



Staff Report

Administration – Communications

Report To: Council Meeting
Meeting Date: June 14, 2021
Report Number: FAF.21.123
Title: Website Design Options
Prepared by: Tim Hendry, Manager of Communications and Economic Development

A. Recommendations

THAT Council receive Staff Report FAF.21.123, entitled “Website Design Options”;

AND THAT Council acknowledges at the June 9, 2021 Special Meeting, the Community Communications Advisory Committee selected design option #3 as the preferred website design option with an increased focus on news and headlines;

AND THAT Council selects design option # _____ as the approved website design option for the new Town of The Blue Mountains municipal website;

AND THAT Council grants the Chief Administrative Officer final authority to approve the website design based on incorporating feedback from the Community Communications Advisory Committee and Council.

B. Overview

This report provides Council with an overview of the three draft website design options and provides insight into the feedback received at the June 9, 2021 Special Meeting of the Community Communications Advisory Committee.

C. Background

As part of the website redevelopment project, UpAnUp has drafted and presented three homepage design options for consideration. Each design was developed following the project goals and design criteria as outlined within the Request-for-Proposal.

Key Project Goals

- Improving the end user experience;
- Improving the overall design and function of the website;
- Streamlining and simplifying site navigation;
- Improving website content searchability;

- Increasing staff backend productivity; and
- Ensuring full accessibility and security compliance.

Homepage Criteria

As directed within the Request-for-Proposal, the homepage designs are to include:

- Main website navigation, Town logo and prominently displayed search bar
- Slider/ banner image
- Latest news section that displays the most recent press releases with a link to view more
- Upcoming meetings section that displays the next upcoming meetings with link to view more
- Featured projects section that highlights three (3) to five (5) featured projects
- Municipal social media feeds
- Council meeting live stream alert box
- Most popular content section that is updated dynamically based on user activity
- A to Z services directory

D. Analysis

The three design options were presented by UpAnUp to the Town and the CCAC Website Sub-Committee on Wednesday, June 2, 2021. Following the meeting, Town staff provided initial design comments and changes back to UpAnUp. These changes were reflected within the design options presented at the Special Meeting of the Community Communications Advisory Committee held on June 9, 2021.

At the meeting on June 9, the Community Communications Advisory Committee passed the following motion:

THAT the Community Communications Advisory Committee receive Staff Report FAF.21.113, entitled "Presentation of Website Design Options";

AND THAT the Community Communications Advisory Committee endorse design option # 3 as the preferred website design option with an increased focus on news and headlines to be relayed to Council for consideration at the June 14, 2021 Council meeting, CARRIED.

In addition to the motion, the Committee had a detailed discussion and provided feedback about all three website design options. A general summary of the feedback is included below:

- Need to ensure email subscription option is available on internal webpages
- Less passive, more interactive content that focuses on headlines/news, etc. and does not require the user to actively search for important content
 - More specifically, balance the prominence between news and events
- More prominent display of the ExploreBlue.ca website to direct visitors

- Important that functionality between mobile, tablet and desktop viewing and experience is seamless
- Links to online services should be more prominent
- The designs feature a good balance between content/visuals/white space

Website Design Options

Town staff would like to highlight and emphasize that a detailed presentation of the preferred design option #3 as selected by the Community Communications Advisory Committee will be provided by UpAnUp during the Council meeting. The attachment to this staff report provides a static and non-interactive view of the three website design options.

Timeline

The following chart outlines the timeline and next steps that will happen throughout June as related to the website design options:

<u>Action</u>	<u>Date</u>
Presentation of draft design options to Town Staff and the CCAC Website Sub Committee	Wednesday, June 2, 2021
First round of design changes provided to UpAnUp	Friday, June 4, 2021
Revised design options received back from UpAnUp	Tuesday, June 8, 2021
Presentation of design options to Special Community Communications Advisory Committee meeting <i>*CCAC to recommend preferred design option to Council for consideration</i>	Wednesday, June 9, 2021
Presentation of design options to Council with recommendation from the CCAC <i>*Council to select the preferred design option to proceed with</i>	Monday, June 14, 2021
Second round of design changes for the preferred design option provided to UpAnUp	Wednesday, June 16, 2021
Presentation of the final design at the regularly scheduled Communications Committee meeting	Monday, June 21, 2021
Third round of design changes for the preferred design option provided to UpAnUp	Tuesday, June 23, 2021
Town CAO to provide formal approval of design to UpAnUp	Friday, June 25, 2021

<i>*Approval of the design on June 25th is a critical project milestone that will impact the remainder of the project if not achieved</i>	
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E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

F. Environmental Impacts

No environmental impacts are anticipated as a result of this report.

G. Financial Impacts

All associated costs related to the design options are included as part of the approved budget for the Website Redevelopment project. There are no further financial impacts anticipated as a result of this report.

H. In Consultation With

Shawn Everitt, Chief Administration Officer

Community Communications Advisory Committee (June 9th, 2021 Meeting & Motion)

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, Manager of Communications & Economic Development communications@thebluemountains.ca.

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J. Attached

1. Website Design Options

Respectfully submitted,

Tim Hendry
Manager of Communications & Economic Development

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
Tim Hendry, Manager of Communications & Economic Development
communications@thebluemountains.ca
519-599-3131 extension 282


Report Approval Details


Document Title:	Website Design Options FAF.21.123.docx
Attachments:	- FAF.21.123-Attachment-1.pdf
Final Approval Date:	Jun 10, 2021


This report and all of its attachments were approved and signed as outlined below:

Shawn Everitt - Jun 10, 2021 - 4:04 PM

Website Homepage Design Option 1





 Alert

Search . . . 

