New Agency Website

Six-month Project Update

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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)

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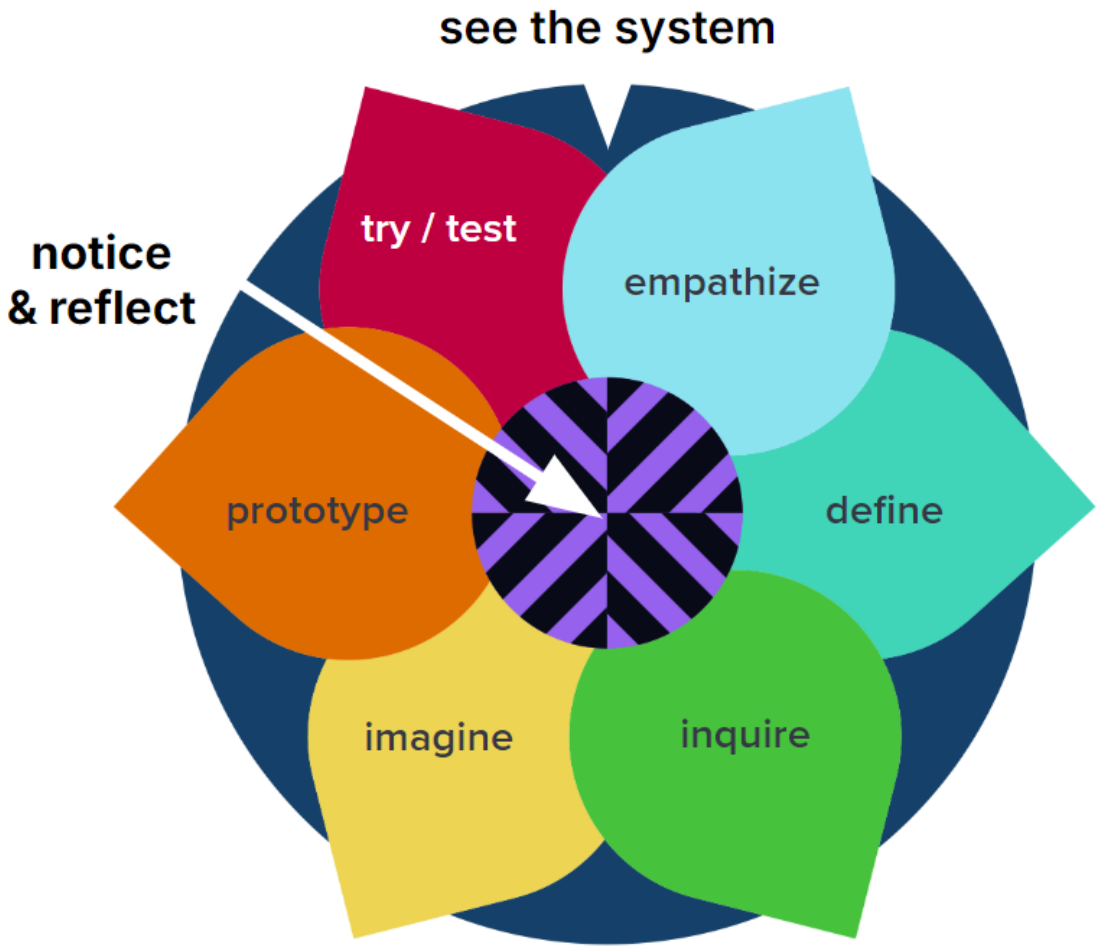
PROCESS & PHASES

