



# CITY OF HAYWARD AGENDA REPORT

AGENDA DATE 3/17/98

AGENDA ITEM 3

WORKSESSION ITEM \_\_\_\_\_

**To:** Mayor and City Council  
**From:** Finance and Internal Services Director  
**Subject:** Appropriation for Home Page Update Project

## **Recommendation:**

It is recommended that the City Council approve the attached resolution appropriating \$10,000 to fund an update to the City's Home Page.

## **Background/Discussion**

On January 1, 1996 the City of Hayward established a presence on the Internet with the posting of its Home Page.

Since that time there have been changes to the Home Page in terms of adding information, linking to the Police and Airport Home Pages and some streamlining of content. Overall, however, the basic structure and "look" of the Home Page has not changed in two years. In the Internet environment, this is a long period of inactivity. The result is that the City's Home Page is becoming dated. Also, approaches to Home Page navigation and the way information is presented have been refined and developed. New technologies are developing constantly and terms such as "Push Technology" and "Self-Service Applications" are becoming commonplace. The Council Technology Application Committee (Committee) has discussed the status of the Home Page and has commented that the Home Page is not performing up to its potential. To address this need the Committee has taken both a short and long term perspective.

In the short term, the Committee proposes to obtain an increase in the 1997-98 budget of \$10,000 to provide for a Home Page update. More specifically, the Committee believes that it is very important to update the "look" and usability of the Home Page. This includes the graphics used in the Home Page and to a certain extent the "user friendliness" of the way information is presented. The Committee has stressed that unless the City's Home Page is up to date and easy to use, readers will not expend precious time to "learn" the City's Home Page. Consequently, the opportunity to help a Hayward citizen, a business or other user may be lost.

Staff has discussed this project with the City's Home Page consultant and they have made a proposal to assist the City. Their fee to update the Home Page would be in the

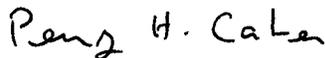
\$9,000 to \$10,000 range. If funding is provided, staff will be able to move ahead with the update in this fiscal year.

Clearly, the Internet continues to grow in importance. This is highlighted by a few key statistics:

- 68 million people were online at the end of 1997
- 67 percent of Fortune 1000 companies have Web sites.
- 187 countries have Internet access.
- 40 percent of small businesses are online already.

The information given above illustrates how pervasive the Internet is becoming for both individuals and businesses. The Home Page that the City has established, is one of the ways that the City can use the Internet to better serve the citizens of Hayward. To accomplish this goal, however, the City's Home page must be developed. Staff is recommending that the first step can be accomplished by funding an update in this fiscal year. For the long term, these issues are being reviewed for possible inclusion for funding in the 1998-99 budget.

**Recommended by:**



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Perry H. Carter  
Finance and Internal Services Director

**Approved by:**



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Jesús Armas  
City Manager

Attachment

**DRAFT**

*GM*

HAYWARD CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_

Introduced by Council Member \_\_\_\_\_

**RESOLUTION AMENDING RESOLUTION 97-098, AS AMENDED, THE BUDGET RESOLUTION FOR FISCAL YEAR 1997-98, RELATING TO AN APPROPRIATION OF FUNDS FROM THE UNDESIGNATED GENERAL FUND FOR UPDATE OF THE CITY'S INTERNET HOME PAGE**

BE IT RESOLVED by the City Council of the City of Hayward that Resolution No. 97-098, as amended, the Budget Resolution for fiscal year 1997-98, is hereby amended by approving an appropriation of \$10,000 from the Undesignated General Fund to the Finance Department budget, Fund 100-1711, for the purpose of updating the City's internet home page.

IN COUNCIL, HAYWARD, CALIFORNIA \_\_\_\_\_, 1998

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: \_\_\_\_\_  
City Clerk of the City of Hayward

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney of the City of Hayward