

SUPPLEMENTAL REPORTS & COMMUNICATIONS II
Office of the City Clerk

City Council of the City of Napa
Regular Meeting

January 16, 2018

FOR THE CITY COUNCIL OF THE CITY OF NAPA:

AFTERNOON SESSION:

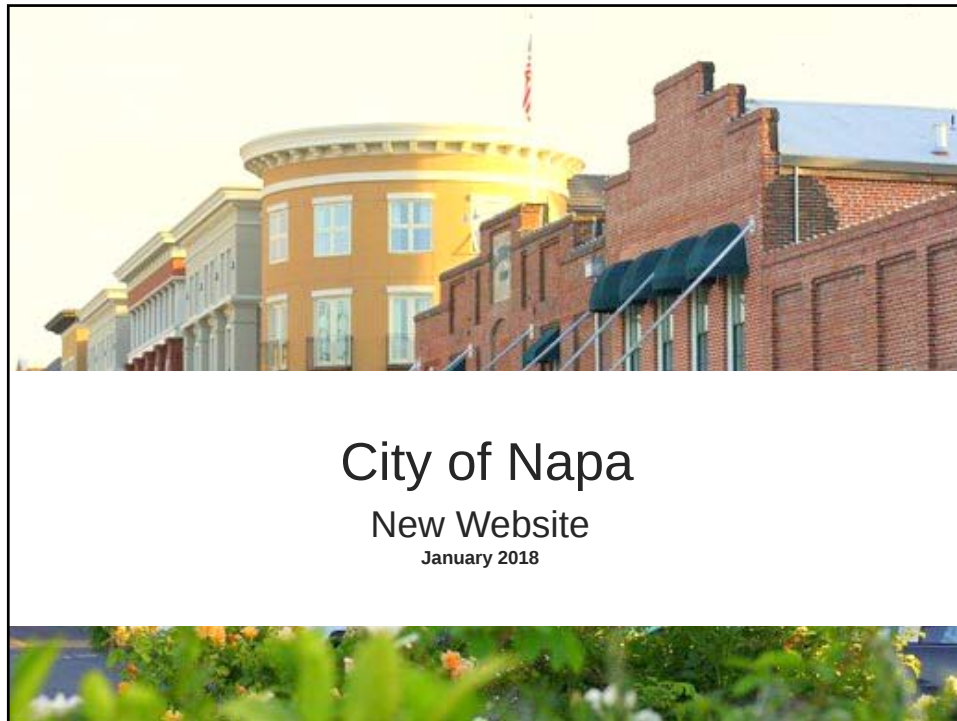
3. SPECIAL PRESENTATIONS:

Item 3.A. New City of Napa Website.

- PowerPoint presentation by city staff.

City of Napa Citizens Academy

**City Council Meeting
1/16/18
Supplemental II - 3.A.
From: City Staff**



Where We Were



**Mike Parness, City Manager
Spring 2016**

City of Napa Citizens Academy

The Process



- The City of Napa has been using an open-source content management system for the external website as well as the intranet for nearly 10 years.
- After reviewing proposals and participating in live demos, a joint decision was made that CivicPlus, a firm with over 20 years of experience developing and designing civic websites, offered the best solution. A generous cost savings was offered for both the implementation and ongoing maintenance costs if the City and County both entered into contract at the same time. Leveraging these economies of scale will also allow us to share regular onsite trainings.

This new solution offers:

- custom website design
- a dedicated project manager and designer
- support through the entire implementation process and beyond
- 24/7 telephone and online support
- hosting and automated software updates/backups, including infrastructure security, antivirus, and firewall support
- modules for CRM, online forms, e-newsletters and other notifications and calendars
- Mobile app and fully responsive design (can be viewed on any mobile device)

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Highlights

A few highlights:

- **Site Search Tool:** this search tool functions similarly to major search engines found on the internet, so users can easily find items they need quickly
- **Mega Menus:** easy-to-navigate drop downs at the top of the page have replaced the dreaded "Quick Links" list
- **Alert Center:** this tool allows us to display alerts directly on our homepage, so users can easily see important emergency information (you won't see it now, but it will be activated should we have emergent information to share)
- **Calendar Tool:** view various City calendars, from City holidays to department specific calendars
- **City Highlights:** current news and events will be displayed right on the homepage, in a photo carousel (instead of a long list of new and old stories and information!)
- **FAQs:** departments can create department-specific FAQ lists that can be displayed on their specific pages
- **Form Center:** we now have the ability to create online forms so users can submit information electronically, in a format we create ourselves
- **Staff Directory:** this module is the ONE place to update City contact information, rather than having to update multiple pages with the same information

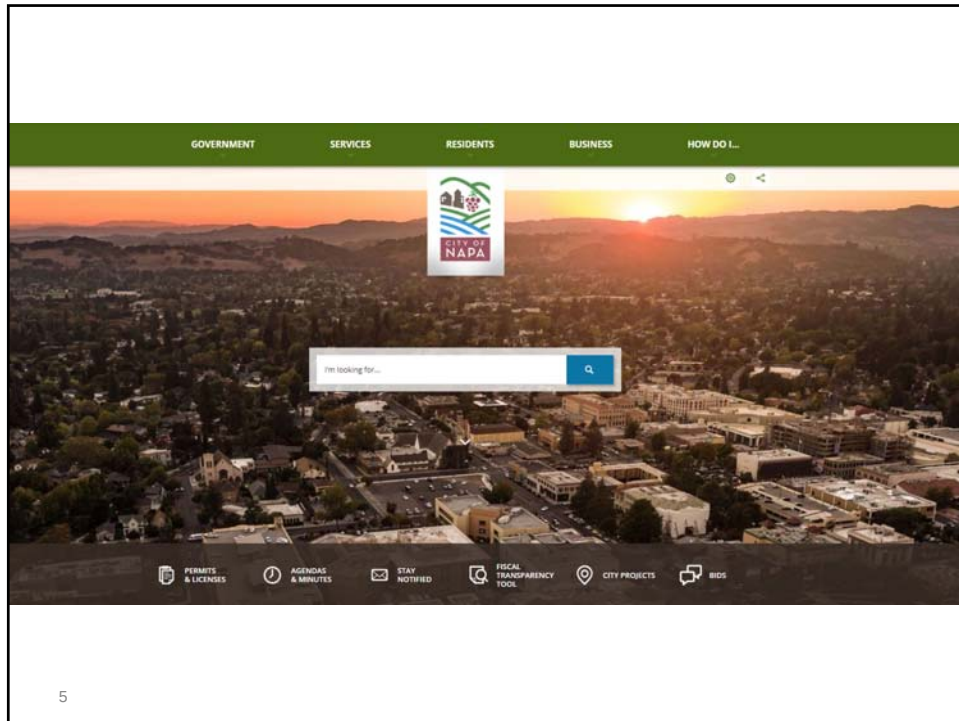
In the next phase:

- **Customer Request Tracker:** later this year, this module will replace our current CRM system
- **Notify Me:** users will be able to "subscribe" to updates on various topics of our choosing
- **NEW Intranet:** later this year, we will migrate the current iCON intranet over to a password-protected intranet site within the new website
- **NEW Napa NewsWeekly e-newsletter:** the e-newsletter will soon be distributed through the website platform

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Mike Parness, City Manager
Spring 2016

City of Napa Citizens Academy



Thank you.



Questions?

Mike Parness, City Manager
Spring 2016