



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Cohen and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Lindy Coe-Juell, Assistant to the City Manager
Leilani Emnace, Information Systems Manager

DATE: October 20, 2009

SUBJECT: Follow-up Discussion of the City Council Work Plan Item for Creating a Standardized Format for City Emails

RECOMMENDATION:

Staff recommends that the City Council review the standardized citywide email format options and provide direction for adoption.

FISCAL IMPLICATION:

A software application costing approximately \$2,000, to be covered by the IS budget, will be needed in order to provide an automated technical solution to standardize email signatures citywide.

BACKGROUND:

During the July 21, 2009 meeting, the City Council reviewed several options for an updated letterhead template and examples of the various email styles currently used throughout the city. Council directed minor changes to the current letterhead format, but did not want to pursue an updated look at this time. Council also asked staff to return with several options for a standard email format using a “branded” Pier design incorporated from the website.

DISCUSSION:

The attachment to this report shows four email signature options developed by staff based on City Council direction. The first is the most streamlined and the next three options progressively add several elements. Staff recommends that the City Council review these options and provide direction for adoption. Once a standard design is selected, several weeks will be required to obtain the software and program the design for citywide implementation.

ATTACHMENT (four options shown in the attachment):

- 1) Design on bottom without the fax number and without the City of Manhattan Beach repeated
- 2) Design on bottom with the fax number and the City of Manhattan Beach repeated
- 3) Same elements as option 2 with the design on the side
- 4) Same elements as option 3 with the mission statement added below

1. Design on Bottom without City of Manhattan Beach and fax

Leilani Emnace
Information Systems Manager

E: lemnace@citymb.info
P: (310) 802-5571



 Please consider the environment before printing this email.

2. Design on Bottom with City of Manhattan Beach and Fax

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3. Design on the Side

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4. Design on the Side with Mission Statement

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The mission of the City of Manhattan Beach is to preserve and enhance the unique qualities of our beach town by providing the highest quality services, planning, business environment and financial stability.

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