



## MEMORANDUM

**To:** Mayor and City Council

**Through:** Mike Land, City Manager

**From:** Hannah Cook, Chief Communications Strategist and Jerod Anderson, Director of Enterprise Solutions

**Date:** March 26, 2019

**Reference:** Fiscal Year 2018-2019 Work Plan

**2030:** Sense of Community, Community Wellness and Enrichment, Sustainable City Government,

---

### **Introduction:**

In late 2018, City staff began researching mobile applications to determine whether or not utilization of this technology will enrich the lives of residents. Concurrently, staff worked with website and content management system vendors to research website redesign opportunities. Though separate, mobile applications and websites are closely tied.

### **Background:**

Staff conducted a regional survey, facilitated a focus group with City staff and did extensive research into mobile applications and website update/redesign opportunities. Staff used the data gathered to formulate a plan of action. This presentation will outline the research done and provide recommendations.