

Memorandum

Memorandum No: 23-154

Date: September 12, 2023

To: Honorable Mayor and City Council

From: Ryan Henderson, Interim City Manager



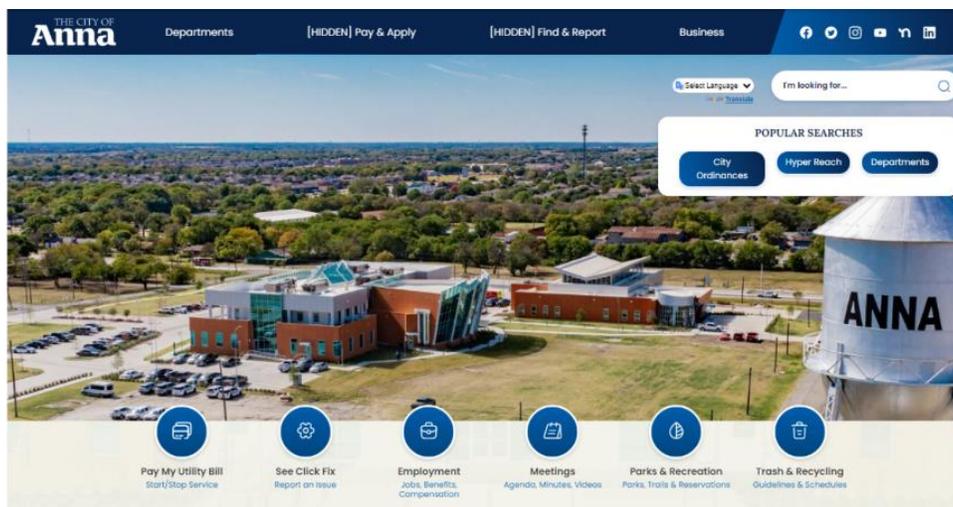
Re: Website Upgrades and Implementation of SeeClickFix

Staff is pleased to present a comprehensive summary of the recent website redesign, highlighting the impactful improvements implemented to enhance user experience, streamline information access, and align with our city's growth objectives.

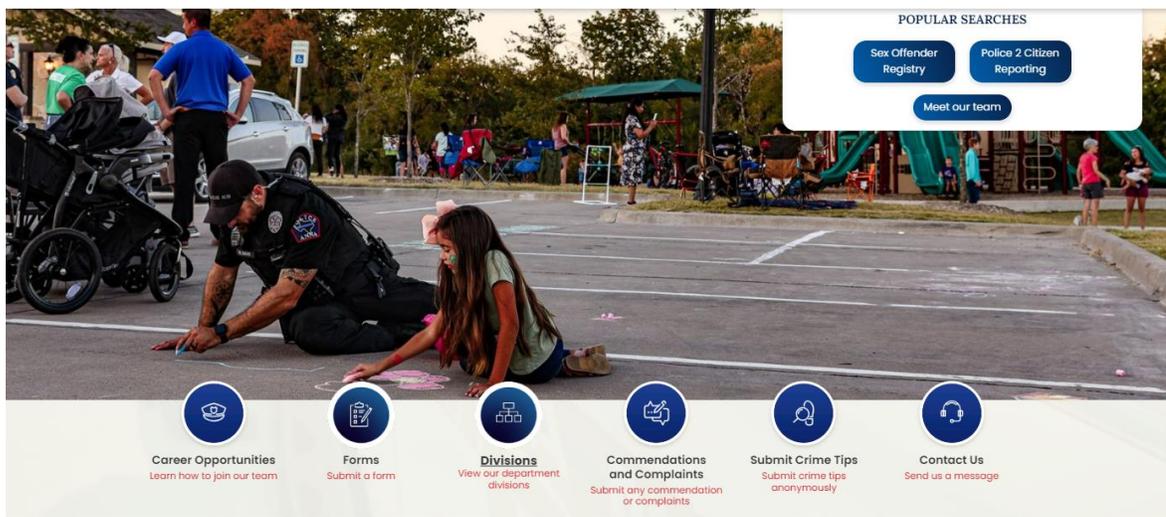
Website Redesign Overview:

The recent website redesign represents a significant step forward in optimizing our digital platform for the benefit of our neighbors. The key improvements encompass:

- Enhanced Navigation:** The redesign focuses on improving the user experience by updating the website's navigation. Information has been categorized under both departments and service types. For example, the placement of Trash and Recycling services can be found under the "Find" section of "Find and Report" or alternatively under the "Public Works" section of "Departments." This dual categorization caters to varying user preferences.



2. **Business Portal Integration:** A notable addition is the introduction of a dedicated "Business Portal" within the main header navigation. This portal is designed to facilitate quick access to crucial resources for our neighbors in business and development. These resources include maps, permits, demographics, and other essential information, effectively streamlining their information retrieval process.
3. **Mobile Responsiveness:** Incorporating "Quick Link" boxes significantly improves the website's mobile responsiveness and usability. Given the limitations of mobile navigation, these quick link boxes remain accessible on the homepage, stacked for easy scrolling. This feature ensures that key information remains readily available to users browsing on mobile devices.
4. **Search Optimization:** The redesign emphasized search optimization. Each page underwent a meticulous audit, with keywords and page descriptions updates. Over 500 outdated documents were removed from the document center to enhance search result accuracy, while remaining accessible via Freedom of Information Act (FOIA) requests.
5. **Departmental Audits and Consolidation:** All departmental pages were subjected to comprehensive audits. Outdated content was updated or removed, and some pages were consolidated for improved usability and functionality. This consolidation ensures that neighbors can access information more efficiently.
6. **Police Department Integration:** The most transformative change involved seamlessly integrating the city's police department's website. This migration eliminates the need for separate platforms and enhances user experience through consistent branding. The police department's website has been redesigned to match its unique brand identity.

