



City of San Leandro

Meeting Date: July 6, 2021

Presentation

File Number: 21-424

Agenda Section: PRESENTATIONS

Agenda Number: 4.B.

TO: City Council

FROM: Fran Robustelli
City Manager

BY: Debbie Pollart
Interim Assistant City Manager

FINANCE REVIEW: Not Applicable

TITLE: New City Website - Project Update



New City Website Development Update

CITY COUNCIL

JULY 6, 2021

Website Project Overview

Mission Statement

Timeline

Consultant

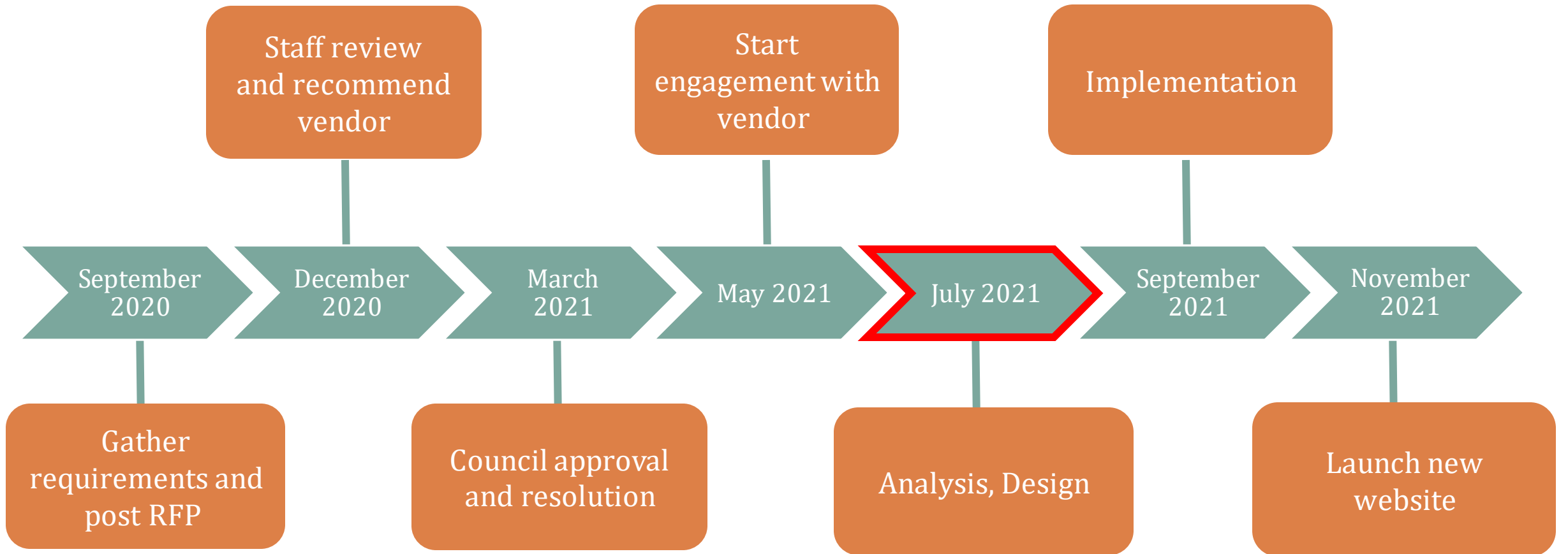
Community Survey

Current Status

Staff Mission Statement

The City of San Leandro's website will be a digital City Hall which will focus on digital services as well as critical and timely information about the City Council's public policymaking process. In addition to finding needed information, the public will be able to engage with City staff to submit requests and initiate processes. The City's website will be easy to navigate, user centered and accessible to all individuals served by the City of San Leandro.