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



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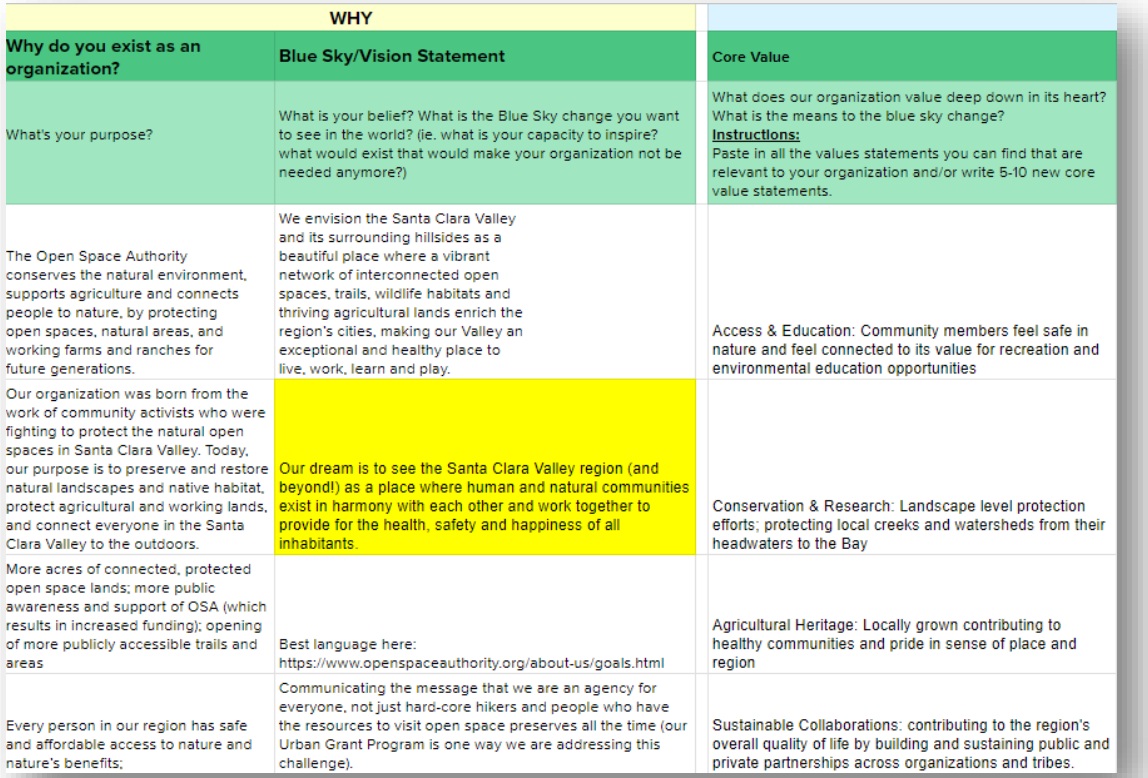
PHASE 1: DISCOVERY

- 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? **Instructions:** 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: https://www.openspaceauthority.org/about-us/goals.html	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.

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PHASE 2: STRATEGY

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

Content Inventory Spreadsheet

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
https://www.openspaceauthority.org/	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; https://www.ebparks.org/visit/new-visitors
			FAQs - Visitor Safety				4 specific considerations to the perserves- link to each preserve to get more specific for each place; https://www.ebparks.org/safety; 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_Preserve _Sample	If there is no event; hid that section? CTA reservations (Yodel Pass- group parking, horse trailer parking) & permit?-- one way trail just for bikes, specific things for petal assist / accessive speeds - CTA Visitor Safety; Why can't I bring my dog? (link to the dog page); ArcGIS Maps
https://www.openspaceauthority.org/preserves/co			Máyvan 'Ooyákma –			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

elines & Regulations (no pets, no smoking)-- more
ific to each preserve - CTA Visitor Safety; Why can't I
my dog? (link to the dog page) - ArcGIS Maps

elines & Regulations (no pets, no smoking)-- more
ific to each preserve; no horse trailer parking, but horses
ccepted - CTA Visitor Safety; Why can't I bring my dog?
to the dog page) - ArcGIS Maps

all users, but some that are no bikes, etc. - CTA Visitor
y

ssive speeds, ebikes, only one way at coyote valley;
n articles about bikes at preserves, etc. - CTA Visitor

