

# Website Redesign:

Initial Cost Estimates and Other  
Considerations

Financial Affairs Committee  
June 3, 2025





# Why a website redesign?



## Mobile-first

Our current analytics show that anywhere between **50-70% of people access [www.wauwatosa.net](http://www.wauwatosa.net) on a mobile device**. We want to optimize our content to be accessible on any size device.



## Accessibility

The U.S. Department of Justice's final rule on website accessibility means that our city website will have to meet WCAG level AA by April 2027.



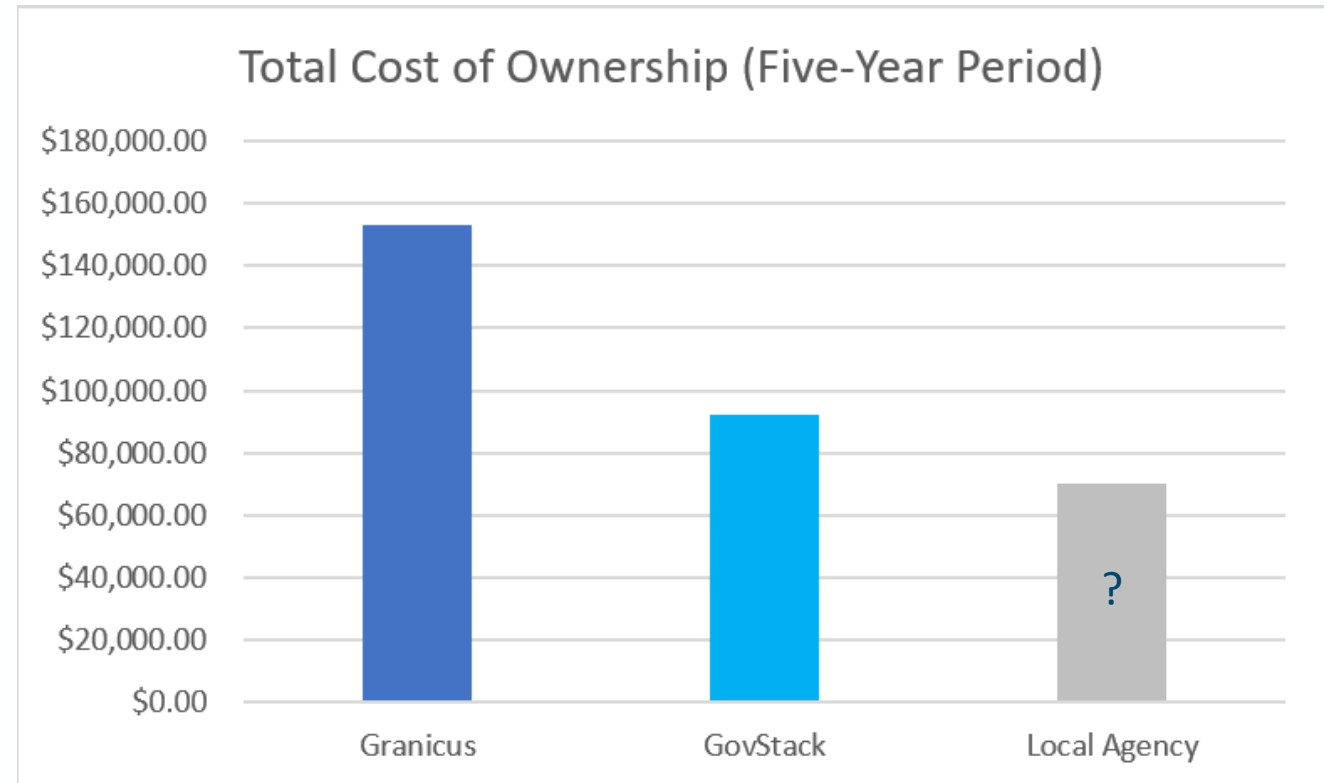
## Designing for the Future

We recognize that people's experiences with websites are constantly evolving. We want Wauwatosa's website to have an updated design and the ability to keep up with current web design best practices.

# APPROACH

## Who would we partner with?

1. **Granicus.** Over five years, the total cost of ownership of a newly designed website would be an estimated \$153,117.89.
2. **GovStack.** Over five years, the total cost of ownership of a newly designed website would be an estimated \$92,500.
3. **Local agency.** While we haven't obtained quotes from any local agencies, we are confident that a local partner could meet our needs and provide a cost-effective option worth considering.



# CONSIDERATIONS

1. **Granicus.** Beginning July 2025, our current website platform “Vision” will no longer be supported by Granicus. We continue to face other customer service challenges and concerns.
2. **GovStack.** The customizable website design templates are an area of interest with GovStack. This could lead to a longer website shelf life and would benefit our 20-30 web editors across the city. We want a solution that is easy to use so that they can continue to be empowered to make updates.
3. **Local agency.** Working with a local agency may involve more cost on the front end of this project; however, the annual hosting fees could be significantly lower compared to other content management system vendors.



# Coming Soon: 2026 Budget Request