



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
June 21, 2022

TOPIC: New City Website

AGENDA TITLE:

Agreement with ProudCity Inc. for City Website Services for a Three-Year Term in an Amount Not to Exceed \$131,481 (Non-General Fund)

RECOMMENDED ACTION

Authorize the City Manager to execute an agreement with ProudCity Inc. for City website services for a three-year term beginning July 1, 2022 and ending June 30, 2025 in an amount not to exceed \$131,481, subject to non-substantive changes approved by the City Manager and City Attorney.

DISCUSSION

In December 2021, the City Manager's Office launched a cross-departmental project to build a new City website using the ProudCity platform. ProudCity provides digital government solutions, like websites, online forms, payments, meetings and more, to cities of all sizes. ProudCity is powered by WordPress, an open source content management system that is not developer-intensive. This means that the City can easily customize, edit, and update content on the website. The new City website improves access to services and information to the Santa Ana community, as well as empowers those internally who manage our digital services.

To build the new City website, the City Manager's Office led a cross-departmental website team. The website team co-created the following Guiding Principles for the project:

1. It's easy to find information and services.
2. Information is easy to understand.
3. Everyone has equal access to information and functionality.
4. Information and services are available in other languages.
5. Information is presented in a way that is agnostic to department and divisions.
6. Departments can easily update and change their content on their own, without IT.

The website team met for 12 weeks, meeting twice a week and finding time outside of the twice-a-week meetings to work on the new website. A beta version of the new website

was launched in March 2022. The beta website provided City staff and the public an opportunity to give input; the website team incorporate their feedback and ideas to iterate on the website.

The new website was launched in April 2022. The new website incorporates the following elements:

- Provide on-going training and empowerment on new website tools for staff to design services in real time.
- Re-organize content from a traditional, complex government structure to one that is user-focused and department-agnostic.
- Prioritize plain language to ensure users can understand content and get the services they need.
- Go beyond ADA compliance to make sure the website works for everyone.
- Execute consistent content formatting and governance to make the website navigable.
- Implement predictive search to help users quickly find the information they are looking for.
- Provide a mobile responsive design to meet the needs of all website users, regardless of the type of device used to access the website.
- Interactive “Get Answers” section, an intuitive take on the traditional “FAQ” approach and an efficient way for users to quickly find the information they need.
- Website encryption to keep the website safe and secure.

The website is not a project with a finite beginning and end. Rather, it is a digital communications tool that staff will engage in cross-departmentally under the principle of continuous improvement. This means that staff will continue to seek feedback and iterate, as well as add, improve, and update content on an on-going basis.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with this action.

FISCAL IMPACT

Funds are budgeted and available for expenditure in Fiscal Year 2022-23, and will be budgeted Fiscal Years 2023-24 and 2024-25, as follows:

Fiscal Year	Accounting Unit – Account Number	Fund Description	Accounting Unit – Account Description	Amount
2022-23	10920141-62305	Information Technology Fund	Software Licenses & Subscriptions	\$43,827
2023-24	10920141-62305	Information Technology Fund	Software Licenses & Subscriptions	\$43,827
2024-25	10920141-62305	Information Technology Fund	Software Licenses & Subscriptions	\$43,827

TOTAL: \$131,481

EXHIBIT(S)

1. Agreement

Submitted By: Kristine Ridge, City Manager

Approved By: Kristine Ridge, City Manager