Sampling of manager & leadership feedback sessions

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

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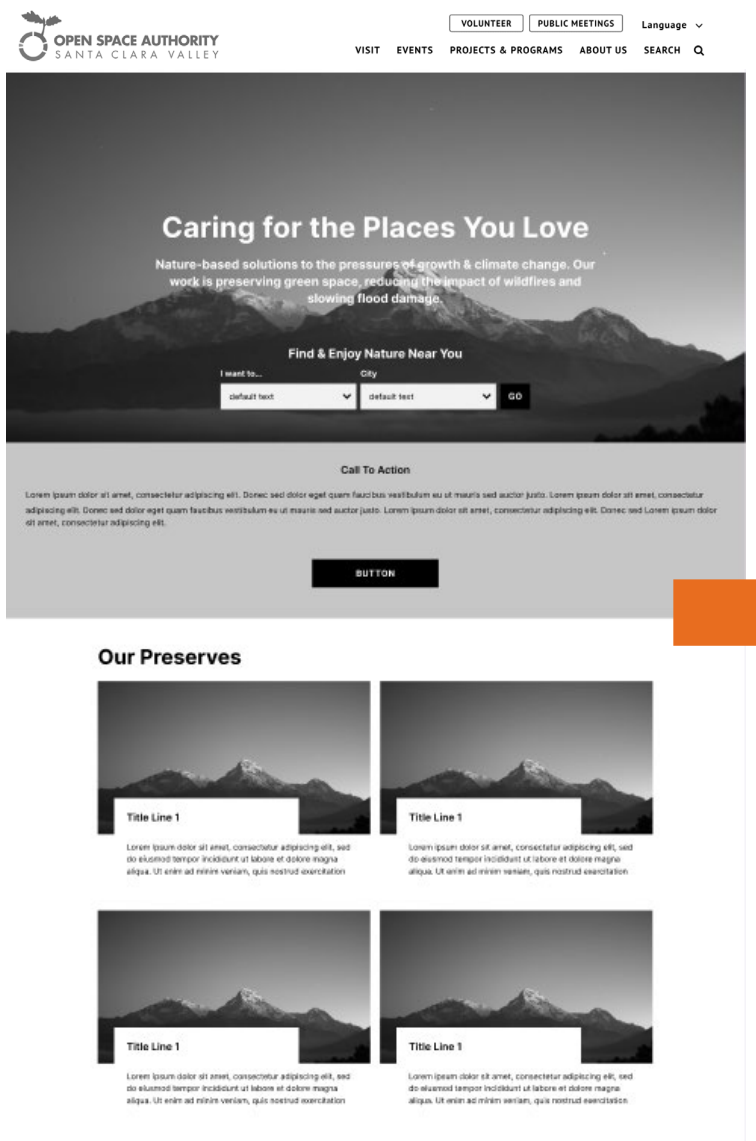
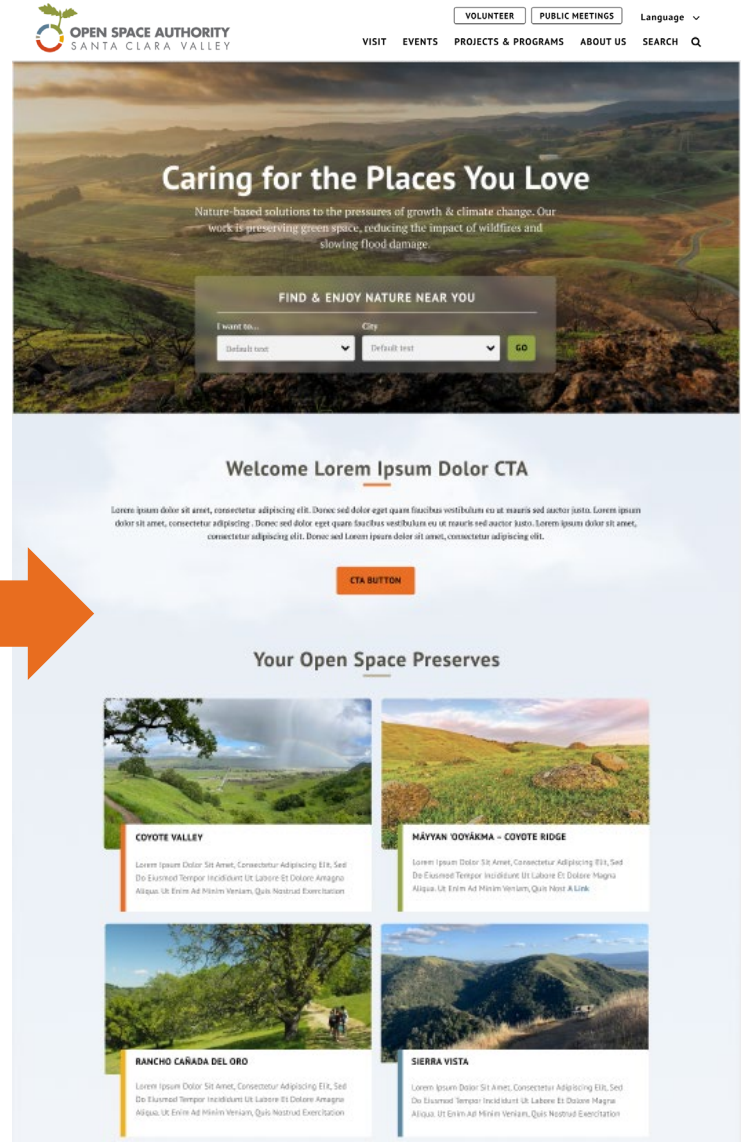
PHASE 3: DESIGN

