

# New Agency Website

## Six-month Project Update

**Annamarie Pilon**  
*Multimedia Communications Specialist*

**Citizens' Advisory Committee Meeting**  
**September 23, 2024**

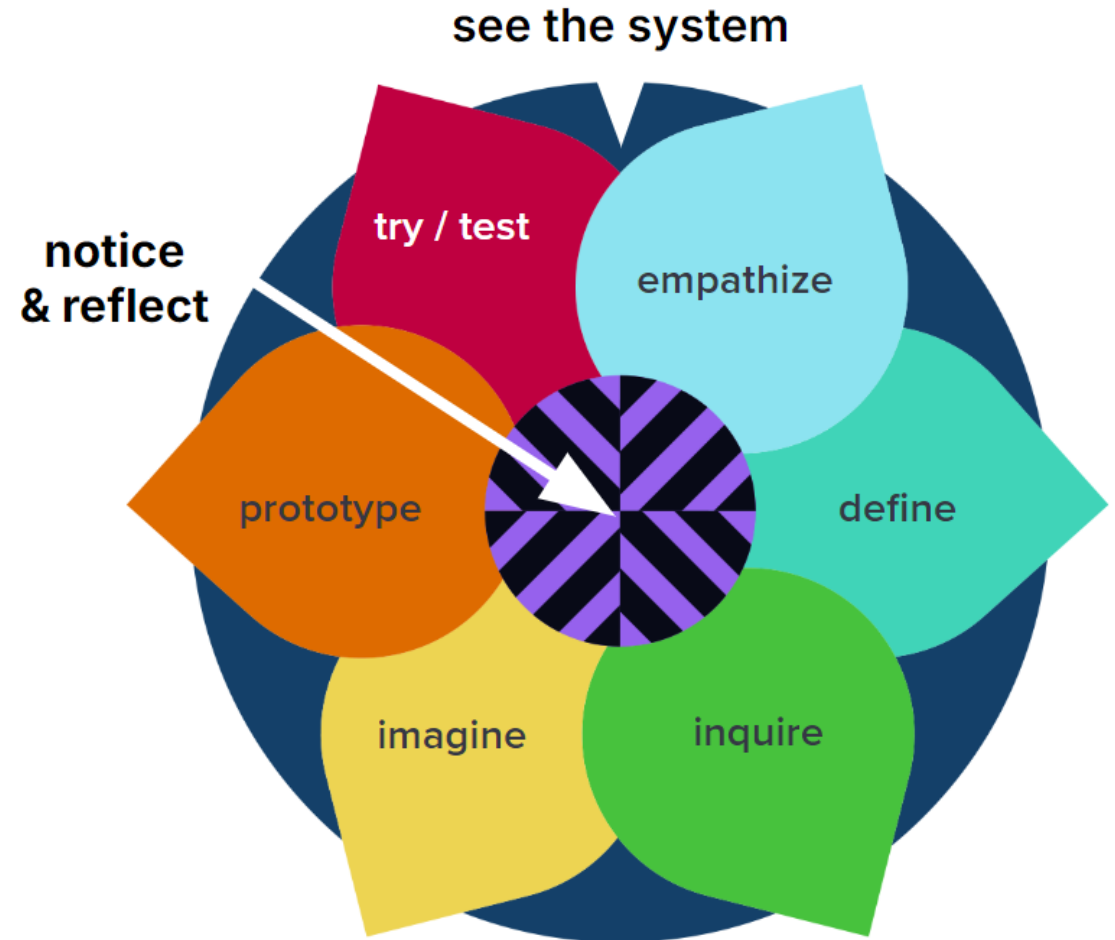


# BACKGROUND

- 2023 - User Experience (UX) audit of website
  - Resulting in many recommendations for improvement
- Early 2024 - RFP for new website vendor
  - Contract with current vendor expiring/no CMS platform support
  - Need for a website hosted on mainstream CMS
- March 2024 - Contract awarded to rootid LLC
  - 3/4 project phases complete
- Current budget spend: \$51,291.25 of \$91,575 budget (44% remaining)

