



San Diego County
Local Agency Formation Commission
 Regional Service Planning | Subdivision of the State of California

5d

AGENDA REPORT
 Business | Information

October 17, 2025

TO: Special Districts Advisory Committee

FROM: Keene Simonds, Executive Officer
 Aiden Velasquez, Communications Associate

SUBJECT: **Workplan Update on High-Mid Priority Project |
 San Diego LAFCO Website Refresh + Content Expansion**

SUMMARY

The Special Districts Advisory Committee (“Committee”) will receive an update on one of San Diego LAFCO’s high- to mid-priority projects included in the current adopted workplan: the redesign of the LAFCO website. The project is currently underway with consultant Chase Design and explores website enhancement options, with a focus on aesthetic design, accessibility, usability, and expanded content. As part of this broader modernization effort, the project also includes reimagining the LAFCO logo to reflect a more streamlined design. The Committee will receive a verbal report – including a walk-through presentation of the current website – with the opportunity to provide feedback and input to staff.

BACKGROUND

**2025-2026 Adopted Workplan &
 Priority Project No. 13: Website Refresh + Content Expansion**

San Diego LAFCO’s current fiscal year workplan includes 30 projects and is divided into two distinct categories – statutory and administrative – along with priority assignments set by the Commission. A scheduled project involving the refresh of the San Diego LAFCO website with enhanced end-user features as part of a broader modernization effort.

<p>Administration Keene Simonds, Executive Officer 2550 Fifth Avenue, Suite 725 San Diego, California 92103 T 619.321.3380 E lafco@sdcounty.ca.gov www.sdlafco.org</p>	<p>Paloma Aguirre County of San Diego</p> <p>Joel Anderson County of San Diego</p> <p>Monica M. Steppe, Alt. County of San Diego</p>	<p>Kristi Becker City of Solana Beach</p> <p>Dane White City of Escondido</p> <p>John McCann Alt. City of Chula Vista</p>	<p>Chair Stephen Whitburn City of San Diego</p> <p>Marni von Wilpert, Alt. City of San Diego</p>	<p>Vice Chair Barry Willis Alpine Fire Protection</p> <p>Jo MacKenzie Vista Irrigation</p> <p>David Drake, Alt. Rincon del Diablo</p>	<p>Brigitte Browning General Public</p> <p>Eileen Delaney, Alt. General Public</p>
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DISCUSSION

This item is for the Committee to receive an update on one of San Diego LAFCO’s high-to-mid priority projects involving the redesign of the LAFCO website. Committee feedback is requested with LAFCO staff seeking input on the website’s aesthetic design, accessibility, usability, and opportunities for expanded content. The project also includes a refresh of the LAFCO logo with an emphasis on simplicity and alignment with the new website design. The Committee will receive a verbal report – including a walk-through presentation of the current website – by LAFCO staff Communications Associate Aiden Velasquez.

Priority Project No. 13 | Website Refresh + Content Expansion

Project Manager Aiden Velasquez

Outside-Consultant Chase Design

San Diego LAFCO staff, in collaboration with consultant Chase Design, continues to make steady progress on the website redesign project. The first phase has focused on the technical and logistical aspects of transitioning from the current website host (Granicus) to an independent, LAFCO-managed platform. This includes shifting from our existing .org domain to a .ca.gov domain to align with state guidelines. Concurrently, staff has been mapping the structure of the existing website – evaluating content organization, file management, and functionality – to improve user experience and site performance.

This process has also prompted broader discussions on aesthetic design, leading to the inclusion of a logo redesign as part of the overall project. The new logo aims for a simple, modern design that continues to reflect LAFCO’s mission and countywide role. After several iterations, staff have begun sharing preliminary concepts with Commissioners and seeking input. Both the redesigned logo and the new website are planned to launch simultaneously, with full transition and rollout anticipated by Summer 2026.

ANALYSIS

None.

RECOMMENDATION

This item is presented to the Committee for information and feedback.

ALTERNATIVES FOR ACTION

None.

(over)

PROCEDURES FOR CONSIDERATION

This item has been placed on the Committee’s agenda for information as part of the business calendar. The following procedures are recommended:

- 1) Receive verbal presentation from staff unless waived.
- 2) Invite comments from interested audience members if any.
- 3) Discuss and provide general feedback as needed.

On Behalf of the Executive Officer,



Aiden Velasquez
Communications Associate

Special Districts Advisory Committee

October 17, 2025 Special Meeting

Agenda Item No. 5d | Current Workplan Update on Website Redesign

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