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





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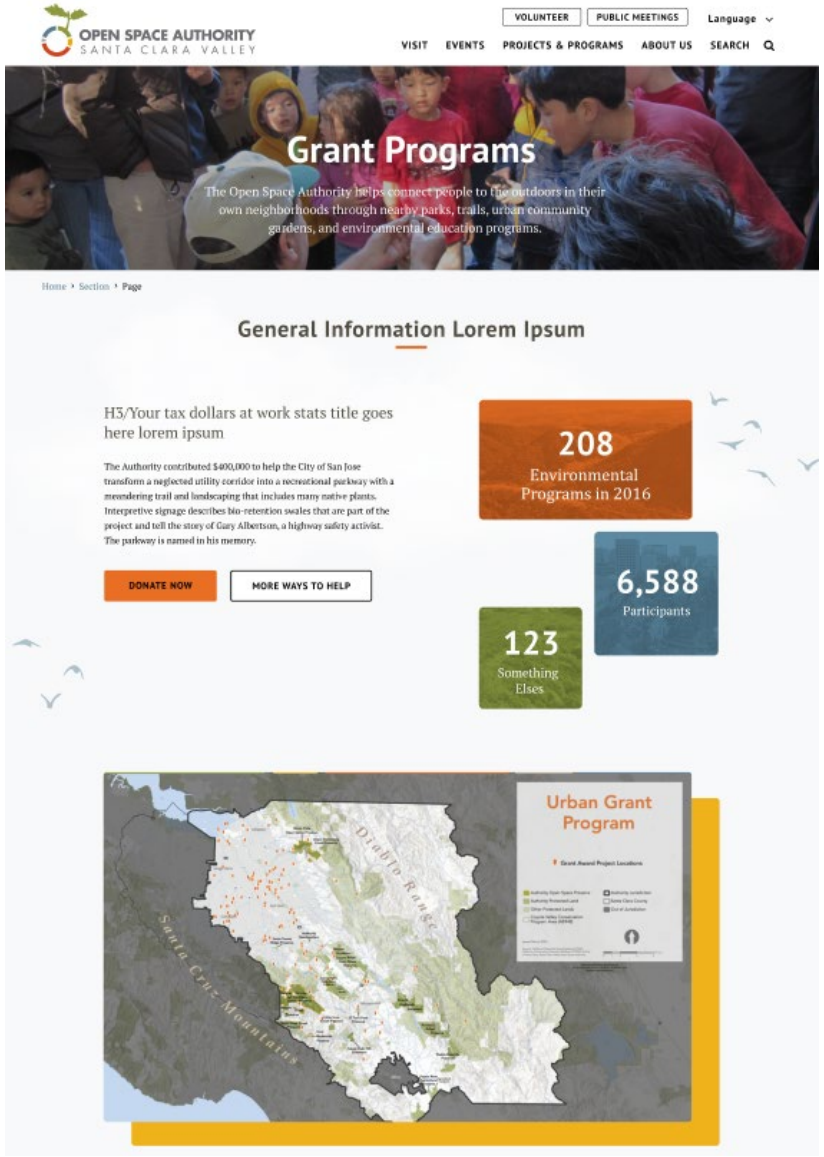