# PROCESS & PHASES

- Phase 1: Discovery (complete)
- Phase 2: Strategy (complete)
- Phase 3: Design (complete)
- Phase 4: Development (in progress)
- Launch: Late Fall 2024



# PHASE 1: DISCOVERY

- Reviewed and compiled existing research materials
- 2023 User Experience (UX) Audit
  - Navigation
  - Home page hierarchy
  - Trail maps & preserves
- Content inventory
- Key page & navigation site audit

WHY		
Why do you exist as an organization?	Blue Sky/Vision Statement	Core Value
What's your purpose?	What is your belief? What is the Blue Sky change you want to see in the world? (ie. what is your capacity to inspire? what would exist that would make your organization not be needed anymore?)	What does our organization value deep down in its heart? What is the means to the blue sky change? <b>Instructions:</b> Paste in all the values statements you can find that are relevant to your organization and/or write 5-10 new core value statements.
The Open Space Authority conserves the natural environment, supports agriculture and connects people to nature, by protecting open spaces, natural areas, and working farms and ranches for future generations.	We envision the Santa Clara Valley and its surrounding hillsides as a beautiful place where a vibrant network of interconnected open spaces, trails, wildlife habitats and thriving agricultural lands enrich the region's cities, making our Valley an exceptional and healthy place to live, work, learn and play.	Access & Education: Community members feel safe in nature and feel connected to its value for recreation and environmental education opportunities
Our organization was born from the work of community activists who were fighting to protect the natural open spaces in Santa Clara Valley. Today, our purpose is to preserve and restore natural landscapes and native habitat, protect agricultural and working lands, and connect everyone in the Santa Clara Valley to the outdoors.	Our dream is to see the Santa Clara Valley region (and beyond!) as a place where human and natural communities exist in harmony with each other and work together to provide for the health, safety and happiness of all inhabitants.	Conservation & Research: Landscape level protection efforts; protecting local creeks and watersheds from their headwaters to the Bay
More acres of connected, protected open space lands; more public awareness and support of OSA (which results in increased funding); opening of more publicly accessible trails and areas	Best language here: <a href="https://www.openspaceauthority.org/about-us/goals.html">https://www.openspaceauthority.org/about-us/goals.html</a>	Agricultural Heritage: Locally grown contributing to healthy communities and pride in sense of place and region
Every person in our region has safe and affordable access to nature and nature's benefits;	Communicating the message that we are an agency for everyone, not just hard-core hikers and people who have the resources to visit open space preserves all the time (our Urban Grant Program is one way we are addressing this challenge).	Sustainable Collaborations: contributing to the region's overall quality of life by building and sustaining public and private partnerships across organizations and tribes.

# PHASE 2: STRATEGY

- Site map creation
- Key site user pathways
- Key page content recommendations
- Internal staff workshops and focus groups

Content Recommendation Pages	Main Navigation	Child Page	Sub-Child Page (rarely included in main nav)	Sub-Sub-Child Page (not included in main nav)	Content Types	Assigned Template	Content Description
<a href="https://www.opnspacauthority.org/">https://www.opnspacauthority.org/</a>	HOME					home/landing - MAIN	CTA Visitor Safety; What's New
	Visit					home/landing - MAIN	CTA Accessibility; CTA Visitor Safety; CTA Resource Library
		New Visitors					CTA Accessibility; Beginner's Hiking Guide (link); high-level rules/guidelines (top 5-10 rules) using icons; leave no trace, fire safety, etc. CTA / Highlight Visitor Safety: <a href="https://www.opnspacauthority.org/visit/new-visitors">https://www.opnspacauthority.org/visit/new-visitors</a>
			FAQs - Visitor Safety				4 specific considerations to the preserves- link to each preserve to get more specific for each place: <a href="https://www.opnspacauthority.org/safety">https://www.opnspacauthority.org/safety</a> ; CTA Resource Library
		Preserves				home/landing - MAIN	CTA Visitor Safety; Protect Lands, Environmental Education Programs, and Urban Grant Programs - equally visible to the Preserves on the main page of the SCVOSA website.
			Coyote Valley			Home/landing_P reserve__Sample	If there is no event; hid that section? CTA reservations (Model Pass- group parking, horse trailer parking) & permit?... one way trail just for bikes, specific things for petal assist / accessible speeds - CTA Visitor Safety; Why can't I bring my dog? (link to the dog page); ArcGIS Maps
<a href="https://www.opnspacauthority.org/preserves/cp">https://www.opnspacauthority.org/preserves/cp</a>			Máyyan Q'oyákma -			Home/landing_P	'guidelines & Regulations (no pets, no smoking)... more specific to each preserve - CTA Visitor Safety; Why can't I bring my dog? (link to the dog page) - ArcGIS Maps

