



# Staff Report

## Administration – Communications

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**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

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### A. Recommendations

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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

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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

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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

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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:

<b><u>Action</u></b>	<b><u>Date</u></b>
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  <b><i>*CCAC to recommend preferred design option to Council for consideration</i></b>	Wednesday, June 9, 2021
Presentation of design options to Council with recommendation from the CCAC  <b><i>*Council to select the preferred design option to proceed with</i></b>	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

<b><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></b>	
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## **E. Strategic Priorities**

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### **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**

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

## **G. Financial Impacts**

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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**

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Shawn Everitt, Chief Administration Officer

Community Communications Advisory Committee (June 9<sup>th</sup>, 2021 Meeting & Motion)

## **I. Public Engagement**

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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](mailto:communications@thebluemountains.ca).

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**J. Attached**

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1. Website Design Options

Respectfully submitted,

Tim Hendry  
Manager of Communications & Economic Development

Shawn Everitt  
Chief Administrative Officer

For more information, please contact:  
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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**