Miriam Lens

From: Fran David
Sent: Tuesday, December 09, 2014 12:57 PM
To: Al Mendall; Barbara Halliday; Elisa Marquez; Francisco Zermeno; Greg Jones; Marvin Peixoto; Sara Lamnin
Cc: Angel Groves; Colleen Kamai; Kelly McAdoo; Michael Lawson; Miriam Lens
Subject: Question on Tonight's Agenda

A Council Member asked the following questions about Item 2 (Web-based General Plan) on tonight's agenda: "{Is}...the *project timeline...workable with the new city website development timeline? Will there be enough information available from the branding and website development process so that the general plan component is consistent with the overall plan for the website?*"

The brief answer to the questions is "yes". In addition, staff's more formal response is as follows: The timing of the brand identity, primary website development, and online General Plan component are not in conflict. The web-based general plan – while developed as a standalone entity – will be produced on the same back-end platform as the future primary website. This should provide ample opportunities for creative integration between the two sites upon the primary site's rollout in early 2016. Moreover, the brand platform will be completed and style and content guidelines established well in advance of the design phase for both projects, which should facilitate an appropriate level of aesthetic consistency between the properties.

Please let Kelly or me know if you have any additional questions.

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