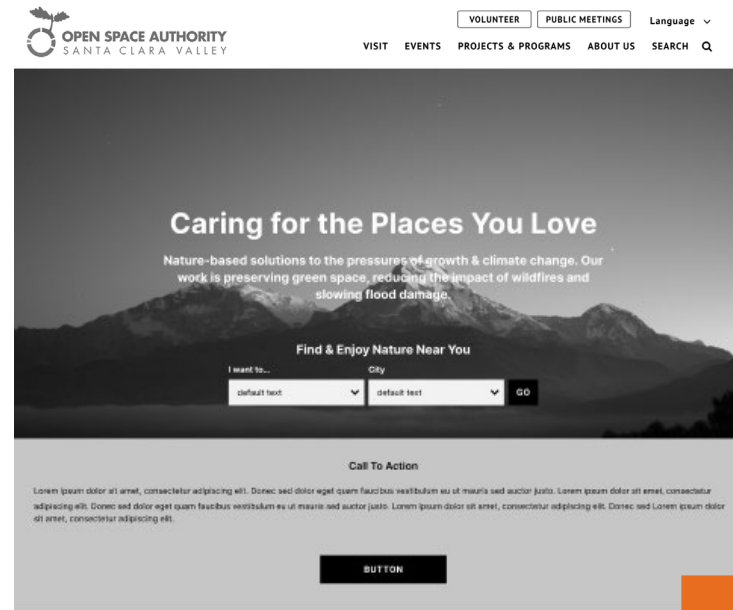
## Sampling of manager & leadership feedback sessions

What would you like people to easily **find** and **feel** within the home page?

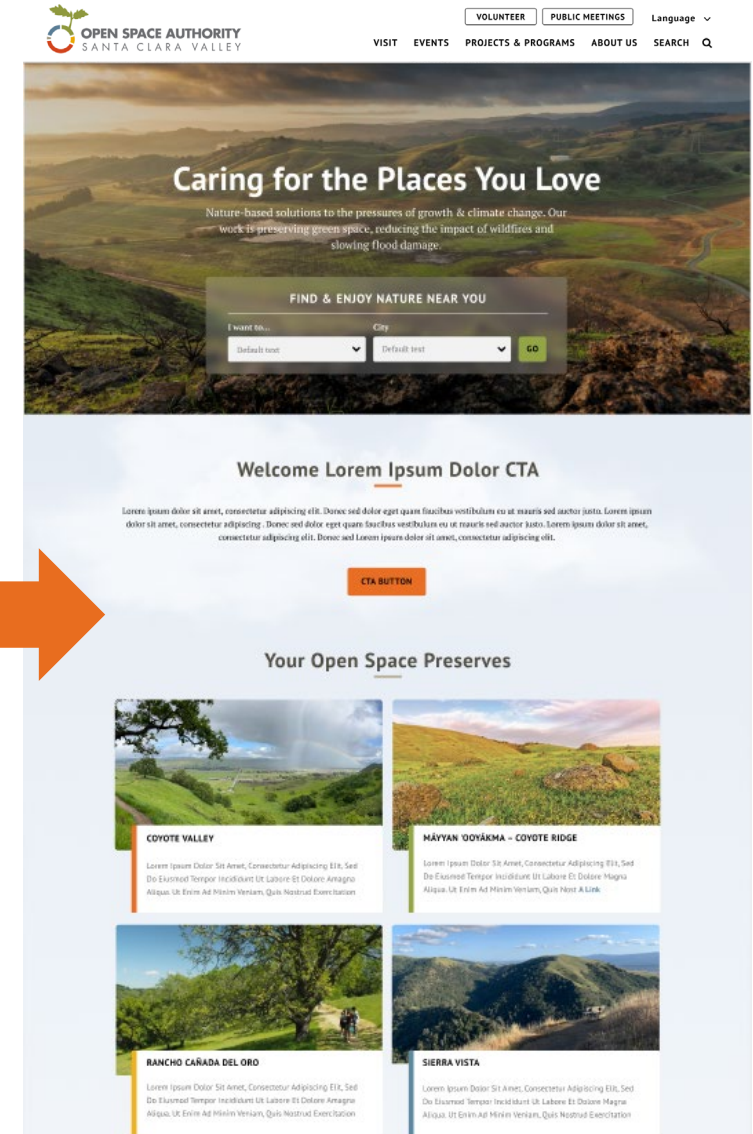
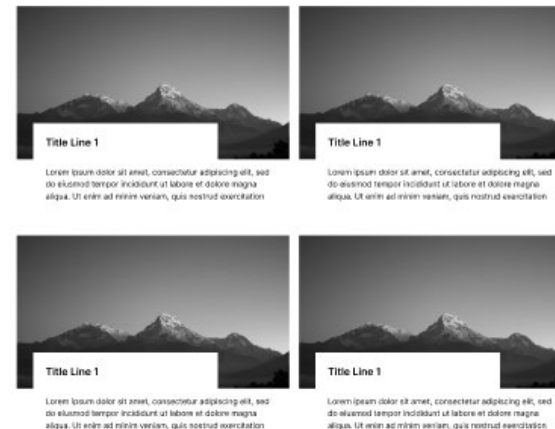


