



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 15, 2008
To: Honorable Mayor & City Council
From: Cheryl Friedling and David Schirmer
Subject: Redesign of City Website

INTRODUCTION

The City has embarked on a plan to redesign and upgrade the City's website and intranet. The new website incorporates the latest technology enhancements and provides website visitors with more 'user-friendly' features, including opportunities to conduct on-line transactions.

Commensurate with the launch of the new website will be the external launch of 'Ask Bev,' the City's internal customer relationship management system.

DISCUSSION

Key features of the City's new website include:

- A revised design showcasing the City's new logo and brand
- A dynamic calendar feature which highlights City events
- *E-gov* transactional capabilities to provide ease of use in conducting business with the City, including:
 - Recreation & Parks class registration
 - Building inspection appointment scheduling
 - Online employment applications
- Electronic databases to communicate more effectively with residents and stakeholders on issues of interest, and to track and manage citizen inquiries
- *E-commerce* capabilities that will allow the City to offer branded merchandise to the public

The Technology Committee has reviewed the City's website. Additional internal and external reviewers will continue to test the site's features and capabilities prior to the website launch.

FISCAL IMPACT

Funds for the City's website redesign are included in the FY 2007-08 budget.

RECOMMENDATION

Staff recommends that the City Council authorize the launch of the City's new website, pending additional internal testing and expert review.

Cheryl Friedling
Approved By