Timeline



Consultant Partner



- Selected from 22 proposals
- Substantial experience working with local governments
- Extensive product features

Community Survey

<https://www.sanleandro.org/websitesurvey>



- Share how you currently connect with City staff and services
- Share feedback on current website
- Share thoughts on what you want to see on the new website

- Estimated time to complete survey: 6 minutes
- Survey open until: July 13th

Current Status

Layout
Proposal

Content
Organization

Color Theme
and Web
Graphic Image



Graphic Button

Graphic Button

Graphic Button

Graphic Button



- Apply For
- Pay For
- Request
- Register For

- Building Permit
- Encroachment Permit
- Animal License

Events							Meetings							
JUNE 2021														
S	M	T	W	T	F	S	June 1 Business Committee Meeting	June 22 East Bay Area Board						
30	1	2	3	4	5	June 4 Youth Advisory Committee Meeting	June 23 Arts Commission Meeting							
6	7	8	9	10	11	12	June 7 City Council Meeting	June 28 City Council Meeting						
13	14	15	16	17	18	19	June 16 City Council Meeting							
20	21	22	23	24	25	26								
27	28	29	30	1	2	3								



2021-22 San Leandro Arts Commission Arts and Culture Grants application is now open

The 2021-22 San Leandro Arts Commission Arts and Culture Grants application is now open to non-profit organizations and individual artists. Deadline: July 23, 2021



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Contact Info

Quick Links

Helpful Links

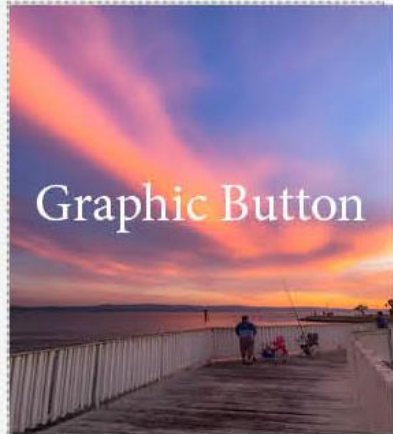


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Apply For
Pay For
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Building Permit
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JUNE 2021

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

June 1
Finance Committee Meeting

June 22
Rent Review Board

June 1
Youth Advisory Committee Meeting

June 23
Arts Commission Meeting

June 7
City Council Meeting

June 28
City Council Meeting

June 16
City Council Meeting



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Color Theme and Web Graphic Image

Paul Sanftner, City Manager's Office
Kevin Bostwick, Tripepi Smith



Graphic Elements Outreach Platforms

Social Media (Facebook, Twitter, LinkedIn)

Public Meetings

Nextdoor Polls

City Staff Website Team

Suggested Color Theme

San Leandro Mood Board

NOTE: this is not meant as a web design, this is intended to preview how the color palette will "feel" in actual practice.

Secondary orange used sparingly and to create emphasis

San Leandro
Brand Logo To Come

Light header background (or semi-transparent white photo overlay)

Primary red color used in pivotal elements (e.g. nav bar), used with restraint elsewhere.

Allow for power of photography.

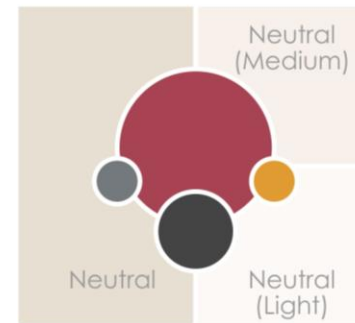
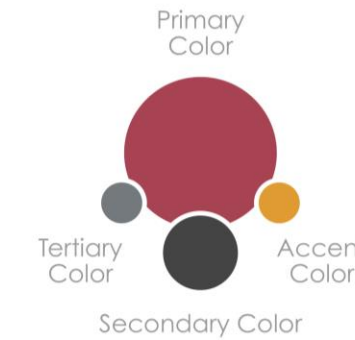
Secondary gray can be used for backgrounds that don't take up too much real estate.

Sample photo transparency

For large background areas, neutral colors are available.

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●	#A74354	Primary	Brick
●	#444545	Secondary	Slate
●	#73797E	Tertiary	Gray
●	#E29B33	Accent	Orange
●	#E8E0D4	Neutral	Linen
●	#F9F2EB	Neutral	Med Linen
●	#FDFAF7	Neutral	Light Linen

Tints of Brick	70% #C17B87	50% #D3A1A9	20% #EDD9DD
Tints of Slate	70% #73797E (same as accent gray)	50% #A2A2A2	20% #DADADA
Tints of Orange	70% #EB8970	50% #F0CD99	20% #F9EBD6

Suggested Web Graphic Image





Questions/Comments?

Request for Input: Public Information Survey
Link: sanleandro.org/websitesurvey

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