

Proposed Website Presentation Topics for City Council Roundtable

April 11, 2011 – Sullivan Chambers

Home Page

- Focus on City photography, graphics, colors; more inviting look & feel
- Home page layout was approved by the City Manager's Office during redesign.
- **Carousel**
 - Up to five featured news items
 - Slides move automatically
 - Content updated daily by Ini Tomeu
- **What's New in Cambridge**
 - Up to seven news items about the City
 - Content updated daily by Ini Tomeu, photos associated with stories to keep look & feel
 - Link for archived news stories at bottom of list
- **Featured Events**
 - Rolling list of 7 upcoming events (public meetings and events promoted specifically)
- **Right Navigation**
 - Highlights online services with text and image links – Will bring up **Property Database** and highlight some **GIS features** within this context
 - Right nav is consistent across department sites with Online Services and Quick Links, hours and contact information changes for each department
 - Text size controls displayed on every page, allows user to increase/decrease font size as needed
 - Search box featured at top of right nav, displayed on every page.

City Calendar

- Displays events chronologically daily, weekly or monthly
- Dropdowns to filter the list of events by category or by keyword search
- Controls to change the day/week/month being viewed

City Webcast

- Upgraded for the new website
- Archive of past City Council meetings dating back to April 3, 2006
- New Silverlight-powered cross-platform video player, audio streaming to iOS devices
 - Ability to stream audio and video to iOS & Android devices planned for Q2 2011
 - Currently no audio streaming ability to Android devices

Library

- Unique look from the City site but maintaining Cambridge branding
- Also makes use of the Carousel, News and Announcements, Upcoming Events, with different design.
- **Library Calendar**
 - Same controls and capabilities as the City calendar, but displaying only Library events
 - Library events automatically roll up to City calendar

Public Works

- Other major department redesign, also makes use of carousel and featured news items
- Featured events replaced in favor of static display of popular DPW services
- Added quick navigation to the top of right nav for most popular information, requests, etc.

Veterans' Services

- **Left nav > Photo Galleries**
- Extensive use of photo galleries – Demonstrate using Patriots' Day Photos 2010
 - Photo captions and credits displayed
 - Slideshow plays automatically on the page

Other Items

- **City Telephone Directory** - A very convenient and quick reference to City telephone numbers, City information lines (i.e. report a pothole, rodent siting, unshoveled sidewalks) as well as quick reference numbers for frequently requested City services.
- **Boards and Commissions** – Links to an overview page with additional left column links to a directory listing of boards and a link to current vacancies.
- **News Story** on Cambridge Office for Tourism's New TRUMBA Calendar.
- **Cambridge Resources** – Icons link to The Cambridge Life City Resource Guide, Cambridge Somerville Resource Guide, etc.
- **Bottom navigation panel** lists helpful links under the three major categories of Living, Working, Visiting Cambridge as well as a changing listing of miscellaneous useful links. Two of the items we are currently listing here are the Prescription Drop Off Program and Yellow Pages Opt Out.

Items Asked For by Council Order	Status	Notes
1 Allow simpler video streaming on Mac	Silverlight allows for much simpler streaming of videos on the Mac, as well as a much simpler, better-integrated experience for browsers on all platforms.	
2 Ability to view City Council meetings from smart phones	The new webcast pages allow for streaming of live audio from council meetings to iOS devices (iPhone, iPad, iPod) via a third-party app called FStream. Audio or video streaming is not currently available on the Android platform.	NOTE: EarthChannel will soon allow for streaming of both audio and video on Android devices, as well as playback of videos in HTML5-compliant browsers without the need of any plugins, even Silverlight.
3 Ability to email links to custom start points in a video	When viewing an archived city council video, users can click a link below the video to present controls to select the entire video or a portion thereof and then generate HTML to embed the video in a webpage, blog entry, etc. as well as a link which can similarly be emailed, posted on Twitter or Facebook, etc.	
4 Ability to comment on and interact with Councillors and other residents in forums tied to individual videos	This point is not addressed by the upgraded webcast page.	
5 Ability for residents to share video on social media sites	See #3	
6 Ability to search previous videos for specific agenda items	Videos can be indexed by City staff when being posted to EarthChannel; when indexed, a video can be displayed with a list of indexed points to allow users to skip to a certain point in the video. This could be the start of each portion of the meeting (Public Comment, City Manager's Agenda, etc.) or it could be even more specific, to discussion of each item on the City Manager's Agenda, etc.	
7 Ability to tie closed captioning of videos to meetings	This point is not addressed by the upgraded webcast page.	