A. Recommendations

THAT Council receive Staff Report FAF.20.091, entitled “2020 Website Update Approval”;

AND THAT Council authorize staff to proceed with the completion of the 2020 Website Update as outlined in the 2020 Approved Budget.

B. Overview

The 2020 Website Update project has a budget of $110,000 that was included in the 2020 approved budget. However, the budgeted amount is over the $50,000 threshold set by Council and the approval is required to be considered by Council prior to moving forward with the project.

C. Background

The Town’s current website operates on a proprietary platform that is maintained by an external contractor. The website could significantly benefit from various upgrades that would improve the navigation, functionality, features and most importantly the user experience for residents. The current challenges and technical limitations with the Town’s website have resulted in decreased public satisfaction and reduced operational effectiveness.

Over the past few years, Town staff have worked closely with the current website provider to implement changes to improve the user experience, but many efforts have been limited by the existing platform and technological capabilities.

As the primary communications platform for the Town, the operational effectiveness of the website is extremely important. Through the development of the Communications Strategy, improvements and upgrades to the website was also identified as a draft priority.
D. Analysis

The Website Upgrade project was considered and approved through the 2020 Budget Council deliberations.

Due to the technological challenges and the continued focus on providing a high level of communications to our residents and stakeholders, staff recommend that the 2020 Website Update project be approved, and authorization be provided to staff to begin the project.

In addition, the new website (www.exploreblue.ca) led by the Community Recovery Task Force was developed with the vision of being an integral part of the new municipal website through this project.

E. The Blue Mountains Strategic Plan

Goal #1: Create Opportunities for Sustainability  
Objective #5  Improved Visibility and Local Identity

Goal #2: Engage Our Communities & Partners  
Objective #1  Improve External Communication with our Constituents  
Objective #2  Use Technology to Advance Engagement

Goal #4: Promote a Culture of Organizational & Operational Excellence  
Objective #2  Improve Internal Communications Across our Organization  
Objective #3  To Consistently Deliver Excellent Customer Service  
Objective #5  Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

Goal #5: Ensure Our Infrastructure is Sustainable  
Objective #2  Avoid Unexpected Infrastructure Failure and Associated Costs and Liability

F. Environmental Impacts

This project has limited environmental impacts.

G. Financial Impact

This project has a total projected funding requirement of $110,000 that will be funded completely through taxation.

H. In consultation with

Tim Hendry, Manager of Communications and Economic Development
Chair of the Communication Committee
Chair of the Economic Development Advisory Committee
I. Public Engagement

The topic of this Staff Report has been subject to a Public Meeting and/or a Public Information Center which took place through the 2020 Budget deliberations.

Comments regarding this report should be submitted to Tim Hendry, Manager of Communication and Economic Development at communications@thebluemountains.ca.

J. Attached

1. 2020 Capital Project Sheet

Respectfully Submitted,

Shawn Everitt
Chief Administrative Officer

For more information, please contact: cao@thebluemountains.ca
519-599-3131 extension 234
### Communications and Economic Development

#### 2020 Capital Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Website Update</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>The Town’s current website operates on a proprietary website platform that is maintained by an external contractor. The current website could significantly benefit from navigation, accessibility and content upgrades. The upgrades will improve the functionality, usability and search ability for both members of the public and Town staff. The current website has limitations within functionality, features and analytics which has resulted in decreased public satisfaction and operational effectiveness.</td>
</tr>
<tr>
<td><strong>Project Manager</strong></td>
<td>Communications Economic Development Coordinator</td>
</tr>
<tr>
<td><strong>Budget</strong></td>
<td>$110,000 Software</td>
</tr>
<tr>
<td><strong>Funding</strong></td>
<td>$110,000 Taxation</td>
</tr>
</tbody>
</table>

| **Total Number of Projects:** | 1 |
| **Total Budget:** | $110,000 |
| **Total Funding by Source:** | $110,000 Taxation |