City of Broken Arrow

Legislation Details (With Text)

File #:	19-376	**Name:**	
Type:	Consent Item	**Status:**	Agenda Ready
File created:	3/20/2019	**In control:**	Broken Arrow City Council
On agenda:	4/16/2019	**Final action:**	
Title:	Approval of and authorization to execute a Professional Services Agreement with Granicus to improve the citizen website, BrokenArrowOK.gov		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. Website agreement		

Date	Ver.	Action By	Action	Result

Broken Arrow City Council
Meeting of: 04/02/2019

Title:

Approval of and authorization to execute a Professional Services Agreement with Granicus to improve the citizen website, BrokenArrowOK.gov

Background:
The citizen website, BrokenArrowOK.gov, is utilized by about 48,000 visitors each month for many reasons, including, but not limited to paying fines, applying for jobs, setting up utilities, reporting problems and reading City news. The current layout and design of the citizen website is outdated and lacks features that accommodate users' technological capabilities.

Granicus proposes to create a website that is mobile friendly. Currently, about 55 percent of visitors access the website through a mobile device, and that percentage is expected to grow. The company's approach to redesigning the website is citizen-focused and starts with research into how website visitors want to engage with the site and what services and information is most important to them. Granicus will also interview internal stakeholders to understand the City's goals. This research will inform the design, content structure and development of the website.

Cost: $39,700.00

Funding Source: General Fund

Requested By: Krista Flasch, Communications Director

Approved By: Michael L. Spurgeon, City Manager

Attachments: Website agreement

Recommendation:
Approve and authorize the Professional Services Agreement with Granicus for improvements to the citizen website.