

The background features a large, faint, circular seal of the City of Henderson. The seal contains a landscape with mountains, a sun, a river, and various buildings and trees. The words "CITY OF HENDERSON" are visible around the perimeter of the seal.

# New City Website Development Update

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CITY COUNCIL

JULY 6, 2021

# Website Project Overview

Mission Statement

Timeline

Consultant

Community Survey

Current Status

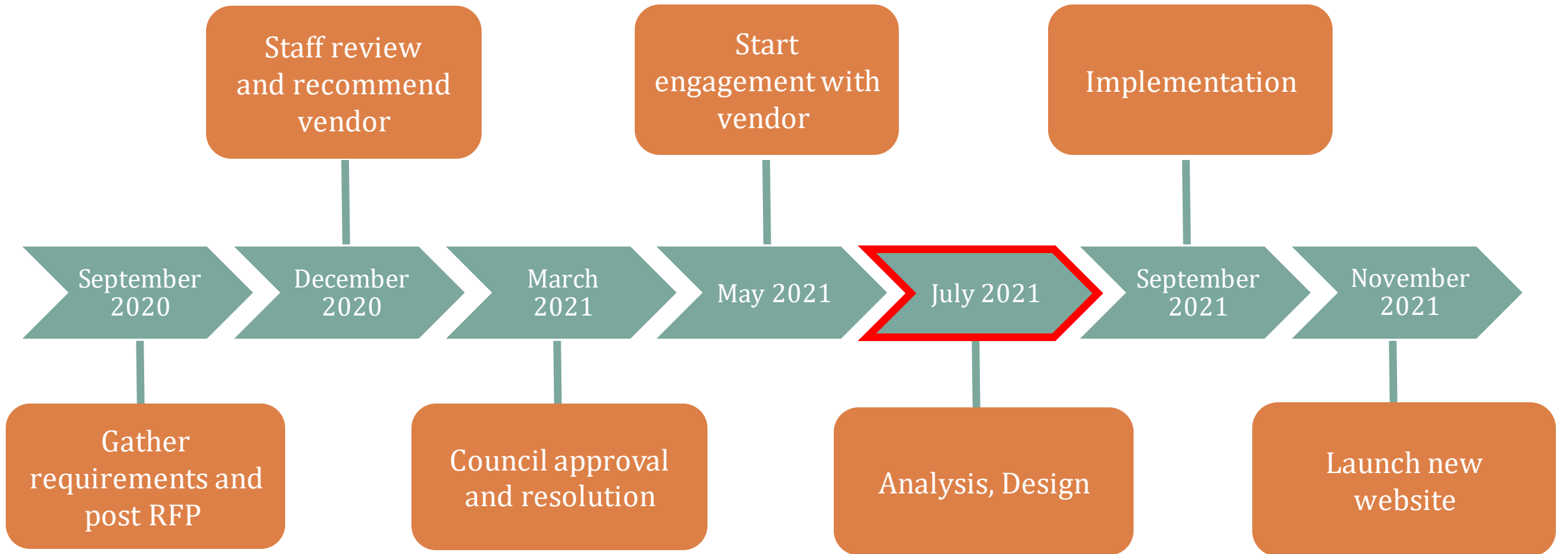
# Staff Mission Statement

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*The City of San Leandro's website will be a digital City Hall which will focus on digital services as well as critical and timely information about the City Council's public policymaking process. In addition to finding needed information, the public will be able to engage with City staff to submit requests and initiate processes. The City's website will be easy to navigate, user centered and accessible to all individuals served by the City of San Leandro.*

# Timeline

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# Consultant Partner

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- Selected from 22 proposals
- Substantial experience working with local governments
- Extensive product features

# Community Survey

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<https://www.sanleandro.org/websitesurvey>



- Share how you currently connect with City staff and services
- Share feedback on current website
- Share thoughts on what you want to see on the new website
  
- Estimated time to complete survey: 6 minutes
- Survey open until: July 13th

# Current Status

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Layout  
Proposal

Content  
Organization

Color Theme  
and Web  
Graphic Image



Graphic Button

Graphic Button

Graphic Button

Graphic Button



Apply For  
Pay For  
Request  
Register For

Building Permit  
Encroachment Permit  
Animal License

Events							Meetings						
<b>JUNE 2021</b>													
5	6	7	8	9	10	11	June 1 Business Committee Meeting	June 22 East Bay Area Board					
12	13	14	15	16	17	18	June 4 Youth Advisory Committee Meeting	June 23 Arts Commission Meeting					
19	20	21	22	23	24	25	June 7 City Council Meeting	June 28 City Council Meeting					
26	27	28	29	30	1	2	June 16 City Council Meeting						