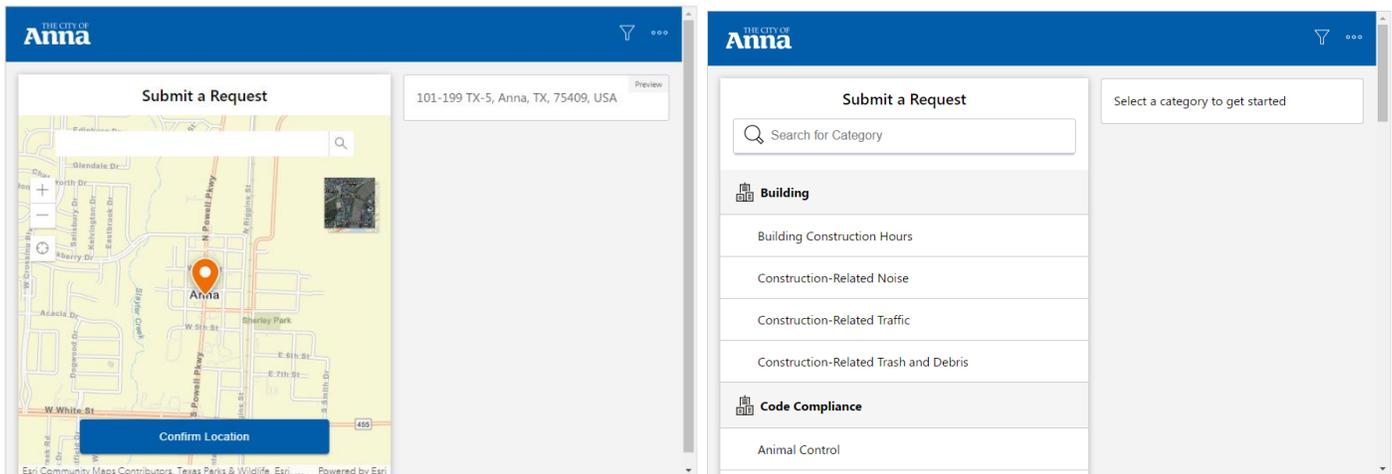


7. **Custom Landing Pages:** Custom landing pages were also created for the Parks and Recreation, Fire Rescue, and Public Works Departments (in addition to the Police Department as previously mentioned). These pages retain the city's brand standards while providing a distinctive identity for each department. The new custom landing pages convey essential departmental information and leave a lasting first impression. This strategic approach aligns with our goal to attract qualified

talent, particularly for roles within the police, fire, and public works departments. As our city experiences rapid growth, securing skilled individuals remains a pivotal objective.

8. **Launch of SeeClickFix Anna Neighbor Service Request Portal:** On August 16, we soft-launched SeeClickFix Anna. SeeClickFix Anna is a tool for Anna neighbors to submit and track non-emergency service requests online, via telephone, or via the SeeClickFix Anna mobile app. The new tool replaces many of our service request forms on our website, where neighbors can now submit a code complaint, report a streetlight outage, request a pothole be addressed, and more, all in one place. Neighbors may use the form [on our website](#) as well as the app, available in the Apple App Store and the [Google Play Store](#), to submit requests.

SeeClickFix Anna integrates with our Asset Essentials software and soft launching the program allows staff the opportunity to ensure the programs are communicating well with each other. We will begin pushing out information on SeeClickFix Anna with the launch of the new website and emphasize this as an added feature of the website that enhances its functionality.



To submit a service request using SeeClickFix on the Anna website:

1. Go to www.AnnaTexas.gov/SeeClickFix
2. Hit the blue, "New Request" button.
3. On the map interface, input the general location of the issue or find the location on the map, confirm the location as accurate.
4. Select the type of issue from the request categories.
5. Optionally, add a photo of the request needing to be addressed.
6. Answer question(s) related to the request so that staff have all relevant information.
7. Hit submit!

To submit a service request using the SeeClickFix Anna app:

1. Open the app.
2. At the bottom of the app, click the "New Request" button.
3. Optionally, add a photo of the issue needing to be addressed.
4. Submit the location of the request by typing in the address or dropping the red X to where the issue is on the map. Hit next in the top right corner.
5. Select the type of issue from the request categories. Hit next in the top right corner.
6. Answer question(s) related to the request so that staff receives all relevant information.
7. Hit submit!

In conclusion, the recent website redesign has ushered in a new era of improved user experience, accessible information, and alignment with our growth aspirations. We are confident that these enhancements will yield tangible benefits for neighbors, businesses, and prospective recruits.

c: Taylor Lough, Assistant City Manager
Greg Peters, Interim Assistant City Manager
Carrie Land, City Secretary
Clark McCoy, City Attorney
Management Team