



PRESS RELEASE

FOR IMMEDIATE RELEASE

November 14, 2014

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City of Pleasanton Unveils Visitor-Friendly *cityofpleasantonca.gov* Website

Pleasanton, CA— The City of Pleasanton introduces its newly designed website www.cityofpleasantonca.gov. The website, developed by Civica Software, was designed with a focus on meeting the needs of residents, businesses, and visitors accessing information about the city.

“The City’s existing website was obsolete after ten years, and it was time for a new look and to incorporate the many new enhanced features available today,” according to Pleasanton City Manager Nelson Fialho. “Visitors to the new *cityofpleasantonca.gov* website will find a contemporary new look, quick access to services and information, transaction buttons to do business with the City, easier navigation, FAQ’s for each City department, a full staff directory, and integration with other social media outlets used by the City,” he added.

The site is the go-to point for information about Pleasanton, including all city business, living, dining, shopping and playing, and was strategically designed to increase connections with residents, businesses and visitors.

Assistant to the City Manager Maria Ojeda directed the project, which took just under one year to complete.

“The former website averaged 170,000 page views per month,” said Ojeda. “We want to increase online traffic further with this new site, and expect that users of multiple interests will easily find information and connect with Pleasanton by subscribing to lists and developing personalized profiles to navigate to their favorite topics easily. Our busiest page destinations such as the library, employment, police, and water utility will better serve web users with a new layout and responsive design for mobile users.”

Developing a new city website was a goal in the 2013/2014 City Council Work Plan Priorities Update in order to reflect a new look and integrate improved technology and social media. The City selected Civica Software, a provider of website content and management solutions for local governments, to build and design the new website.

About Pleasanton

The City of Pleasanton is a vibrant Northern California community of 71,000 residents situated at the crossroads of Interstates 580 and 680, in close proximity to the San Francisco and San Jose metropolitan areas. The city's location has historical significance as a major trading route of early Native Americans and later along the route of the First Transcontinental Railroad. Pleasanton is a major suburb identified by the U.S. Census as one of the wealthiest middle-sized cities in the nation and was included on Money Magazine's list of the 'Best Cities to Live 2014' and on 24/7 Wall Street's list of 'America's 50 Best Cities to Live'. Among Pleasanton's many attractions are an excellent school system, a highly educated workforce, 1,200 acres of parkland and recreational open space, a nationally recognized business park, a regional retail shopping mall, and a historic downtown district. For more information, please visit www.cityofpleasantonca.gov.

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