



Outreach Plan for New City Website Feedback

Citizen Advisory Committee Handout – 8.12.25

Overview

Communication Objectives

1. Announce the City's plan to undergo a website redesign
2. Reach Visalia residents and ensure they are aware we are seeking feedback and will ultimately be launching a new City website in early 2026
3. Gather actionable feedback that can be folded into the planning of the new City website to improve usability, accessibility, and content clarity.

The goal of this outreach is to inform the community that the planning of a new City website is underway and that we are seeking their feedback through a survey and two community meetings.

Survey

- The survey will be hosted on Microsoft Forms and have a soft launch of Tuesday, September 2
 - o This ensures that the survey is open and available to anyone attending or watching the City Council meeting when the Council receives their presentation during Work Session
 - o Formal announcement of survey will be posted on the City website and social media on Wednesday, September 3, 2025
- Survey will run from Tuesday, September 2 through Tuesday, September 16, 2025
- **Draft Survey Questions:**
 - o 1. What best describes you? Please select all that apply:
 - I am a resident of Visalia
 - I work in Visalia
 - I am visiting or plan to visit Visalia
 - I am re-locating to Visalia
 - I utilize City services (permits, licensing, etc)
 - I am a Parks & Recreation program/event participant
 - I am a Visalia business owner or potential business owner
 - Other (please describe)
 - o 2. How often do you visit the City of Visalia website?
 - Daily
 - Weekly
 - Monthly
 - A few times a year
 - I have never visited the City of Visalia website



- 3. Which of the following devices do you use to access websites? (Please check all that apply)
 - Computer laptop
 - Tablet
 - Smartphone
 - Computer desktop
 - Other (please describe)
- 4. How do you feel about your ability to navigate the current City of Visalia website?
 - Very difficult
 - Difficult
 - Neither easy nor difficult
 - Easy
 - Very easy
 - I have never used the City of Visalia website
- 5. What do you typically use the City of Visalia website for? (Please check all that apply)
 - Paying my utility bill
 - Finding contact information
 - Applying for permits or licenses
 - Reading City Council meeting agendas or viewing meetings
 - Accessing public records
 - Checking event calendars or announcements
 - Reporting issues or concerns
 - I have never used the City of Visalia website
 - Other: _____
- 6. Is it easy to find the information you're looking for on the City of Visalia website?
 - Yes, always
 - Sometimes
 - Rarely
 - No, it's difficult
- 7. Which of these features would you like to see on the new City of Visalia website? Please select all that apply:
 - Easier search function
 - Online forms and applications
 - Mobile-friendly design
 - Notifications or email updates



- Online payment options
 - Accessibility features (e.g., screen reader support)
 - Language translation
 - Community calendar
 - Emergency alerts
 - Other (Please describe)
- 8. Which of the following features would you find most helpful on the City of Visalia website homepage? (Select up to 3)
- Pay a City bill
 - View City Council meeting agendas or minutes
 - Apply for a permit or license
 - Report an issue (graffiti, potholes, etc.)
 - Look at job openings
 - Find Parks & Recreation program or event info
 - Get latest City news
 - Find City Department contact information
 - Other (Please describe)
- 9. Are there any websites (local government or other) you regularly visit that you find especially useful, enjoyable, or well-designed?
- (Fill In)
- 10. Do you have any other comments, suggestions, or ideas for the new website?

Outreach

The communication channels and messaging will facilitate spreading the message of the survey and community meetings.

- Community Meetings
 - Tuesday, August 12 at 5:30 p.m. Citizens Advisory Committee
 - Will present to the CAC for their August meeting
 - Tuesday, September 2 from 4 p.m. City Council Meeting Work Session
 - Will present on website update, plan and survey
 - Thursday, September 4 from 6 – 7 p.m. Public Meeting
 - Will provide brief presentation followed by “Listening Session” to receive public feedback on what Visalians would like to see on new website
 - Held in the Council Chambers, with light refreshments, reserved with Purchasing
 - Wednesday, September 10 6 – 7 p.m. Public Meeting
 - Will provide brief presentation followed by “Listening Session” to receive public feedback on what Visalians would like to see on new website



VISALIA

Administrative Services Department
Communications Division

- Held in the Council Chambers, with light refreshments, reserved with Purchasing
- Other
 - City Website (Create page www.visalia.gov/NewWebsite to host survey link and additional information)
 - Press Release
 - Release to Media and Community Organizations
 - Information sent to all City of Visalia Committee & Commissions
 - City Live & Play Newsletter
 - Print Materials (fliers for lobby spaces and offices)
 - City Intranet news item
 - Survey link in the City Employee Newsletter (will check dates)
 - Social Media (Main City accounts and Department pages)