# PHASE 3: DESIGN

- Wireframes/interface prototypes
- Visual interface design
- Mobile website designs

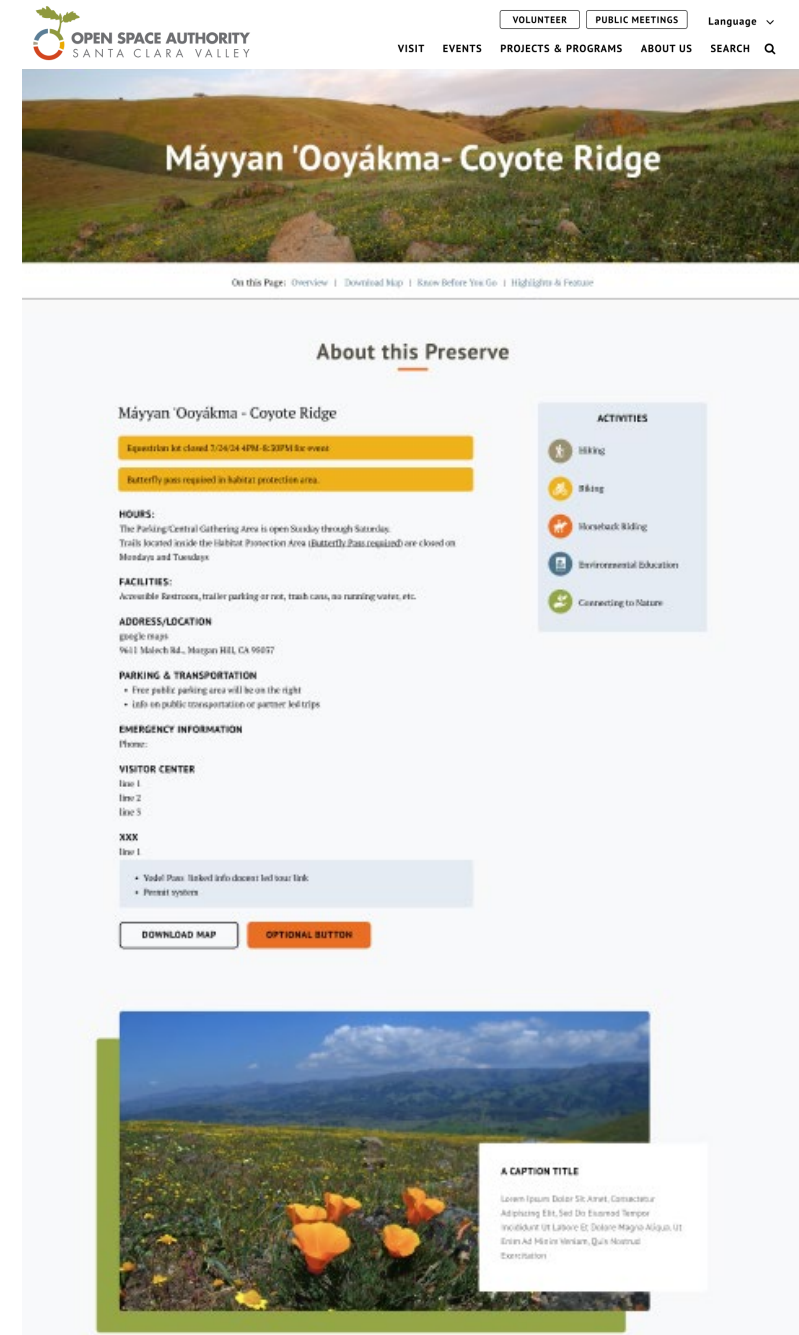
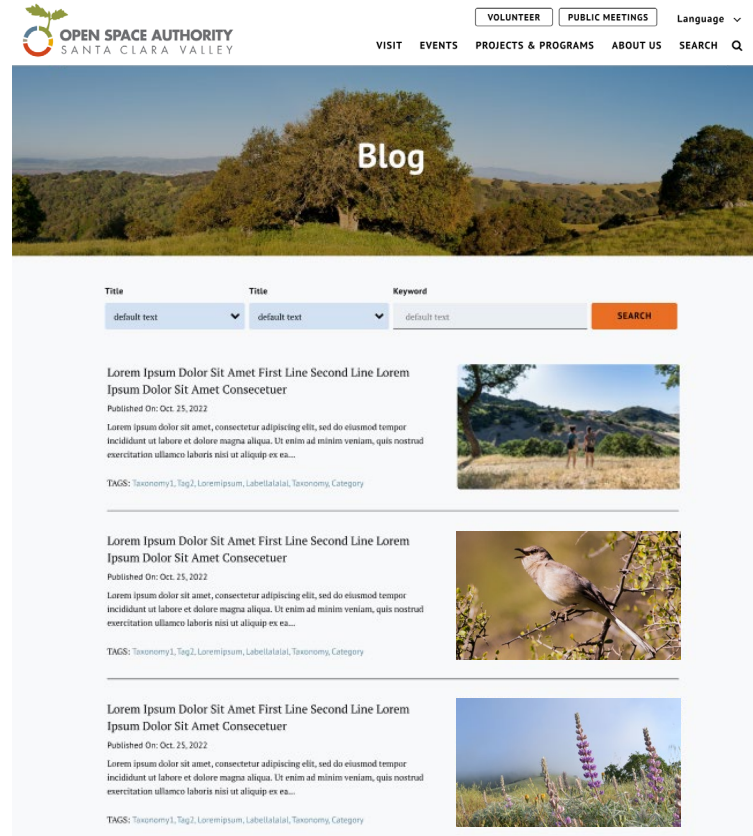
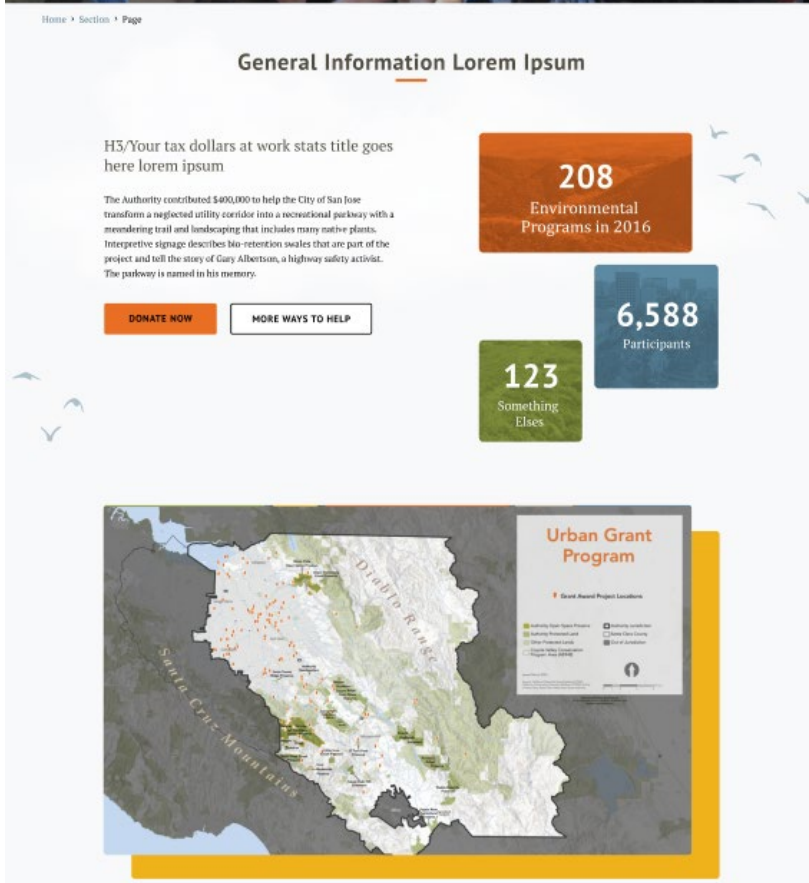


