

# New Agency Website

## Six-month Project Update

**Annamarie Pilon**  
*Multimedia Communications Specialist*

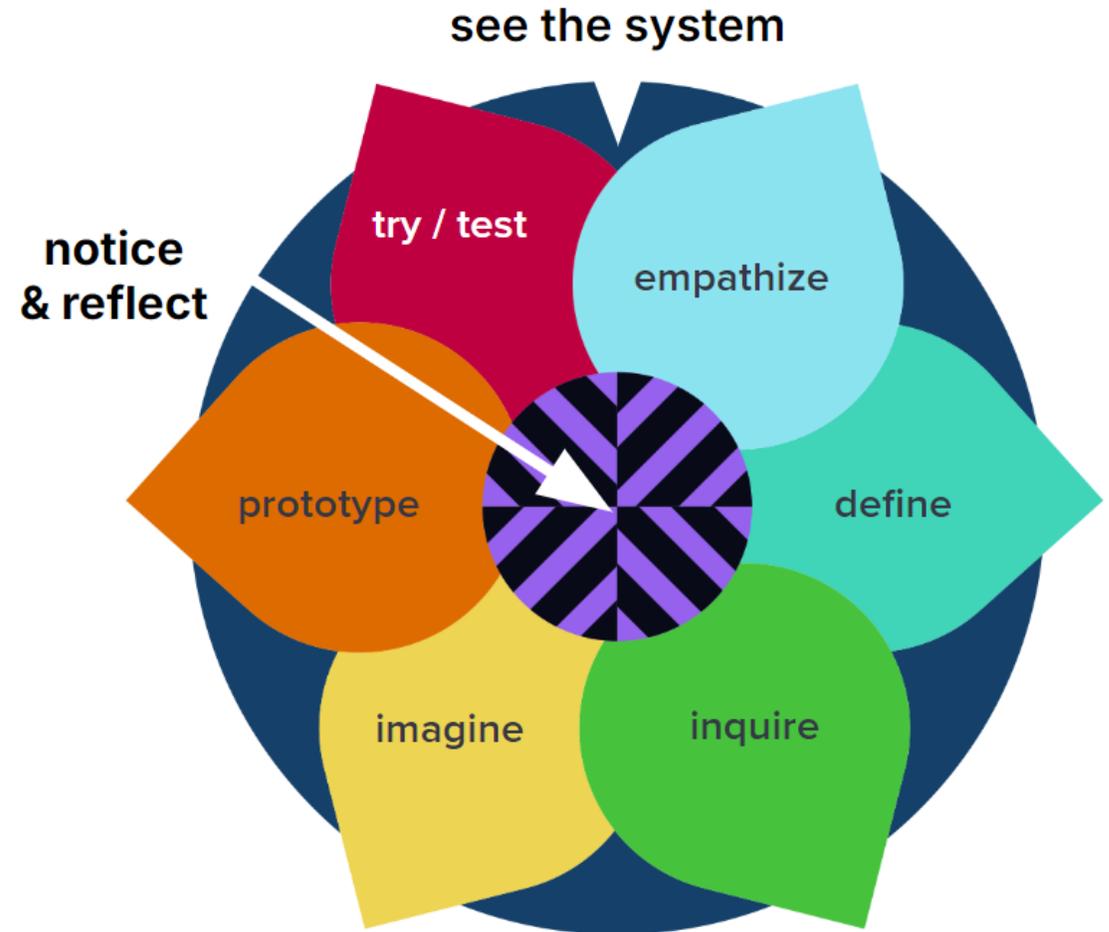
**Citizens' Advisory Committee Meeting**  
**September 23, 2024**

# 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		Core Value
Why do you exist as an organization?	Blue Sky/Vision Statement	
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 Page	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.opnspcauthority.org/">https://www.opnspcauthority.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.ebparks.org/visit/new-visitors">https://www.ebparks.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.ebparks.org/safety">https://www.ebparks.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.
			Covote Valley			Home/landing_P reserve__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 / accessible speeds - CTA Visitor Safety; Why can't I bring my dog? (link to the dog page); ArcGIS Maps
<a href="https://www.opnspcauthority.org/preserves/cp">https://www.opnspcauthority.org/preserves/cp</a>			Máyan Q'ovákma -			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?

find...basic info about who we are (i.e. public agency), what area we serve, who we serve, and our mission

find... accessibility info.

find... info about Urban Grant Program - how to apply, past grants, next cycle, etc.

find...public notices: RFPs, lease availability, CEQA, public hearings

feel... welcomed, informed, not frustrated

feel inspired and connected to open space in Santa Clara Valley

feel...seamless, intuitive to get the information they're looking for

find... public meetings.

find...who to contact, their board rep, their CAC rep

find information on active projects and how to get involved.

