



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: September 20, 2012
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager, Public Affairs
David Schirmer, Chief Information Officer
Subject: Overview of City Website Enhancements

INTRODUCTION

This staff report provides the City Council and the community with an overview of the City's most recent website enhancements.

Developed in-house by the City's Information Technology Department, the redesigned website offers upgraded features for online users, and continues to utilize state-of-the-art technologies and content-rich features to promote the City to its residents, businesses and visitors. The new website was launched on September 13, 2012.

DISCUSSION

For the past year, the City's Information Technology Department has been developing this latest version of the City's website, which culminated in a 4-month beta testing period. The City's Technology Committee along with active community members reviewed the newly designed features for ease of use, functionality and aesthetics.

Highlights of the upgraded website include:

- Direct streaming of Facebook postings onto City webpages
- Ability to 'like' and 'share' City webpages
- Enhanced photo display
- New content management system
- Robust e-noticing capabilities

A new feature on the website includes direct streaming of City Facebook postings on City webpages, achieving an integrated platform. Through a platform known as a Really Simple Syndication (RSS) feed, Facebook updates are automatically posted onto the City's webpages.

Taking advantage of increasing social media usage by residents and businesses, the City currently offers the following Facebook pages:

- Official City Page
- BH Art Show
- Farmers' Market
- Recreation/Parks
- Lost Pets
- Police Department
- Fire Department
- Library

FISCAL IMPACT

The financial cost to complete the latest website upgrade was included in the budget for FY 2012-13 for the Information Technology Department.

RECOMMENDATION

Staff requests the City Council to review the new website and provide feedback.

David Schirmer
Approved By

Cheryl Friedling
Approved By

