

PRESENTATION



Meeting Date: July 18, 2025

To: Board of Directors
From: Director of Communications, Zoë Shoats
Approved by: General Manager, Felipe Melchor

Subject: Presentation of ReGenMonterey.org Redesign

RECOMMENDATION

Receive a presentation on the redesign of ReGenMonterey.org.

BACKGROUND

The previous iteration of ReGenMonterey.org served the organization well for approximately nine years. In the public sector, the typical website lifespan before a redesign is 3 to 5 years. Redesigns are undertaken to meet modern compliance standards and evolving user expectations. Users increasingly expect mobile-friendly, fast-loading, and intuitive websites, and outdated navigation can lead to frustration. Older sites may also become vulnerable to cyber threats over time. A comprehensive website audit can help agencies reevaluate how information is organized, streamline content, and improve overall site structure—leading to clearer, more intuitive navigation for the public.

DISCUSSION

With the rebrand from the Monterey Regional Waste Management District to ReGen Monterey, it was time to update the website to reflect our modern identity. The new ReGenMonterey.org features a refreshed design with vibrant colors, a stronger visual emphasis on photography—especially of our workforce—and a look that aligns with our brand's contemporary style.

We also streamlined the site structure to reduce clutter and improve usability. The previous website included redundant pages, such as separate profiles for each facility and overlapping service descriptions. In contrast, the redesigned site takes a more customer-focused approach, helping users quickly find out what to do with their delivered materials. The Communications team analyzed the most frequently visited pages and ensured those resources are now easier to access and more prominently featured. New features were added such as embedded forms and language translation software for added accessibility and use.

Physical Address

14201 Del Monte Blvd.
Salinas, CA 93908

Mailing Address

P.O. Box 1670
Marina, CA 93933

Phone / Fax

831-384-5313 PHONE
831-384-3567 FAX

Web / Social

ReGenMonterey.org
@ReGenMonterey

Let's not waste this.

FISCAL IMPACT

Funds for the website redesign were included in the FY 24 and FY 25 budgets in the Communications Department. We estimated the project to cost \$35,000, however, cost savings were realized from use of staff expertise, which allowed the project to be delivered under budget totalling \$26,510 thus far, allocated as follows:

- Visual Design (\$7,910): Development of the site's visual identity, layout, and user interface design.
- Content Strategy and Development (\$13,875): Content audits, messaging refinement, web copywriting, and organizing content for clarity and accessibility.
- Web Development and Implementation (\$4,725): Covers the technical build and deployment of the redesigned site, including CMS configuration and functionality testing.

CONCLUSION

Receive a presentation on the updated ReGenMonterey.org website.

//