:39 AM
12	more information on a page to avoid jumping pages; examples of processes; transcript of city council and other board meetings.	7/14/2022 5:11 PM
13	Often when I seek to go to various departments or to seek for information using the search button I am not directed. I often cannot locate the information directly and the link for the Planning Department or ongoing developments is not easily accessed.	7/13/2022 10:20 AM
14	I didn't see a problem.	7/12/2022 4:13 PM
15	None. I've always found what I needed.	7/12/2022 3:50 PM
16	When you go to agendas for meetings it defaults to city council, you have to click around to find planning commission or other types of meetings. It's not as user friendly as it could be to navigate.	7/12/2022 3:49 PM
17	Get rid of it. Use hard copy or telephone help in its place. It may be useful to 12 year olds, but not to seniors.	7/12/2022 3:12 PM
18	It's really hard to find stuff.	7/12/2022 3:08 PM
19	Better Content for Parks, Open Spaces and Recreation	7/12/2022 2:56 PM
20	The search function must be improved; I don't want something unexpected to pop up just because my cursor rolled over it. Also, many staff reports show diagrams and charts that are still too small to read, even on my desktop and even when I expand them.	7/12/2022 2:38 PM
21	drop down menus dissapear if you have to scroll down	7/12/2022 2:27 PM

Q9 What do you like most about the city's website?

Answered: 41 Skipped: 30

#	RESPONSES	DATE
1	I do like that you promote and share your family events (this response was from a Spanish survey)	8/11/2022 12:01 PM
2	looks good, but	7/31/2022 10:35 PM
3	The city's website contains a wealth of information. Unfortunately, except for the "path" to meeting agendas, which I have pretty much memorized, it is most times difficult reach specific information on a topic. Even though I am very comfortable doing research online and have been using computers for nearly 30 years, I find it difficult to enter search terms that will give me information on specific topics.	7/30/2022 3:06 PM
4	I can't think of anything I like *most*, but I do like the website in general.	7/29/2022 4:02 PM
5	The information is easy to find	7/29/2022 3:58 PM
6	Current	7/29/2022 12:53 PM
7	Availibility of information	7/29/2022 12:18 PM
8	Color scheme	7/29/2022 12:00 PM
9	Easy to navigate	7/29/2022 11:42 AM
10	That I can find most of the info I want about Goleta	7/29/2022 11:33 AM
11	the events calendar is helpful	7/21/2022 3:53 PM
12	having it at all.	7/20/2022 11:00 PM
13	nothing right now	7/20/2022 10:59 PM
14	It seems comprehensive.	7/20/2022 8:47 PM
15	the presentation on the revised website was fantastic. Great job.	7/20/2022 8:15 PM
16	The ability to change the tiny font to a more readable size. However, the BUTTON TO DO THAT needs to be bigger-- it's hard to find.	7/20/2022 6:14 PM
17	That you have one with so much info!!!	7/20/2022 5:36 PM
18	That we have one and that Goleta is trying. However for the ludicrous salaries city leaders are earning we expect more. There are only 33, 000 residents here get it together.	7/20/2022 5:11 PM
19	Being able to put in requests	7/20/2022 4:46 PM
20	I think it's easy to figure out where to find information.	7/20/2022 4:27 PM
21	Easy to use	7/20/2022 3:45 PM
22	Generally describes important things going on in the city. Reminds of important deadlines if necessary.	7/20/2022 3:07 PM
23	simplicity and ease of access	7/20/2022 3:03 PM
24	Lots of info.	7/20/2022 2:57 PM
25	I like the visuals and the color	7/20/2022 2:53 PM
26	Organized	7/20/2022 2:49 PM
27	The way it is organized by the date and/or events	7/18/2022 6:12 PM
28	Feeling informed about my community	7/18/2022 9:39 AM

29	I finally found how to access everything. The new version is harder to use.	7/17/2022 9:19 AM
30	seems organized	7/14/2022 5:11 PM
31	I can find the directory easily.	7/13/2022 10:20 AM
32	That it is there.	7/12/2022 4:13 PM
33	That it's there.	7/12/2022 3:50 PM
34	That the information is typically there (eventually after searching for it). The City Assist function works well.	7/12/2022 3:08 PM
35	easy to understand displays	7/12/2022 3:01 PM
36	Ability to Contact City Council Members and Mayor Ability to get Agendas and supporting information	7/12/2022 2:56 PM
37	eventually you can find what you are looking for - the documents/information actually exist. Unlike some other local government websites :)	7/12/2022 2:55 PM
38	Lots of info, nice color scheme	7/12/2022 2:53 PM
39	If I can find the calendar, it is helpful.	7/12/2022 2:38 PM
40	easy access to frequently-needed information	7/12/2022 2:35 PM
41	support youth sports and community events	7/12/2022 2:32 PM

Q10 Are there any additional features or services you would like us to add to the city's website?

