



# Update on New City Website Planning & Process

**Presented by:**  
Communications Division

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# SUMMARY

With the City's agreement in place with Civic Plus for web services staff have moved forward in preparing and scheduling the implementation of a community outreach plan.

The plan has been designed to receive feedback from the public on the design, function and features of the new City website.

# BACKGROUND DISCUSSION

## Work on the New City Website Underway

- Staff have kicked off project and are in fact finding and brand sharing phase with CivicPlus.

## The Project Will...

- Modernize the City's main digital presence.
- Enhance access to services.
- Foster greater civic engagement with completely new website.

# FEDERAL COMPLIANCE

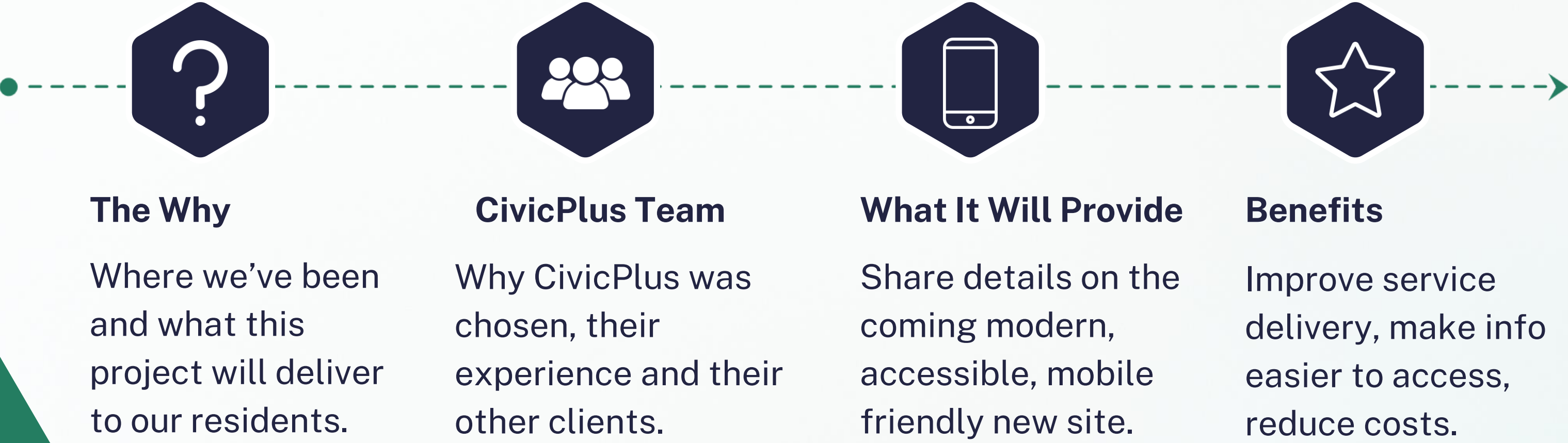
## DOJ Civil Rights Division Requirements



- Web Content Accessibility Guidelines (WCAG) Version 2.1, Level AA is the technical standard for state and local governments' web content and mobile apps.
- The City must achieve full compliance by April 24, 2026, and remain compliant.

# KEY MESSAGING

We want to inform the community that the process of a new City website is underway and that we are seeking their feedback. Through City channels, we'll explain the process.





# CITY COUNCIL STRATEGIC PRIORITIES & GOALS

## Project Ties Directly to “Governance”

Per Council’s Strategic Priorities & Goals: *Foster an organization that has the tools, skills and passion to provide a government that is responsive, principled, and aligned with the community’s needs and values.*



# OBJECTIVES TIED TO PROJECT



## Growth and Infrastructure

Improve internal processes.



## Quality of Life

Community Calendar and Newcomer Program.



## Governance

New website, customer service module and more.





# PROJECT GOALS

- Replacement of City Website
- Technology Upgrade
- User Experience
- Content Management
- Workflow Automation
- Information Architecture
- Program Compatibility
- Constituent Relationship Management
- Visual Identity
- Accessibility and Compliance
- Multilingual Access
- Data Security
- Content Migration
- Public Records Act Request Management
- Social Media Management





# PROJECT COMPONENTS

- **New Website**
- **SeeClickFix (VisaliaWorks)**  
Solution that empowers residents to report issues, identify repair needs, and ask questions.
- **Social Media Archiving AKA Archive Social**  
Social media archiving solution.
- **NextRequest**  
All-in-one public records request portal.
- **AudioEye**  
Digital accessibility tool, focuses on web accessibility compliance

# OUTREACH ELEMENTS



## **Survey**

Digital survey in English and Spanish, hard copy surveys available.



## **Comment Period**

Comments can be submitted via email and social media.



## **Listening Sessions**

Two community outreach meetings for in-person feedback and questions.





# COMMUNITY OUTREACH TIMELINE



*Comments will be accepted throughout the Outreach timeline.*



# RESULTS

- **Compiled and shared with the Project Team**

All survey results and comments will be compiled by City staff and shared with the Website Redesign Project Team and CivicPlus.

- **Organized by overall goals**

All survey results and comments will be organized and linked to one or more of the overall goals of the project.

- **Valuable Input for Project process**

The feedback will be valuable insight as components, specific features and overall design decisions are made.





**VISALIA**

# QUESTIONS

***Find the survey, listening session  
info and more details online at  
[www.visalia.gov/NewWebsite](http://www.visalia.gov/NewWebsite).***

