



Santa Cruz County
Civil Grand Jury

Grand Jury <grandjury@scgrandjury.org>

Santa Cruz City Council Response Packet - The Tangled Web

1 message

Ralph Dimarucut <rdimarucut@cityofsantacruz.com>
To: "grandjury@scgrandjury.org" <grandjury@scgrandjury.org>
Cc: Suzanne Haberman <shaberman@cityofsantacruz.com>

Mon, Sep 14, 2020 at 2:51 PM

Hello,

Attached please find the Santa Cruz City Council Response Packet for "The Tangled Web – Oh, What a Mangled Web We Weave..."

Thank you,

Ralph Dimarucut

Principal Management Analyst
City Managers Office

City of Santa Cruz

831.420.5017



**THE_TANGLED_WEB_-_CITY_COUNCIL_OF_SANTA_CRUZ_-_
RESPONSE_PACKET_V2.DOCX.pdf**

244K



County of Santa Cruz

Civil Grand Jury
701 Ocean Street, Room 318-I
Santa Cruz, Ca 95060
(831) 454-2099

Wed, Dec 16, 2020 at 12:45 PM

The Santa Cruz City City Manager left a voicemail message on the above date confirming that the Santa Cruz City Council approved its response to the Tangled Web report on 9/8/2020.

The Correspondence Committee on behalf of

Richard H. Goldberg

Richard H. Goldberg, Foreperson
2020–2021 Santa Cruz County Civil Grand Jury



County of Santa Cruz

Civil Grand Jury
701 Ocean Street, Room 318-I
Santa Cruz, Ca 95060
(831) 454-2099

February 22, 2021

The Grand Jury mislabeled the Tangled Web Report's packet of Findings and Recommendations assigned to the Santa Cruz City Council as a Requested Response. Their response is required under Penal Code §933(c).

The Correspondence Committee on behalf of

Richard H. Goldberg

Richard H. Goldberg, Foreperson
2020–2021 Santa Cruz County Civil Grand Jury



**The 2019–2020 Santa Cruz County Civil Grand Jury
Requests that the**

City of Santa Cruz City Council

**Respond to the Findings and Recommendations
Specified in the Report Titled**

The Tangled Web

Oh, What a Mangled Web We Weave...

by September 14, 2020

Findings

- F1.** County and City website information is sometimes missing, out-of-date, and inaccurate; links may be broken. Thus, many City and County departments aren't updating their websites often enough to keep citizens informed.

AGREE

PARTIALLY DISAGREE – explain the disputed portion

DISAGREE – explain why

Response explanation (required for a response other than **Agree**):

F2. County and City administrations lack a process to review content accuracy and currency and thereby assure timely correction and revision of content.

AGREE

PARTIALLY DISAGREE – explain the disputed portion

DISAGREE – explain why

Response explanation (required for a response other than **Agree**):

F3. County and City goals for website redesign or quality improvement are not sufficiently “SMART”: Specific + Measurable + Attainable + Relevant + Time-Bound.

AGREE

PARTIALLY DISAGREE – explain the disputed portion

DISAGREE – explain why

Response explanation (required for a response other than **Agree**):

When the City’s website was redesigned three years ago, goals and objectives were established.

These goals and objectives included:

- Create an engaging and usable platform to showcase City’s services.
- Provide an easy to navigate website.
- Make core information available with a reduced number of clicks.
- Improve the visual design and content structuring.

Since the upgrade, continued quality improvement has been the responsibility of the content editors within the departments as well as cross departmental collaboration that takes place with regularly scheduled meetings of the City Communications Coordination Committee (CCCC). While much of the City’s efforts do include ‘SMART’ criteria, a holistic process for continuous improvement is not identified at this time, which is noted in this report’s findings.

F5. County and City website content providers do not provide an explanation in content for incorrect or out-of-date information, even though they appear to know the reasons.