Answered: 36 Skipped: 35

#	RESPONSES	DATE
1	No, thank you for your time (this response was from a Spanish survey)	8/11/2022 12:01 PM
2	could not tell that one could click on edge of home page slides to see them--need an indicator - need to indicate that boxes below menu tabs are just some shortcuts, not menus - confused me.	7/31/2022 10:35 PM
3	In terms of user interface, I would recommend modeling the front page of the City of Goleta website to be similar to the City of San Jose website (https://www.sanjoseca.gov/). A few elements I like in their front page is that the color scheme chosen is easy on the eyes and easy for skimming text. There is visual hierarchy as you scroll from top to bottom -- you first see most frequent topics for site visitors, then a search bar, before updates that are dynamically pulled from the city's social media. Most site visitors likely don't know how the city departments are organized, so the search bar is more immediately helpful than sifting through all the hidden drop down menus. The social media presence on the page creates a sense of dynamism and community, that there are exciting things going on in the city based on the pictures of events and announcements.	7/31/2022 8:54 AM
4	There are enough "features" on the city's website already. It desperately needs less clutter. Otherwise it's off-putting.	7/30/2022 3:06 PM
5	Before moving to Goleta, I designed websites and CRT-based systems. The one things I learned was that no matter how well you planned, you always overlooked things. So my one rule of thumb became "Always plan on change, since you will never get it right the first (or last) time around." This translates into lots of extra links, some of which may not be used immediately, but which will help create access to different info later on. In short, build a lot of flexibility into your website's structure, so that you can easily add to it later. Some say that this will be more expensive, but my experience has been that it is even more expensive to add branches to the tree that you hadn't originally planned upon. Good luck with your efforts. - Jim Baxter, potterjimb@aol.com	7/29/2022 4:18 PM
6	Not really, I find it pretty well designed already. Kudos!	7/29/2022 4:02 PM
7	No	7/29/2022 3:58 PM
8	Simplify the aesthetic of it. Condense areas where appropriate.	7/29/2022 2:28 PM
9	Events list	7/29/2022 12:18 PM
10	No	7/29/2022 11:42 AM
11	do not make the citizen portal a mandatory name/# in order for someone to file a complaint or request. Fix the system so we get a reply not just case closed!	7/20/2022 10:59 PM
12	Maybe links to hiking sites?	7/20/2022 8:47 PM
13	Report a hazard button. At some point before the website goes live do a really thorough and exhaustive "do we really this" review. Simpler is always better. Some items are more useful and timely on your other platforms : e-blasts, twitter, etc. Just like when packing a suitcase for a trip -- review all the items and eliminate all those items that are not essential. You are doing a great job of communicating to the public. The P.I.O. office is impressive. Five Gold Stars!!	7/20/2022 8:15 PM
14	I did not notice any choice for a Spanish version of the site. . . surely there should be one!	7/20/2022 6:14 PM
15	Volunteer events	7/20/2022 5:36 PM
16	It does not work well with iPhones when doing locations, scrolling in City Assist. This needs improvement when inputting a ticket.	7/20/2022 4:46 PM

17	Can't think of any.	7/20/2022 4:27 PM
18	You need to add the ability to upload pictures with reports and service requests. I see that inability to be a significant problem - 1 picture is worth a thousand words.	7/20/2022 3:45 PM
19	No	7/20/2022 3:07 PM
20	needs to be easier on the eyes, white background with light blue font and a random light blue square in the background makes it hard to see. The contrast of the website colors need to be rethought.	7/20/2022 3:03 PM
21	A very basic monthly calendar. Like reminders but to see overall calendar beginning and mid month would be nice. Otherwise you do a GREAT job!!	7/20/2022 2:57 PM
22	More Real Time information regarding incidents involving law enforcement, fires, traffic and other incidents effecting safety. Additionally, an ability to receive answers to inquiries about incidents.	7/20/2022 2:53 PM
23	You tend to be better at anticipating my needs then I am. I appreciate how connected you encourage the community to be.	7/18/2022 9:39 AM
24	Just have the search actually give you what you requested.	7/17/2022 9:19 AM
25	Permit application system pop up window does not allow going forward without filling previous step. I would like to see where I am going before filling out blanks; transparency of what I am getting into. Can all the steps be shown on one page instead of jumping to next and then back and can a properly filled out document be shown as an example?	7/14/2022 5:11 PM
26	Yes, please make it easy for me to find out the status of ongoing residential developments. Make it easier to access staff reports and resident comments.	7/13/2022 10:20 AM
27	More updates/status on projects like parks being updated, the splash pad, the bike path etc.	7/12/2022 11:42 PM
28	No. Thanks for having and updating the website.	7/12/2022 4:13 PM
29	Nope.	7/12/2022 3:50 PM
30	I use city assist sometimes but it's painfully slow to use. I wish that was improved, people might use it more.	7/12/2022 3:49 PM
31	I can be reached at 805-696-6869. Nancy Freeman	7/12/2022 3:12 PM
32	The website could use a portal for people wanting to visit Goleta. It's probably there somewhere, but finding it is not so easy.	7/12/2022 3:08 PM
33	There really needs to be more helpful information about City Parks, Open Spaces and Recreation Activities. There should be specific, informative description about each and every park and open space area, and a map clearly showing where each one is. Recreation opportunities need to be more clearly stated, too.	7/12/2022 2:56 PM
34	you index/search function could be better - for example if I want to find all the former documents related to a council agenda item, I have to go back to prior hearing dates, I can't just ask for all items related to a parcel, project or topic	7/12/2022 2:55 PM
35	Yes, an easier way to find staff and council emails that I can put in my contact list. Often I can email them only from the website. And the city directory of council members, committee members and staff should be searchable by name or title in a City Directory.	7/12/2022 2:38 PM
36	crime prevention, more security, more police, too many homeless and homeless camps	7/12/2022 2:32 PM