Public Engagement

ServicesParks & RecreationCommunity & CultureBusiness & DevelopmentTown Hall

What can we help you find . . . 


 Lilly Smith


Show me popular links for...


Residents


Visitors


Business



Online Services




Public Transit




Roads & Drainage




Parks & Fields


Maps


Contact Us


 Recreation Programs


 Business Directory


 Residential Building Permits

Town News & Notices

Committee of the Whole Highlights
May 14, 2021

Family Physician Recruitment - What's
Being Done?
May 14, 2021

Enhanced Patrols to Stop Trespassing at
Tomahawk Golf Course
May 12, 2021

 News & Updates



The Town Recognizes National
Nursing and Police Week

May 12, 2021



Construction Resumes at the
Thornbury Pier

May 12, 2021


Current Projects

 [Current Projects](#)



 **Community Sustainability Plan: The TBM Future Story**
Community Situational Analysis



 **Transportation Master Plan**
Community Assessment



 **Attainable Housing for TBM**
Community Assessment



GTHS 8th Annual Walkathon (virtual)
Jun 20, 2021 | 9:00am - 7:00pm

Community Events

- Marsh Street Artists**
Jul 6, 2021 | 9:30am - 12:00pm
- Summit 700**
Jul 10, 2021 | 9:00am
- Country Cares Drive-Inn Concert**
Jul 26, 2021 | 8:00pm

 [Events Calendar](#)
 [Add a Community Event](#)

Upcoming Meetings

- Regular Council Meeting**
May 17, 2021 | 1:00pm
- Committee of the Whole Meeting**
May 18, 2021 | 9:00am - 11:30am
- Transportation Committee Meeting**
May 20, 2021 | 1:00pm

 [Council & Committees](#)

Contact Us

Town of The Blue Mountains
Local: 519-599-3131
Toll Free: 888-258-6867
32 Mill Street, Box 310
Thornbury, ON N0H 2P0

Visitor Information




Connect With Us


    


Follow us on social media to receive **breaking updates** about the Town.

Website Homepage Design Option 2





TOWN OF
THE BLUE MOUNTAINS

 Alert

Search the site . . . 

Public Engagement

Menu 




Welcome to The Town of The Blue Mountains


Show me popular links for...

Residents


Business

Visitors


 Lilly Smith




Online Services




Roads & Drainage




Public Transit




Parks & Fields





Maps





Contact Us




 Business Directory



 Residential Building Permits




 Recreation Programs

Featured Projects


Discover current and future projects while sharing your ideas, thoughts, and feedback to help shape our community!

→ Current Projects




Community Sustainability Plan: The TBM Future Story

Community Situational Analysis



Attainable Housing for the Town of The Blue Mountains

Review & Evaluation




Transportation Master Plan


Community Assessment

Upcoming Meetings


Regular Meeting of the Council

 May 6, 2021 | 1:00pm

Committee of the Whole Meeting

 May 18, 2021 | 9:00am


Transportation Committee Meeting

 May 18, 2021 | 1:00pm


→ Council Meetings

Town News & Notices


Enhanced Patrols to Stop Trespassing at Tomahawk Golf Course

 May 14, 2021


Family Physician Recruitment - What's Being Done?

 May 14, 2021


Committee of the Whole Highlights

 May 12, 2021

→ News & Updates



The Town Recognizes National Nursing Week and National Police Week

 May 14, 2021

Community Events



GTHS 8th Annual Walkathon (virtual)

🕒 Jun 20, 2021
9:00am - 7:00pm



Marsh Street Artists

🕒 Jul 6, 2021
9:30am - 12:00pm



Summit 700

🕒 Jul 10
9:00am - 6:00pm



Country Cares Drive-Inn Concert

🕒 Jul 26
7:00pm - 9:30pm

→ [Events Calendar](#)

→ [Add a Community Event](#)



Interested in accessing services online?

We have a variety of online service offerings available 24/7 for your convenience. Don't see what you need? Connect with us!

[📱 Online Services](#)

[🗣️ Contact Us](#)

CONNECT

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CONTACT

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LEGAL

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VISITOR INFORMATION




Website Homepage Design Option 3




ServicesParks & RecreationCommunity & CultureBusiness & DevelopmentTown Hall


Alert

What can we help you find...



Public Engagement



Lilly Smith


Welcome to The Town of The Blue Mountains.


Travel along our winding roads, through our valleys, along our trails, and atop the Escarpment for the full Town experience.


About Blue Mountains


Show me popular links for...


ResidentsVisitorsBusiness


Online Services


Public Transit

Roads & Drainage


Parks & Fields

Contact Us

Maps



Business Directory



Residential Building Permits

Town News & Notices

- Enhanced Patrols to Stop Trespassing at Tomahawk Golf Course

May 14, 2021
- Family Physician Recruitment - What's Being Done?

May 14, 2021
- Committee of the Whole Highlights

May 12, 2021

News & Updates

Community Events

- GTHS 8th Annual Walkathon (virtual)

🕒 May 6, 2021 | 9:00am - 7:00pm
- Marsh Street Artists

🕒 Jul 6, 2021 | 9:30am - 6:00pm
- Summit 700

🕒 Jul 10, 2021 | 9:00am - 6:00pm

Events Calendar

Upcoming Meetings

- Regular Meeting of the Council

🕒 May 6, 2021 | 1:00pm
- Committee of the Whole Meeting

🕒 May 18, 2021 | 9:00am
- Transportation Committee Meeting

🕒 May 18, 2021 | 1:00pm

Council Meetings

Featured Projects



Community Sustainability Plan: The TBM Future Story

Community Situational Analysis

Attainable Housing for the Town of The Blue Mountains

Transportation Master Plan

Current Projects

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