find...board/committee agendas

feel...inspired

informed

connection

If they can't find what they want on the home page, directly the search function should be able to locate it.

find information on how to volunteer

find event information organized by date, by preserve/property, and by target audiences (i.e., youth, families, seniors).

feel...interested in learning more about our work

elines & 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 specific to each preserve; no horse trailer parking, but horses accepted - CTA Visitor Safety; Why can't I bring my dog? to the dog page) - ArcGIS Maps

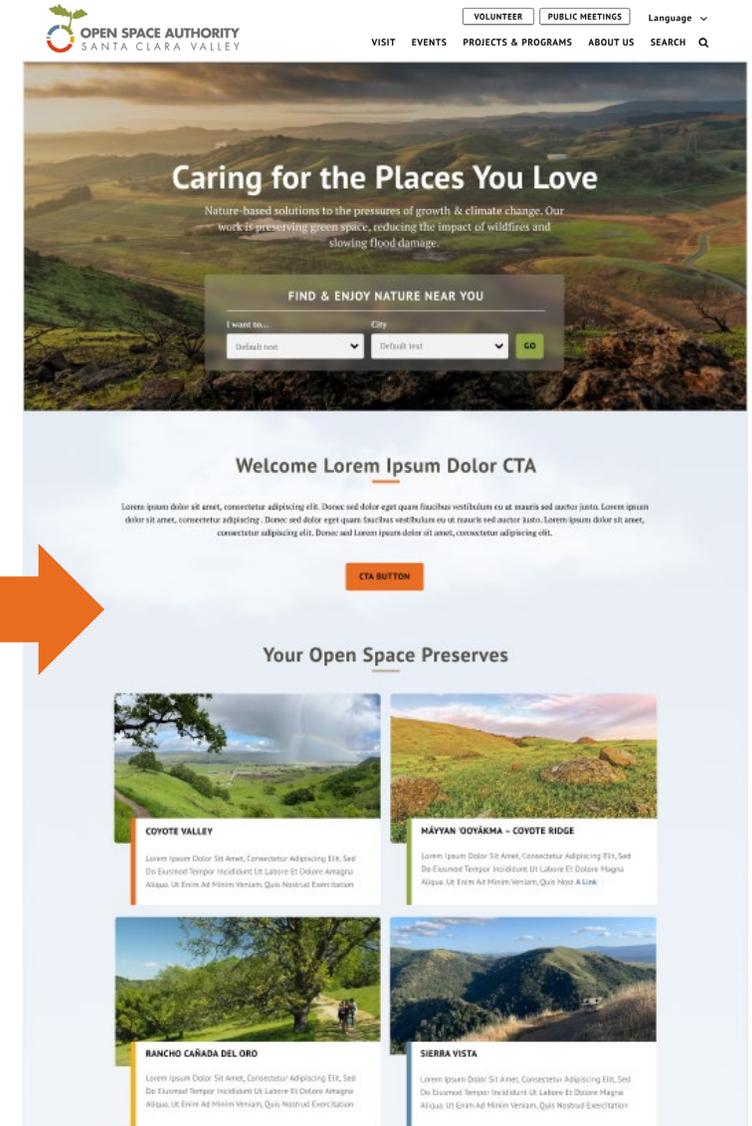
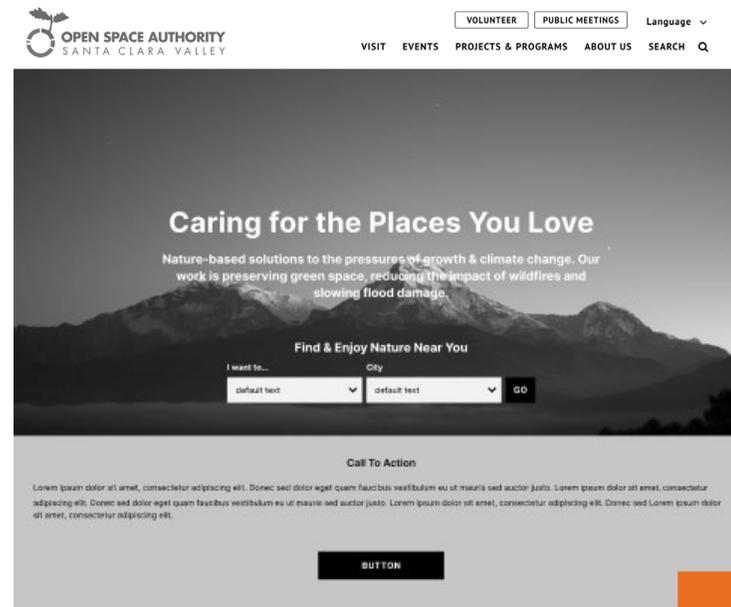
all users, but some that are no bikes, etc. - CTA Visitor Safety

ssive speeds, ebikes, only one way at covote valley; m articles about bikes at preserves, etc. - CTA Visitor Safety