2021-22 San Leandro Arts Commission Arts and Culture Grants application is now open  
The 2021-22 San Leandro Arts Commission Arts and Culture Grants application is now open to non-profit organizations and individual artists. Deadline: July 23, 2021



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Contact Info

Quick Links

Helpful Links



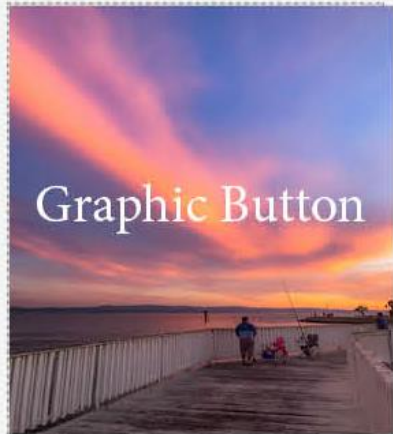


Graphic Button

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**JUNE 2021**

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

June 1  
Finance Committee Meeting

June 22  
Rent Review Board

June 1  
Youth Advisory Committee Meeting

June 23  
Arts Commission Meeting

June 7  
City Council Meeting

June 28  
City Council Meeting

June 16  
City Council Meeting



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# Color Theme and Web Graphic Image

Paul Sanftner, City Manager's Office  
Kevin Bostwick, Tripepi Smith



# Graphic Elements Outreach Platforms

Social Media (Facebook, Twitter,  
LinkedIn)

Public Meetings

Nextdoor Polls

City Staff Website Team



# Suggested Color Theme

## San Leandro Mood Board

NOTE: this is not meant as a web design, this is intended to preview how the color palette will "feel" in actual practice.

Secondary orange used sparingly and to create emphasis

San Leandro  
Brand Logo To Come

Light header background (or semi-transparent white photo overlay)

Primary red color used in pivotal elements (e.g. nav bar), used with restraint elsewhere.

Allow for power of photography.

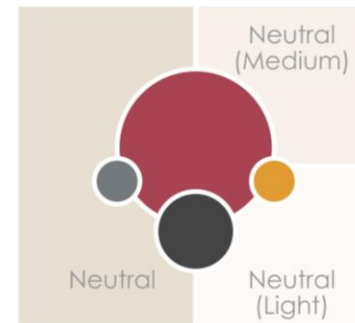
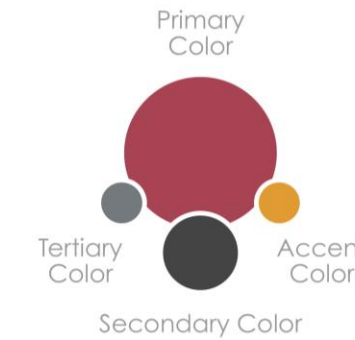
Secondary gray can be used for backgrounds that don't take up too much real estate.

Sample photo transparency

For large background areas, neutral colors are available.

Lorem ipsum

Lorem ipsum dolor sit amet



	#A74354	Primary	Brick
	#444545	Secondary	Slate
	#73797E	Tertiary	Gray
	#E29B33	Accent	Orange
	#E8E0D4	Neutral	Linen
	#F9F2EB	Neutral	Med Linen
	#FDFAF7	Neutral	Light Linen

Tints of Brick		70% #C17B87 50% #D3A1A9 20% #EDD9DD
Tints of Slate		70% #73797E (same as accent gray) 50% #A2A2A2 20% #DADADA
Tints of Orange		70% #EB8970 50% #F0CD99 20% #F9EBD6

# Suggested Web Graphic Image

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## Questions/Comments?

Request for Input: Public Information Survey  
Link: [sanleandro.org/websitesurvey](https://sanleandro.org/websitesurvey)

Ramya Sankar, Website Update Project Manager  
[rsankar@sanleandro.org](mailto:rsankar@sanleandro.org)  
510.577.3371

Paul Sanftner, Graphic Project Lead  
[psanftner@sanleandro.org](mailto:psanftner@sanleandro.org)  
510.577.3372