

This document can be made available in other accessible formats as soon as practicable and upon request



Staff Report

Community Services

Report To: Special Meeting of Council
Meeting Date: January 29, 2018
Report Number: CSPW.18.008
Subject: Town Website Prototype Review
Prepared by: Cathy Bailey, Manager of Information Technology
 Liz Saunders, Administrative Assistant for Community Services

A. Recommendations

THAT Council receive Staff Report CSPW.18.008 entitled “Town Website Prototype Review” for information purposes.

B. Overview

The intent of this report is to update Council on the status of the Town’s Website Redevelopment Project. The update includes a demonstration of the website prototype design.

C. Background

In September 2017, Council authorized Staff to negotiate with the Town’s current website supplier, Running Tide Inc., to complete the Website Redevelopment Project. A Website Committee, comprised primarily of front line Administrative Staff as well as the Manager of Information Technology, was formed to assist with conceptual design, preparation of content and administration of the final product.

Members of the Website Committee have conducted an online survey and met with members of the public to solicit feedback regarding what should be considered and included in the website redevelopment.

Earlier this month, public participants reviewed and critiqued the new website prototype. Feedback received during these sessions have been incorporated into the revised prototype being presented to Council along with this report. Members of the public who participated in the review process volunteered through the online survey or by directly contacting Website Committee members.

D. Analysis

The website prototype includes the redesigned homepage, example of a calendar page and a small selection of the department content pages. Feedback received during the Council presentation will be noted and incorporated where possible.

Moving forward, volunteers from the community will be requested to participate in the upcoming beta testing phase in April of 2018. No technical experience is necessary to participate in this phase and participants who are not particularly comfortable using the Town's current website will be encouraged to participate. During the beta testing, participants will be asked to navigate a test website and provide feedback regarding ease of navigation, functionality and plain language. Assistance will be available during the testing sessions to ensure participants receive any necessary technical support.

All public input received has been, and will continue to be, catalogued to ensure that it is considered. As the project is operating within existing budget constraints, it may not be possible to meet all public expectations by the expected launch date in the spring of 2018. However, Town Staff will be budgeting for annual website upgrades in order to ensure that the new website does not become outdated. As additional funds become available, it is expected that Staff will be able to incorporate many of the requests that were not able to be included in the initial redevelopment. In this regard, ongoing feedback concerning the Town's website will be encouraged to help ensure that it continues to meet the needs of the public.

The Website Committee will be offering public training sessions on the new website for anyone interested in receiving assistance when the website is launched.

E. The Blue Mountains Strategic Plan

Goal #2: Engage Our Communities & Partners

Goal #4: Promote a Culture of Organizational & Operational Excellence

F. Environmental Impacts

None.

G. Financial Impact

The Website Redevelopment Project is an expense within the Town's budget.

H. In consultation with

Website Committee

Senior Management Team

Running Tide Inc.

I. Attached

None.

Respectfully submitted,

Cathy Bailey
Manager of Information Technology

Liz Saunders
Administrative Assistant of Community Services

For more information, please contact:
Liz Saunders
directorcs@thebluemountains.ca
519-599-3131 extension 289

Shawn Everitt
Interim CAO