Recommendations from Outreach and Communications Ad Hoc Subcommittee regarding revisions to the committee webpage April 2021

<u>Ad Hoc Subcommittee Members</u>
Michelle Dennis, Member
Kira Grimes, Member
Rebecca Rona, Chair
Carlos Valverde, Vice Chair

Revisions to the webpage recently agreed upon by committee and staff

1. A Spanish version of the Committee webpage will be added to the website.

2. A link added to the webpage will click through to a document where the Committee will welcome the public to participate in its meetings, events and activities.

3. A "contact us" button will be added to the webpage, enabling the public to communicate with committee members and staff

New subcommittee recommendations

1. To guarantee that the quality of the language on the Spanish webpage is equal to that of the language on the English webpage, translate the English into Spanish rather than rely on Google Translate.

2. Increase the likelihood that the public, staff and visitors to our city will locate and be able to read about <u>all </u>the city's efforts toward achieving equity and better relations between and among people, not solely the efforts of this committee by changing the website navigation as follows:

A. A website visitor would begin with the navigation button ""Explore."

B. From "Explore" the visitor could click on "Equity and Human Relations," which would be the title of a section, not a page.

C. The section heading "Equity and Human Relations" would lead to four pages:
   1. The existing "Race and Equity" page, to which a single paragraph about the Equity and Human Relations Advisory Committee would be added
   2. The new REAP page that is anticipated (the entire title, not the acronym)
   3. A new page entitled "Equity and Human Relations Advisory Committee, English"
   4. A new page entitled "Equity and Human Relations Advisory Committee, en Espanol"

D. The "Equity and Human Relations Advisory Committee" page would include the 8 items originally requested:
   1. Instructions for accessing committee meetings in both text and video formats.
   2. A photo gallery of images from events sponsored by the committee.
   3. A photo that illustrates diversity and inclusion (making the page more inviting and meaningful)

4.   A portal enabling the public to nominate individuals, groups, etc. to be honored by the committee.
5.   A calendar of upcoming committee-sponsored events, to include explanation of intention behind the event.
6.   News about past committee events, incorporating brief descriptions, photos and results, where applicable.
7.   Agendas and minutes as pdfs, eliminating the need to access these via the official agenda page.
8.   Videos, including videos aimed specifically at youth.

E. The "Equity and Human Relations Advisory Committee" page would also include the names, photos, bios and email addresses of all committee members. The email addresses of any committee members who preferred not to have their email addresses listed would not be included.

F. The "Equity and Human Relations Advisory Committee" page would incorporate the Google Translate feature for the sake of website visitors who preferred to read a language other than English or Spanish. Also included on this page would be an explanation that if the Google Translate translation was not clear, the visitor could contact staff via [an email address.]