

Website Development Survey

The Town of The Blue Mountains website (www.thebluemountains.ca) serves as the primary communications tool for the municipality. Through feedback from residents, it was identified that the website could benefit from design, navigation and user experience upgrades. As part of the 2020 Budget Process, Council approved funding to develop a new municipal website for the Town of The Blue Mountains.

The following survey questions were created in consultation with the Communications Advisory Committee to receive feedback and input from residents and stakeholders.

- 1) How often do you visit the Town of The Blue Mountains website?
 - a. More than once per week
 - b. Once per week
 - c. Several times per month
 - d. A few times per year
 - e. I do not regularly visit the Town website

- 2) How do you access online content?
 - a. Exclusively on a mobile device
 - b. Primarily on a mobile device, with some access through laptop/desktop
 - c. Equally split between mobile and laptop/desktop access
 - d. Primarily on a laptop/desktop, with some access through mobile
 - e. Exclusively on a laptop/desktop

- 3) What information do you generally access on the Town website? (please check all that apply)
 - a. Council and Committee Meetings, Agendas & Minutes
 - b. News Releases & General Information
 - c. Property Tax & Utility Information
 - d. Planning/Building Information
 - e. Community Events Calendar
 - f. Business Directory & Business Resources
 - g. Waste Collection / Recycling Information
 - h. Municipal By-Laws
 - i. Department and Staff Contact Information
 - j. Permits and Applications
 - k. Employment opportunities
 - l. Online Payments

- m. Recreation Facilities and Programming
 - n. Other (please specify):
- 4) What additional information would you like to be able to access on the Town's website?
- a. Comment Box
- 5) Using the scale below, how easy is it to find what you were looking for on the current Town website?
- a. Very Easy
 - b. Somewhat Easy
 - c. Difficult
 - d. Very Difficult
- 6) In your opinion, what are the best feature(s) on the current website(s)?
- a. Comment Box
- 7) In your opinion, what are the biggest challenge(s) with the current website?
- a. Comment Box
- 8) Are there task(s) that you cannot complete on the current website and must call or go in person to complete?
- a. Comment Box
- 9) Have you experienced any of the following issues while using the Town website? (Check all that apply)
- a. Not able to find what I am looking for
 - b. Search results are not useful or relevant
 - c. Website does not work well on a mobile phone or tablet
 - d. Unappealing/Confusing design
 - e. Page content is too long and complicated
 - f. Other, please specify
- 10) Rate the importance of the following improvements to the Town website:
- a. Updated and improved design (look and feel)
 - b. Improved menu navigation
 - c. Improved website searchability
 - d. Improved email subscription
 - e. Featured content directly on the homepage
 - f. Plain language content (easy to read and understand)
 - g. Other, please specify

11) Is there any functionality on the Town's existing website that you would like to have carrier over to the new website?

- a. Comment Box

12) Would you like to be part of the ongoing activity of improving the website? If so, may we contact you for an in-person interview and testing the website? *required

- a. Yes
- b. No

13) Thank you for completing this survey. We would like to give you an opportunity to share any additional feedback you may have regarding this survey, the engagement process for the new website, or any other thoughts, ideas, or concerns.

- a. Comment Box

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