



Staff Report

Community Services

Report To: Committee of the Whole
Meeting Date: June 4, 2018
Report Number: FAF.18.99
Subject: Website Presentation
Prepared by: Cathy Bailey, Manager of Information Technology
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A. Recommendations

THAT Council receive Staff Report FAF.18.99, entitled "Website Presentation" for information purposes.

B. Overview

The intent of this report is to present the final redeveloped Town website to Council in advance of the scheduled June 5, 2018 launch date.

C. Background

In September 2017, Council authorized Staff to negotiate with the Town's current website provider, 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 and the GIS Planning Technician, was formed to assist with conceptual design, preparation of content and administration of the final product.

Members of the Website Committee 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. In January 2018, public participants reviewed and critiqued the new website prototype. Feedback received during these sessions was incorporated into the revised prototype that was presented to Council on January 29, 2018.

The website committee received a beta website in late February 2018. The beta website was then populated with revised content from each department.

In April and May 2018, public volunteers participated in website testing sessions on the beta website. A total of 28 participants took part in the testing sessions. Participants ranged in age from 26 to over 70 years of age. Feedback from the public testing sessions was catalogued and revisions were made where possible.

D. Analysis

The redeveloped website is scheduled to launch on June 5, 2018.

On June 6, 2018, the business community will be invited to add their business listings to the Business Directory. Local businesses will be provided with instructions detailing how to add a business to the directory. Assistance with this process will be made available as required.

Also on June 6, 2018, local Clubs, Groups and Organizations will be invited to add their information to the Community Groups and Public Services directory. Staff will be actively encouraging local groups to include their information in this directory.

Moving forward, the website committee will continue to meet regularly in order to ensure that the redeveloped website does not become outdated. The website committee will annually review the website for broken links, outdated or erroneous content and, potential improvements. The committee will also meet with interested members of the public to discuss suggestions for website upgrades and increase the overall functionality of the site.

E. The Blue Mountains Strategic Plan

- Goal #2: Engage Our Communities & Partners
- Objective #1 Improve External Communication with our Constituents
- Objective #2 Use Technology to Advance Engagement
- Objective #3 Strengthen Partnerships

- 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

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.

Public Participants

I. Attached

None

Respectfully submitted,

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