

CITY COUNCIL MEMORANDUM

City Council Meeting:

February 4, 2020

Department:

**Planning & Community Development-
Planning Division**

**Written update on “What’s Developing in
Schertz” webpage.**

BACKGROUND

On December 14, 2017 the webpage “What’s Developing in Schertz” went live. To date the site has had more than 17,000 views.

“What’s Developing in Schertz” was designed as a means of public outreach as a way to communicate to the residents, developers and surrounding communities the new commercial developments within the City of Schertz. Essentially, the webpage was designed so if the public is driving by a site under construction, they can open the webpage and learn more about what is being built around them. Since its creation by Planning & Community Development and GIS in 2017 the webpage has included numerous commercial projects and now also highlights residential developments while the public infrastructure improvements are being completed. The Planning Division completes weekly updates on the site to ensure the residents have the most up to date information. As soon as a new commercial permit is issued staff starts the process of adding the project to the webpage.

As with most software and online tools, over time new versions are released. Recently ESRI, the maker of the online tool staff utilizes to create “What’s Developing in Schertz” released a new version of ESRI Story Maps. In the beginning of January Planning & Community Development and GIS started the transition to the new version of our frequented webpage. On January 24, 2020 Planning & Community Development and GIS launched the updated “What’s Developing in Schertz” to the City’s website. The new and improved version is more user friendly for both the residents and staff, is more modern with a more attractive appearance, and displays the new developments in a more useful way. Staff feels that the new site will attract even more views than the previous outdated version. The new version still contains the same content (project location, description, and full site plan) but the information is presented in a more appealing display.

Based on statistics provided by GIS using the ESRI Story Map tracking information in 2017 (site launched in December) there were an average of 17 views per day. In 2018 there was an average of more than 18 views per day. This increased again in 2019 with an average of more than 25 views per day. So far in 2020 there has been more than 640 views for an average of more than 26 views per day. Staff will continue to update and promote “What’s Developing in Schertz” as a great outreach tool to keep our residents informed of the construction happening in their areas. Staff encourages each of you to view the new look of our webpage which can be seen from the Development Resources page from the City’s website. If there are any questions on the webpage or if you have ideas / updates to the webpage that you would like to see, please contact Emily Delgado, Senior Planner at edelgado@schertz.com or 210.619.1784.