

CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
NOVEMBER 1, 2022 AGENDA

Subject:	Type:	Submitted By:
DISCUSSION – MOBILE APP & WEBSITE CHATBOT	RESOLUTION ORDINANCE ◆ RECEIVE/FILE	MITCH BEAUMONT COMMUNICATION MANAGER

SYNOPSIS

A discussion has been scheduled to provide an update on elements of the City’s online presence.

FISCAL IMPACT

N/A.

RECOMMENDATION

Discussion only.

BACKGROUND

In March 2020, the City launched a completely redesigned website and introduced the City’s first-ever mobile app. One of the goals of the website redesign process was to improve the mobile experience for those accessing our content online. The mobile experience with our previous website was not good, and we accomplished our goal by upgrading to a mobile responsive platform, which provides a complete branded experience regardless of the browser or device used to access our site. Public use of the City’s website has continued to be strong, but the use of the app has not developed that trend. With approximately 100 instances of the app being installed on devices, coupled with limitations placed on it by our website vendor, CivicPlus, this functionality is not meeting our expectations.

Recent conversations with our website vendor have revealed a better option for the City in the form of a website chatbot, which staff will describe and demonstrate. Staff is recommending the discontinuation of the mobile app and the addition of the chatbot, which would save the City approximately \$2,500 in FY23.