AGREE

PARTIALLY DISAGREE – explain the disputed portion

DISAGREE – explain why

Response explanation (required for a response other than **Agree**):

Recommendations

R1. The County Administrative Officer and the City Managers should establish a formal process by December 31, 2020 for their departments to validate and verify the accuracy and currency of website information. (F1, F2, F5)

HAS BEEN IMPLEMENTED – summarize what has been done

HAS NOT BEEN IMPLEMENTED BUT WILL BE IMPLEMENTED IN THE FUTURE – summarize what will be done and the timeframe

REQUIRES FURTHER ANALYSIS – explain scope and timeframe (not to exceed six months)

WILL NOT BE IMPLEMENTED – explain why

Response explanation, summary, and timeframe:

The City will establish a semi-annual content review process prior to December 31, 2020. This process will be owned by the newly-hired Communications Manager and supported by the Director of IT.

Components of the semi-annual review process include:

- Review of [City's website](#) by departmental website content editors to validate and verify the accuracy and currency of website information. Process will include sign-off by each Department Head.
 - Information Technology (IT) Department will use an automated notification system to send reminders to departmental content editors.
 - A mechanism for sign off by Department Heads will be developed.
- Content that is more general and not managed by specific departments (eg. citywide content) will be validated and verified by the City's communications manager and approved by the City Manager's office.
- Commission and advisory body content validation and verification will be assigned to corresponding department content editors.
 - e.g., Arts Commission content will be confirmed and signed off by Economic Development, Water Commission Content to be confirmed and signed off by Water Department.
 - All pages for Commissions and other advisory bodies in the City's OnBase system will have a published contact for public inquiry and will be confirmed on a semi-annual basis.
- IT to send a spreadsheet (by department) of broken links on www.cityofsantacruz.com site for department content editors to review/remove/fix.
 - Broken links that are not on pages managed by specific departments will be resolved by City's communication manager.

R2. The County Administrative Officer and the City Managers should establish a protocol to be exercised quarterly, beginning January 2021, which requires department heads to confirm via documentation (initial a spreadsheet, for example) that they have verified the accuracy of their department's web information. (F1, F2, F3)

- HAS BEEN IMPLEMENTED** – summarize what has been done
- HAS NOT BEEN IMPLEMENTED BUT WILL BE IMPLEMENTED IN THE FUTURE** – summarize what will be done and the timeframe
- REQUIRES FURTHER ANALYSIS** – explain scope and timeframe (not to exceed six months)
- WILL NOT BE IMPLEMENTED** – explain why

Response explanation, summary, and timeframe:

The City will establish a semi-annual content review process prior to December 31, 2020. This process will be owned by the newly-hired Communications Manager and supported by the Director of IT.

Components of the semi-annual review process include:

- Review of [City's website](#) by departmental website content editors to validate and verify the accuracy and currency of website information. Process will include sign-off by each Department Head.
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- IT to send a spreadsheet (by department) of broken links on www.cityofsantacruz.com site for department content editors to review/remove/fix.
 - Broken links that are not on pages managed by specific departments will be resolved by City's communication manager.

R3. The County Administrative Officer and the City Managers should establish “SMART” goals for website quality assurance and manage these goals beginning in 2021. (F3, F4, F5)

- HAS BEEN IMPLEMENTED** – summarize what has been done
- HAS NOT BEEN IMPLEMENTED BUT WILL BE IMPLEMENTED IN THE FUTURE** – summarize what will be done and the timeframe
- REQUIRES FURTHER ANALYSIS** – explain scope and timeframe (not to exceed six months)
- WILL NOT BE IMPLEMENTED** – explain why

Response explanation, summary, and timeframe:

The City currently utilizes the following “SMART” practices:

- Permissions standards
- Styleguide standards (e.g. fonts, colors, image size)
- Accessibility standards (eg. ADA)
- Templates and design themes standard
- Navigation standards

Future ‘SMART’ goals that the City is in the process of establishing for website quality assurance include:

- The implementation of a semi-annual review of content with a focus on quality assurance and consistency
- The continued use of Google Analytics to improve user experience based on quantifiable website usage data