

Ava Website Refresh Feedback

Marketing, Regulatory and Legislative Subcommittee
February 16, 2024



Agenda

- Purpose of the website and objective of this project
- Status of Ava's website: past and present
- Preview of where we're heading
- Solicit feedback from committee



Purpose of the website and objective of this project

Purpose of our website:

- Share information about Ava Community Energy
- Inbound marketing (people web searching for info)
- A place to direct traffic from our marketing campaigns, emails, partners etc.
- Document and warehouse our public meeting agendas, reports, videos
- Enrollment in Ava programs, change their service

Objective of this project:

- Make information easier to find
- Add new features such as city-specific content
- Transition to new Content Management System (CMS) - WordPress - in order to leverage plug-ins that will improve functionality of the site
- Improve implementation of SEO, Google Analytics
- Beautify look and feel - it is a large part of our visual identify
- Ensure accessibility of site for ADA, languages



Status of Ava's Website: The Past



2018

- CMS: WordPress
- Design: Circlepoint



2020

- CRM: Forestry CMS to simplify content editing
- Design: Celery Design



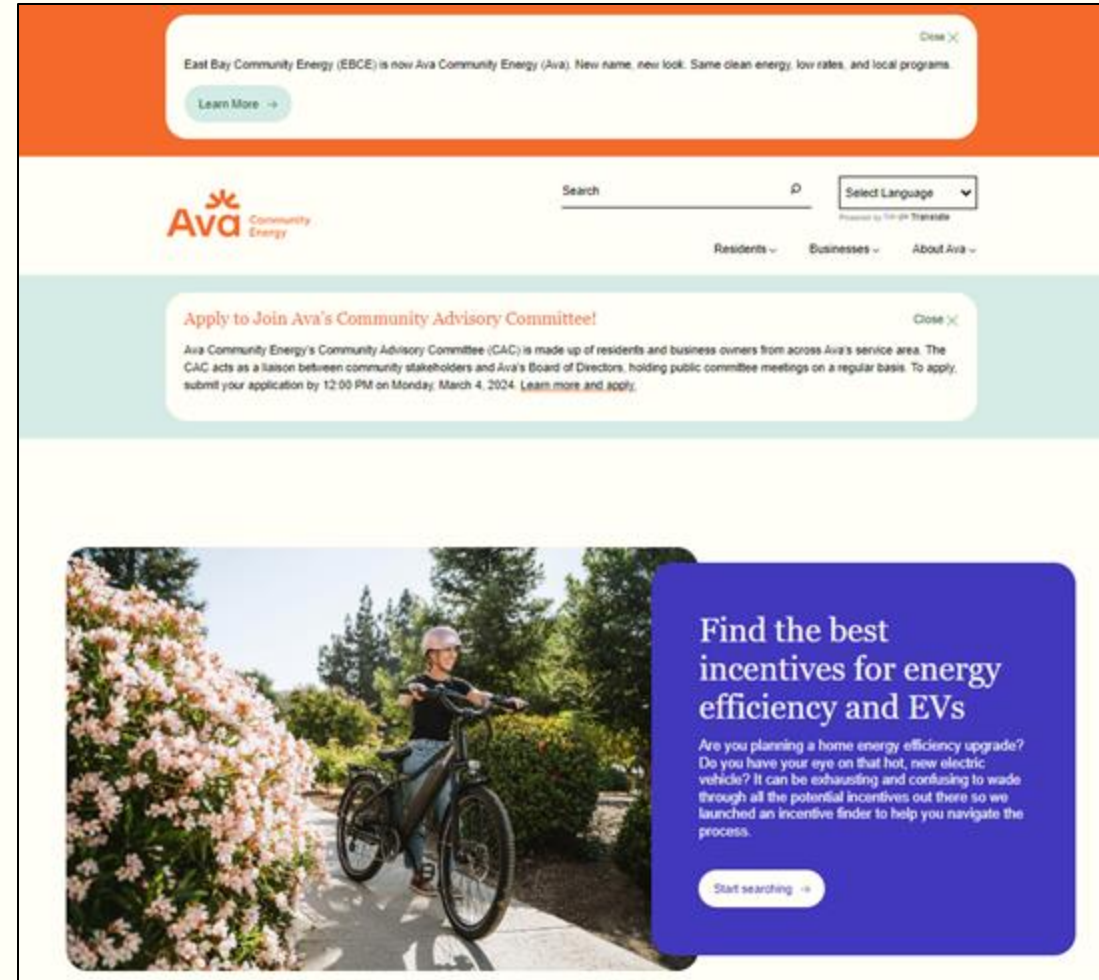
2023

- CMS: Sanity.io because Forestry was discontinued
- Design: Celery Design



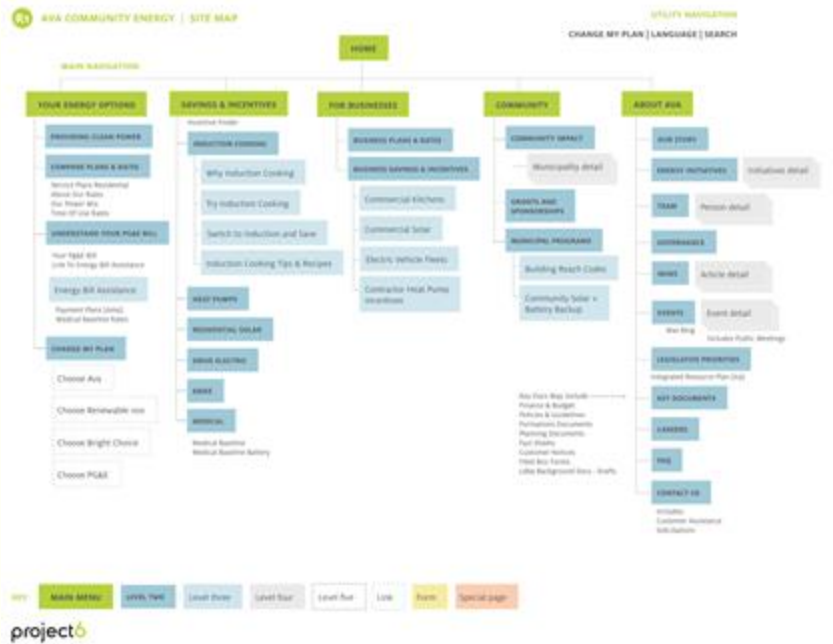
Status of Ava's Website: Current

- Reskinned website in October 2023 with new brand visual identity (fonts, colors, rounded photos, logo, new name, new url)
- CMS remained on Sanity.io
- Added Google Translate, Incentive Finder



Status of Ava's Website: Future

- Working with Project6 (a Berkeley design firm selected in competitive solicitation)
- Kickoff meeting was in December 2023
- Currently designing new website architecture
- Next steps: homepage layout, refresh content
- Simultaneously working on redesign of iconography
- Planning additional photography and videography
- Anticipated website launch in June 2024



Feedback

- **General questions or comments regarding what has been presented**
- **How do you currently utilize Ava's website, and how could that be improved?**
- **Is there additional functionality you would like to see?**





Community Energy