



Department Source: Community Relations

To: City Council

From: City Manager & Staff

Council Meeting Date: March 16, 2020

Re: Ordinance appropriating funds to conduct a City Website Perceptions Survey

Executive Summary

Staff has prepared for council consideration and ordinance to appropriate funds for the ETC Institute to conduct a City Website Perception Survey

Discussion

The City of Columbia website, CoMo.gov, is the City's digital portal for residents, businesses, and visitors to conduct business as well as engage and inform our residents of important city functions. The current site was created 10+ years ago and lacks much of the modern functionality and customer experience our residents expect.

This year we are embarking on creating a new, robust, mobile friendly, functional, and visually appealing customer experience when residents, businesses and visitors come to CoMo.gov.

One of the first goals of the project scope is to engage our residents to better understand and implement, where possible, website form and function our residents feel is important. We turned to the ETC Institute, the company which has conducted the annual Citizens Survey for over 10 years, to conduct a City Website Perceptions Survey to provide the design team guidance on how to structure the new website. ETC Institute has the experience and data readily available to conduct this type of survey.

The signed services agreement has been fully vetted by the Law Department and Finance Department, Purchasing Division.

Fiscal Impact

Short-Term Impact: \$10,000 year one, \$0 year two

Long-Term Impact: \$0.00

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: Operational Excellence, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

[Comprehensive Plan Impacts:](#)

Primary Impact: Mobility, Connectivity, and Accessibility, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Legislative History

Date	Action

Suggested Council Action

Staff recommends appropriating the funds necessary to conduct the survey.