## Our Preserves





# PHASE 3: DESIGN





# PHASE 3: DESIGN

## Who We Are

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CTA BUTTON

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CTA BUTTON

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CTA BUTTON

VOLUNTEER

PUBLIC MEETINGS

Language 

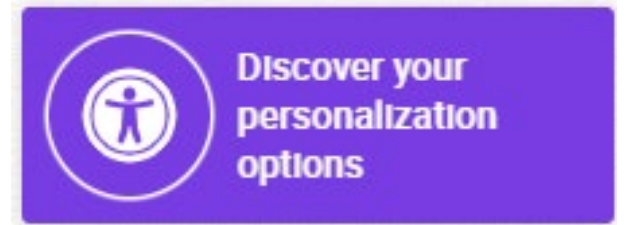
VISIT

EVENTS

PROJECTS & PROGRAMS

ABOUT US

SEARCH





# PHASE 3: DESIGN



## About the Project

### Planning & Design Underway for Public Access Improvements

The Santa Clara Valley Open Space Authority is making accessibility improvements to the Heart's Delight Trail and other facilities at Coyote Valley Open Space Preserve. This project will include providing accessible use areas, and connecting the parking lot, trailhead, and interpretive seating and use areas via the Heart's Delight Trail. This will include a new shaded central gathering area at the preserve entrance with accessible signage, including preserve information and interpretation, as well as seating.

Improvements to the existing 1/4-mile (1/2-mile round trip) Heart's Delight Trail will include standardizing the width and installing a stabilized surface. New accessible nodes along the Heart's Delight Trail will interpret the history and future of Coyote Valley. An accessible picnic and gathering area will be designed to facilitate use for the general public and support environmental education programming for school and other community groups. This project will provide opportunities to expand programming and connect the community to nature through highlighting the views, wildlife, and natural resources to be found and enjoyed at the preserve.

#### FUNDING

- Federal Community Project Funding
- Santa Clara Valley Water District's Safe, Clean Water Project D3 Trails Grant Program
- Open Space Authority's Measure Q

**\$1.4 million**

Total cost of the project

**XXX**  
Another stat

### Project Goals

- Improve Heart's Delight Trail to expand preserve accessibility.
- Provide visitor trail amenities including overlooks and seating along the Heart's Delight Trail.
- Interpret and educate about the history and future of Coyote Valley

[CTA BUTTON](#)



## Board of Directors

Short description. Possibly staff values. Possibly hyperlinked text to staff spotlights?  
We can also link to other things like job openings, and to staff org chart link.