# PHASE 3: DESIGN

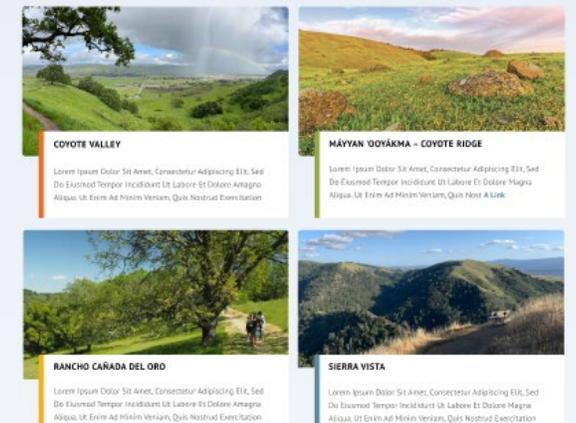
- Wireframes/interface prototypes
- Visual interface design
- Mobile website designs



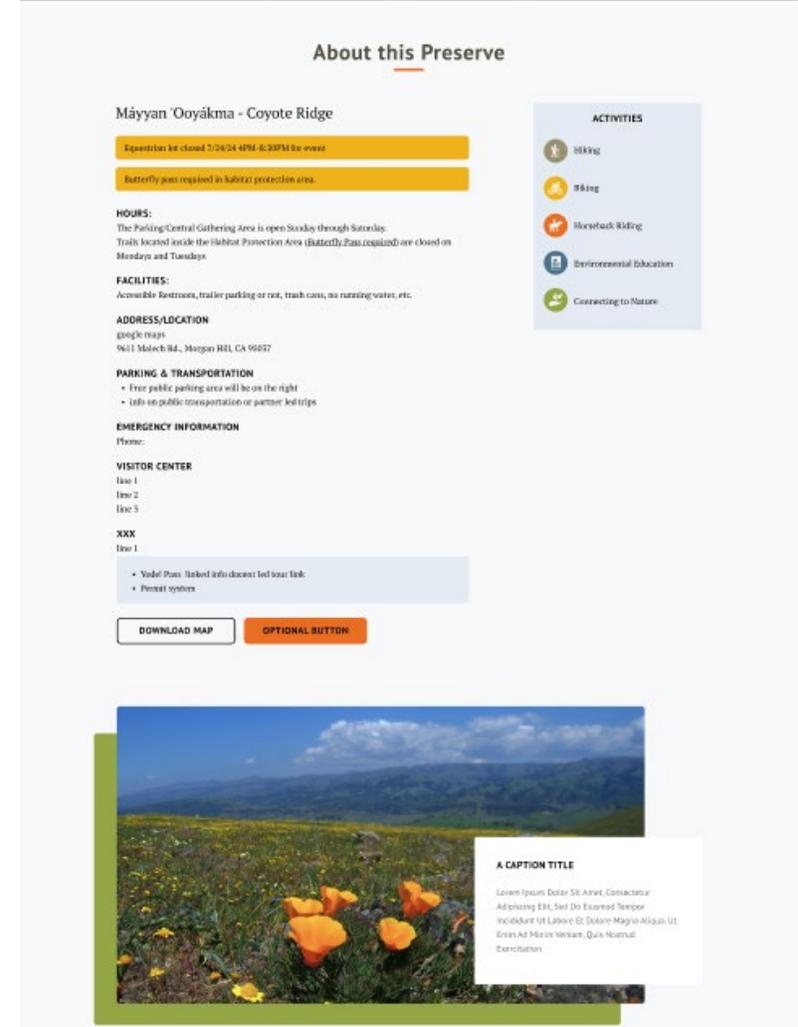
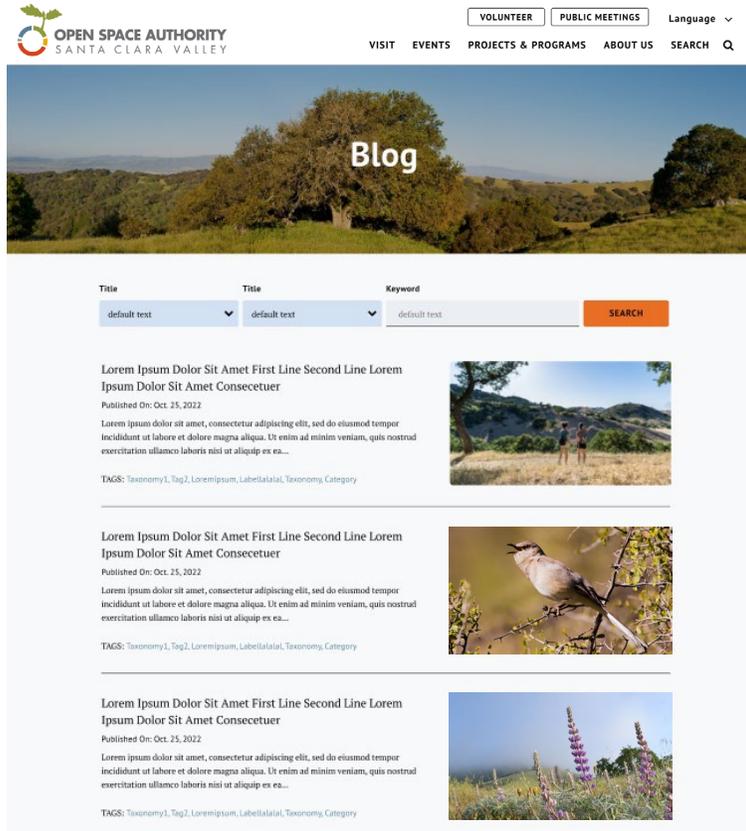
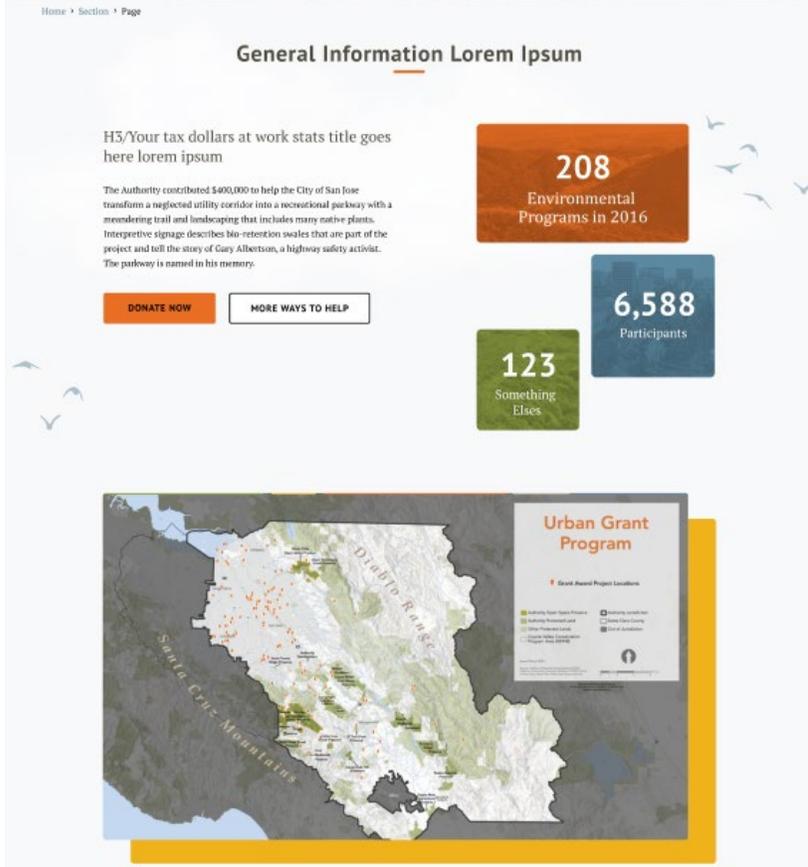
## Our Preserves