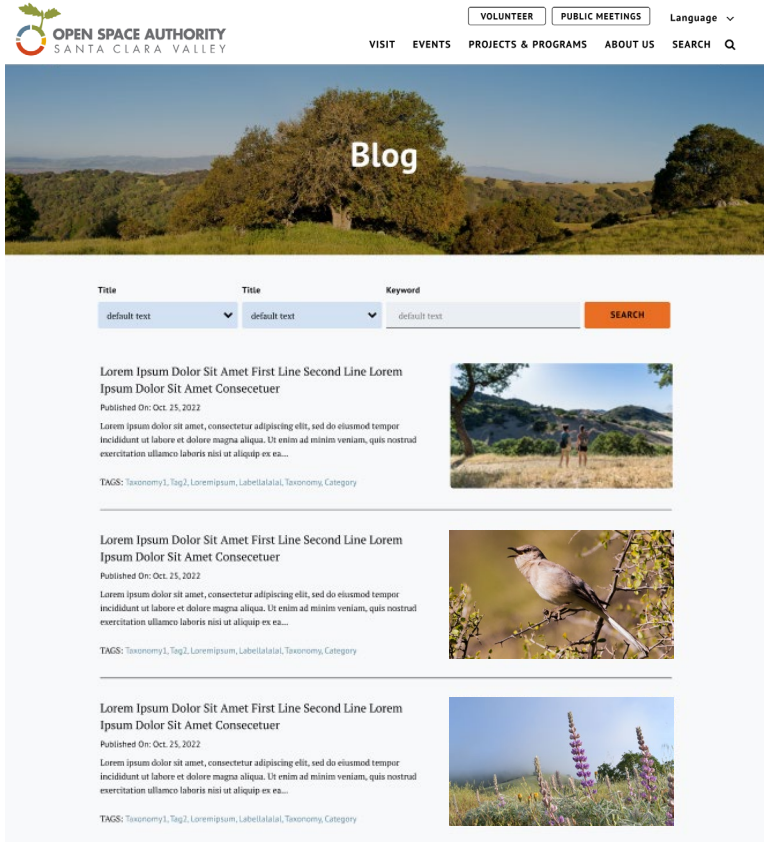

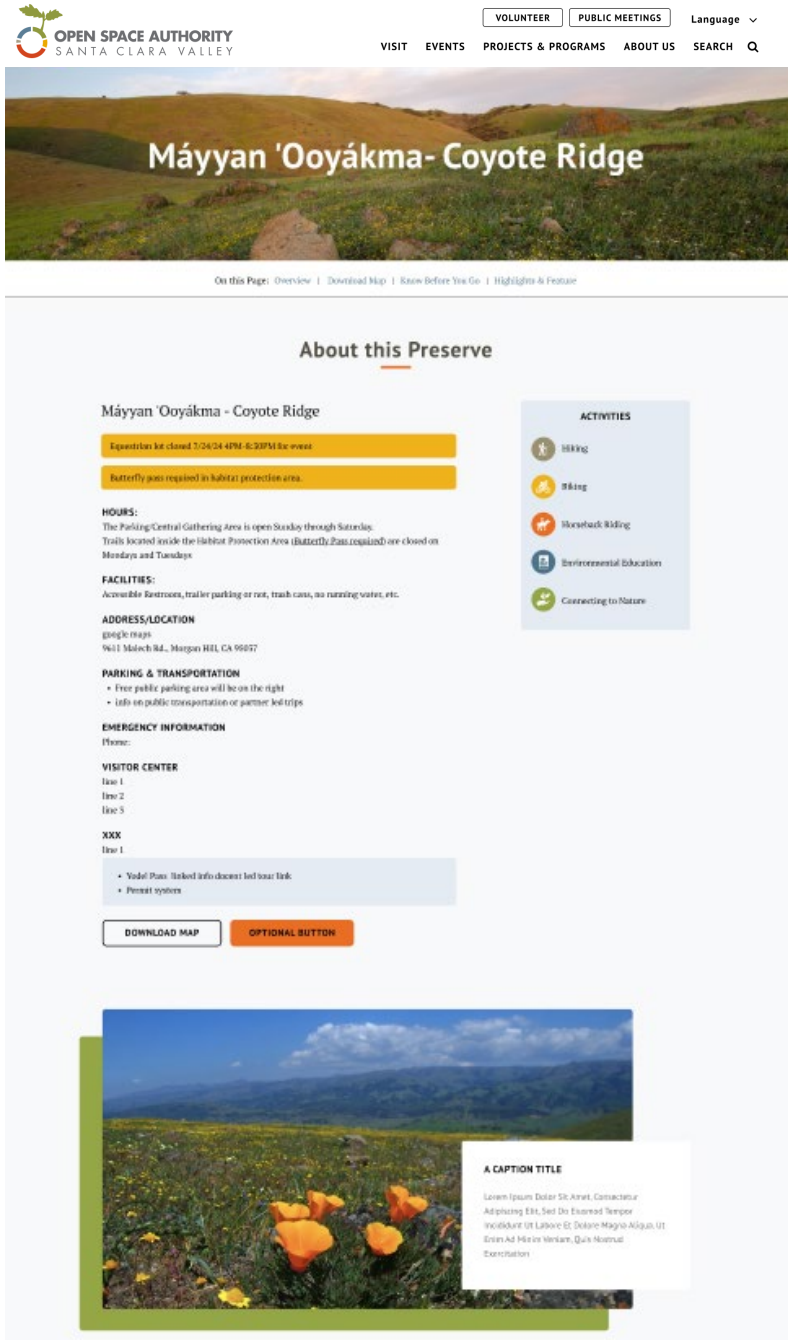

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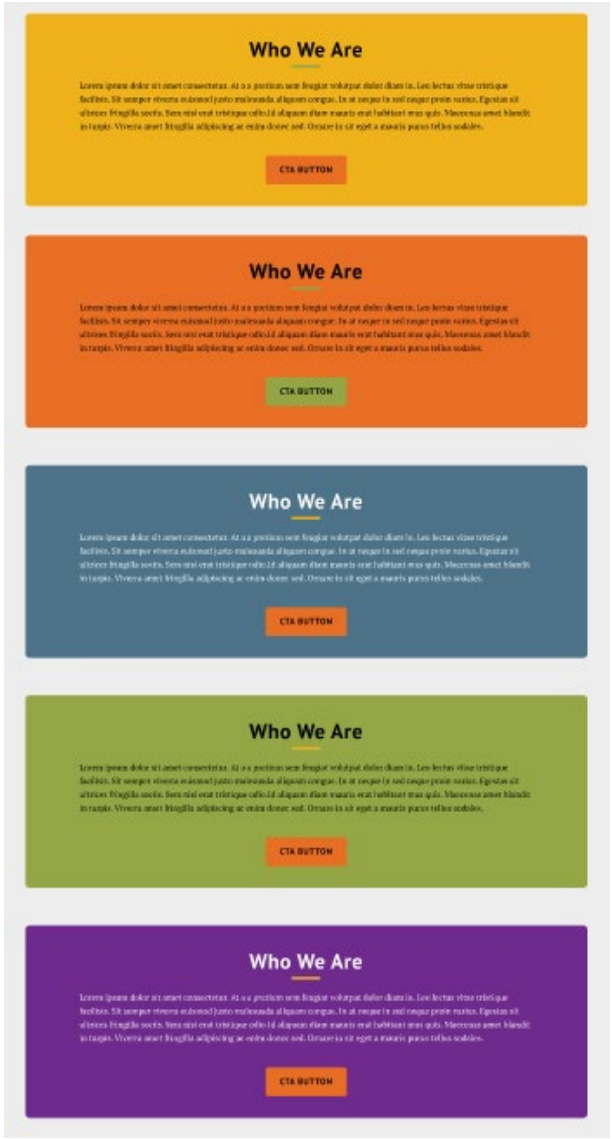
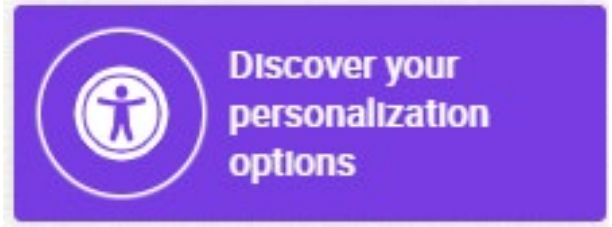