### BOARD OF DIRECTORS

The Open Space Authority is governed by a seven-member Board of Directors elected to four-year terms. Each director represents one of the Authority's seven governing districts. The Board oversees all Authority business including approval of policies, work plans, and budgets.



ALEX  
KENNETT

District 1  
4-year term (2020-2024)  
[Email](#)



MIKE  
FLAUGHTER

District 2  
4-year term (2022-2026)  
[Email](#)



HELEN  
CHAPMAN  
CHAIRPERSON

District 3  
4-year term (2020-2024)  
[Email](#)



GARNETTA  
ANNABLE

District 4  
4-year term (2020-2024)  
[Email](#)



VICKI  
ALEXANDER  
VICE CHAIRPERSON

District 5  
4-year term (2022-2026)  
[Email](#)



MIKE  
POTTER

District 6  
4-year term (2022-2026)  
[Email](#)



KALVIN  
GILL

District 7  
4-year term (2022-2026)  
[Email](#)

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# PHASE 3: DESIGN

## EVENTS

Always Free, Always Fun

Sign up for the event calendar

apilon@openspaceauthority.org

SUBMIT

Attend FREE in-person and virtual community events, hikes, and educational activities with Open Space Authority staff, docents, and volunteers. View and register for events below and check back for updates and new offerings. If you need help preparing for in-person events, our Conditions and Guidelines page includes preserve rules, guidelines, and tips. Note: Service animals are welcome to attend in-person events, but pets are not allowed at any of the Open Space Authority preserves. Please contact [rsvp@openspaceauthority.org](mailto:rsvp@openspaceauthority.org) for questions.

Join our virtual presentation channel on YouTube here.

21

SEP

2024

Painting Coyote Valley

SANTA TERESA BOULEVARD & BAILEY AVENUE

15

SEP

2024

Tarantula Trek

RANCHO CANADA DEL ORO OPEN SPACE PRESERVE

24

SEP


2024

Understanding Coyote Valley Open House

SANTA TERESA BRANCH LIBRARY

No control over formatting or design

Events populate from Eventbrite only



OPEN SPACE AUTHORITY  
SANTA CLARA VALLEY

VOLUNTEER PUBLIC MEETINGS Language

VISIT EVENTS PROJECTS & PROGRAMS ABOUT US SEARCH

### Total control over events

## Upcoming Events

Upcoming Seminars

Past Seminars

EVENT CATEGORY

default text

PRESERVE

- Any -

XXXX

- Any -

XXX

default text

XXXXX

default text

FILTER RESULTS

GUIDED ACTIVITY

Tarantula Trek

Monday, September 8, 2024 At 12:00pm PT

Rancho Canada Del Oro Open Space

Taxonomy Item 1, 2, 3

It's that time of year! Time for Tarantula Trek! Join authority docents for a walk in search of tarantulas!

REGISTER

PUBLIC MEETING

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Monday, December 27, 2022 At 12:00pm PT

Zoom or location

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REGISTER

COMMUNITY EVENT

Understanding Coyote Valley Open House


Monday, December 27, 2022 At 12:00pm PT

Santa Teresa Branch Library

General area (ex., town, preserve, etc.)

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REGISTER



Includes public meetings, virtual programs, drop-in activities

Visitors can filter by event type, location, etc.

OPEN SPACE AUTHORITY  
SANTA CLARA VALLEY



# PHASE 4: DEVELOPMENT

- Drupal CMS configuration
- Back-end & interface development
- Quality assurance & testing

# LOOKING AHEAD...

- **Content creation & review**
- **Staff training**
- **Launch!**
  - **Soft launch: December 2024**
  - **Promotion: January 2025**
- **Tracking performance metrics**





A landscape photograph of rolling hills and mountains at sunset or sunrise. The sky is a warm, hazy orange, and the mountains in the background are silhouetted against the light. In the foreground, there are dark, silhouetted hills with some trees. The word "QUESTIONS?" is overlaid in large, white, sans-serif capital letters in the center of the image.

QUESTIONS?