## Your Open Space Preserves



# PHASE 3: DESIGN



# PHASE 3: DESIGN

**Who We Are**

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CTA BUTTON

**Who We Are**

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CTA BUTTON

VOLUNTEER

PUBLIC MEETINGS

Language 

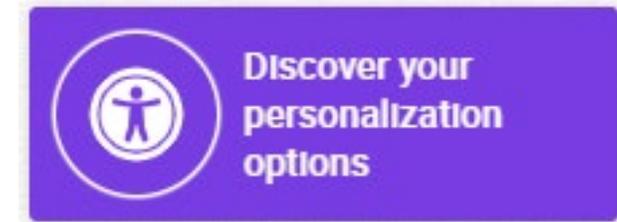
VISIT

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 14-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

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 FLAUGHER  
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

BACK TO TOP

# PHASE 3: DESIGN

**EVENTS** *Always Free, Always Fun*

Sign up for the event calendar  
apilon@openspaceauthorit **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.

15 SEP 2024  
**Tarantula Trek**  
RANCHO CANADA DEL ORO OPEN SPACE PRESERVE

21 SEP 2024  
**Painting Coyote Valley**  
SANTA TERESA BOULEVARD & BAILEY AVENUE

24 SEP 2024  
**Understanding Coyote Valley Open House**  
SANTA TERESA BRANCH LIBRARY

*No control over formatting or design*

*Events populate from Eventbrite only*



*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**  
Lorem ipsum dolor sit amet consectetur. Hendrerit amet eu laoreet ut amet consectetur.  
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.*

# 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**





**QUESTIONS?**