VOLUNTEER | PUBLIC MEETINGS | Language

VISIT EVENTS PROJECTS & PROGRAMS ABOUT US SEARCH



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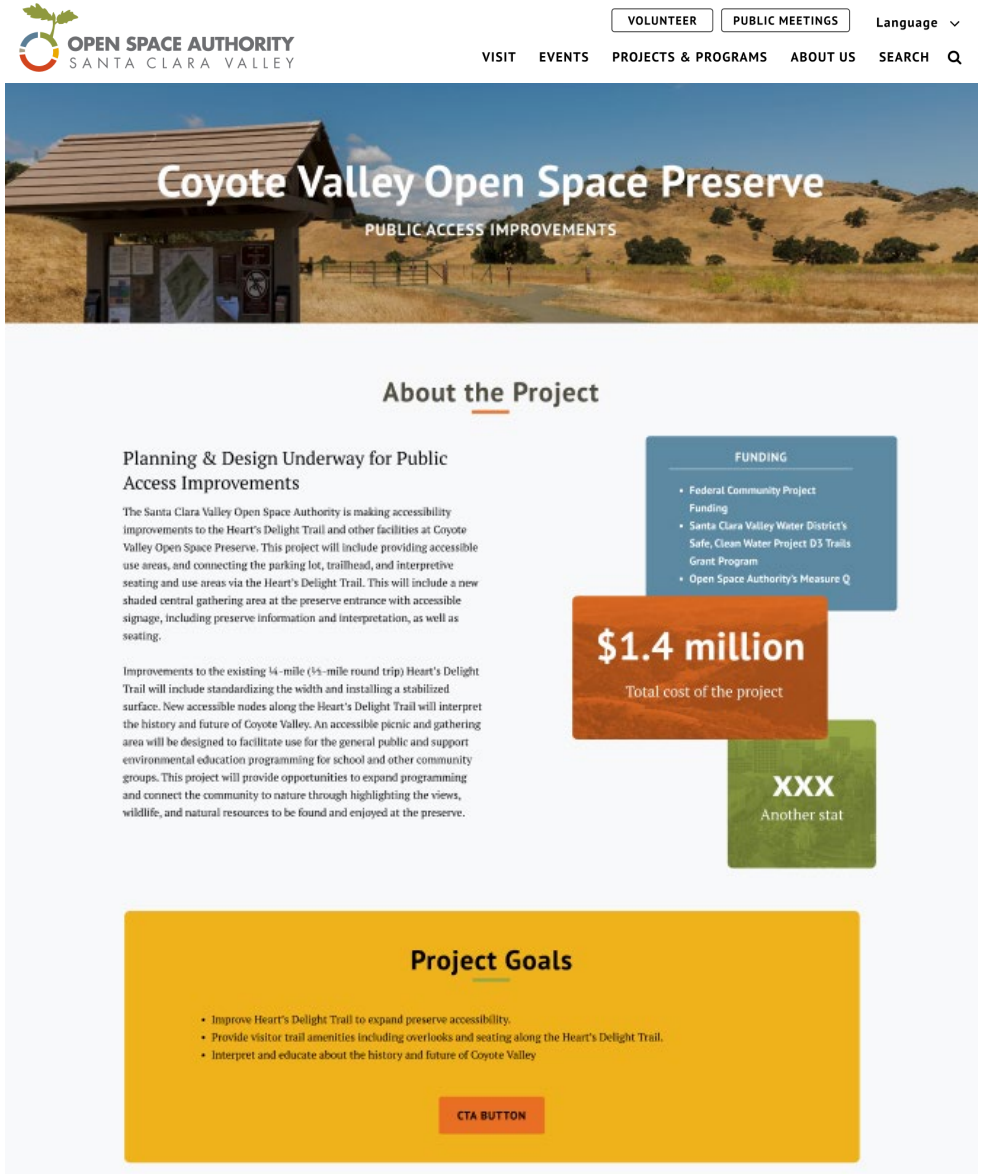