ATTACHMENT 3:

Email from Community Member George Relles with Observations and Suggestions on the Website Refresh

Observations and Suggestions Regarding Revised Goleta Website

Observations

Generally, the revised website looks good from both a feature/function standpoint and also "cosmetically."

I agree with observations by members of PEC that you should have a mix of pictures that include not only environment and landscapes but also scenes that include residential neighborhoods, iconic areas such as Stow House and the Community Center, shopping/commercial areas, and recreational areas.

Here are some more specific suggestions and concerns that I'm listing these in my estimated order of importance:

Suggestions

1. Website "Conventions: I think some of the navigational "conventions" depend on a more modern view of websites than many are aware of. I will mention three examples but there may be more.

- Many but not all people know that to go home, you just click on an icon like the Goleta butterfly logo. But many do not know this. It would be better to have a HOME tab on every page.
- Similarly, many people understand that hovering over a tab will result in displaying a drop down menu. But many don't so will be surprised when accidentally hovering will cause the screen to change. It would be better to require someone to click a tab or heading in order to invoke the drop down to open.
- From what I observed, some critical tabs are located at the bottom, like contact. Yes, many people know to keep scrolling down until they get to navigational items and other information. This is especially true of people who access sites via a smart phone. Many others use a desktop device, and many stop looking when a page is filled on their device. We should not put important navigational or topic items at the end of what is essentially a 3 page scroll.

2. Staff Directory/Contact: Generally, we want our website to be a two way street, not just for Goleta to send out information but also for residents to send information and inquiries to the city, right? So like so

many sites, we need a CONTACT tab at the top, not at the bottom that we can find only if we scroll down.

- There should be a city directory that can be displayed by department and names within each department.
- But in addition, we need a robust, flexible search function: We need a way to easily look up someone by their name, title or department. Often I don't know some piece of information like what department a person is in or their title.
- Email information displayed: And in all instances, we need at least their city email to display. (I understand why you may not want to display the person's direct line phone number.) Currently the person's name is highlighted and if I click on the name I can send him/her an email through Goleta's website. Instead, once I find Peter Imhof, Goleta Planning & Environmental Review Director, I should be able to also find his city email address.

Sending an email to someone only through Goleta's website as we do now is insufficient for two reasons. First I won't have a record in my "sent mail" that I sent him an email and its contents. Second, I have no way of simultaneously sending a single email to him and several other Goleta staff and/or council or committee members.

3. Emergency Numbers: We should have an EMERGENCIES tab so people can quickly report a fire, downed tree and/or power line, a flooding creek, something the city is involved in directly or needs to go to fire or police services. Such emergencies result in high stress conditions and when time is of the essence. We want to make it as easy as possible for people to quickly find how to report the matter.

4. Font size and color:

- Font size should be on the large size. I saw that the default is small and there is a place to make it bigger. Why not make the default be large, and have a way to make it smaller? I was watching the demo on my 24" monitor. Your demo took up 15" diagonal on my monitor, much larger than would be shown on a smart phone or tablet. I still found the font way too tiny to read, so I wonder what it would have been like on my smart phone.

- Lettering color be in a decent contrast and usually black on white. We don't want "artful variation" of gray or pastel letters, nor do we want colored backgrounds for lettering.

5. Test on other devices: On the whole, it would be useful to view a demonstration on a smart phone and on a tablet. I am concerned that what works on a desktop such as in the demo may not work as well on a smaller screen.

6. Goleta Map: I couldn't tell if you have a plan for PEC's suggestion of a map of Goleta showing at least major streets and boundaries of the four districts, which I think is a good idea.

7. Calendar: The current Calendar actually works pretty well, with major meetings showing up for each month. I like the enhancement of having a listing on the side, but let's keep major headings on the calendar itself too.

[End]