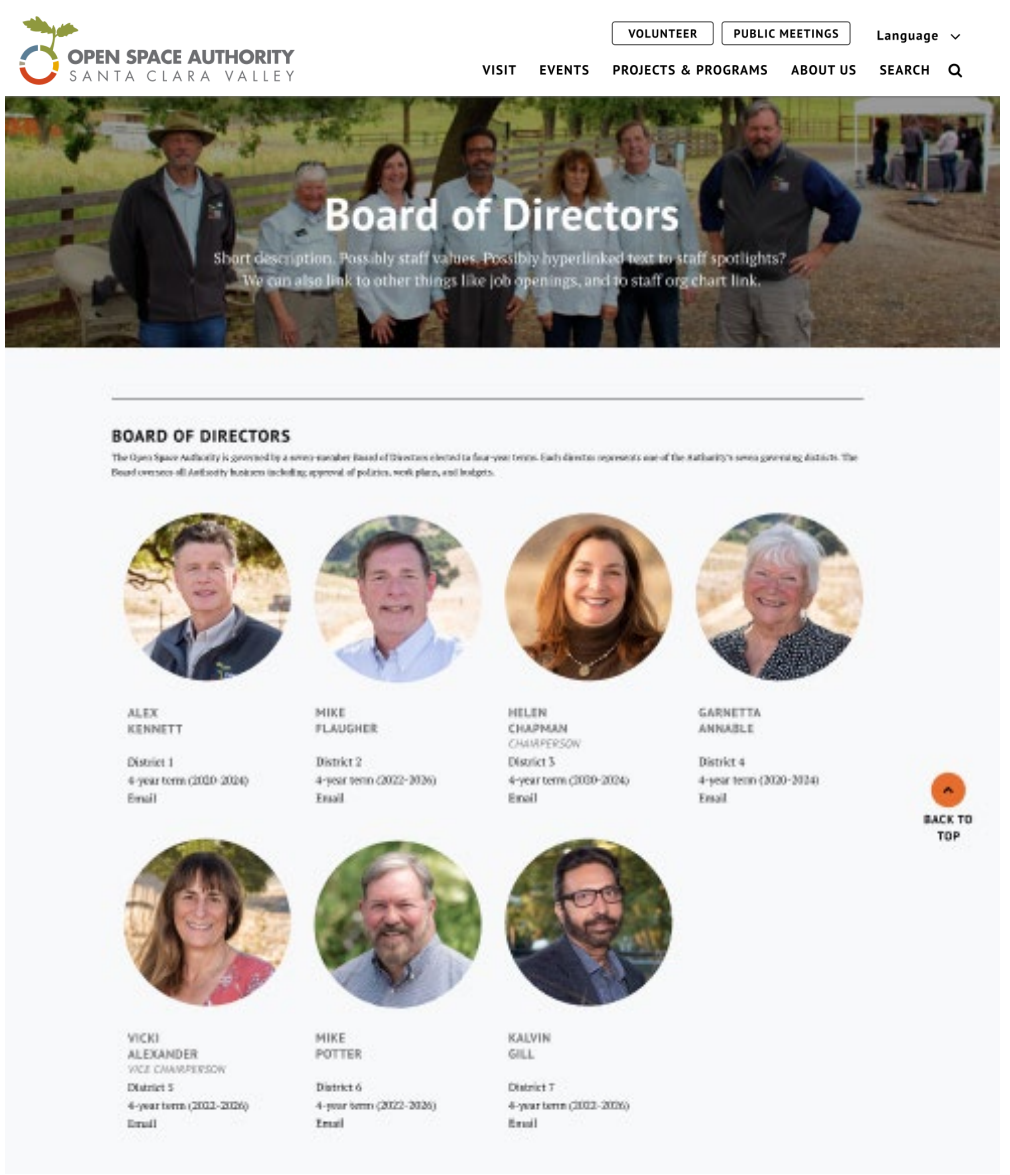

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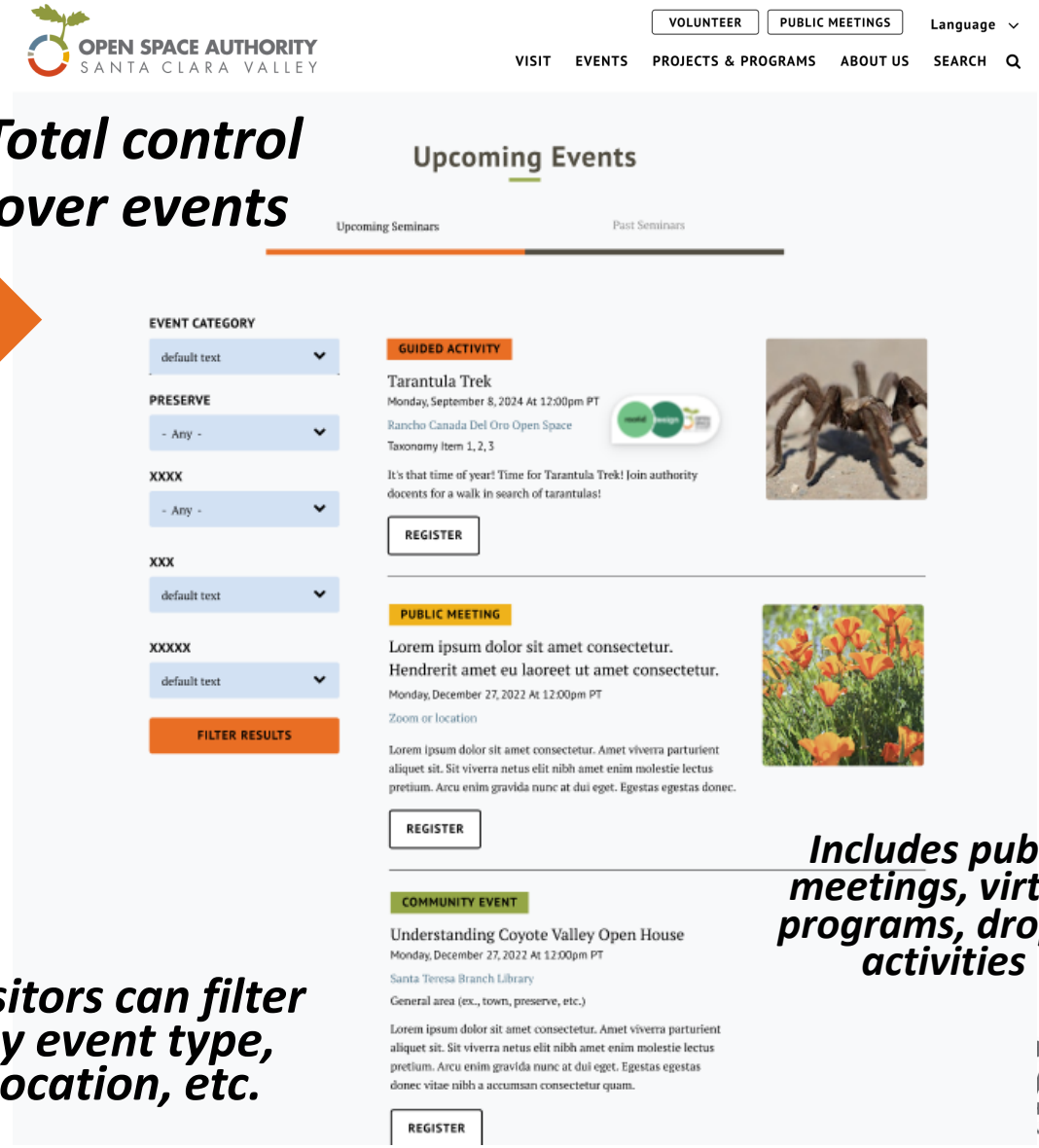
PHASE 3: DESIGN

No control over formatting or design

Events populate from Eventbrite only

Total control over events



Visitors can filter by event type, location, etc.

Includes public meetings, virtual programs, drop-in activities

PHASE 4: DEVELOPMENT

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

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LOOKING AHEAD...

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

QUESTIONS?