

2021 Budget - Supplemental Item

Title: Jeff McDonald, Communications Manager	Corporate Services
Division: Administration	Administration - 100
Type:	High

Description

This supplemental request is for a website upgrade. As outlined in our 2019-2022 Strategic Plan, a key aspect of our approach is "to communicate and engage with with our constituents to understand their interests as well as foster a better understanding of the Regional District's role and services". The PRRD website has not had a significant upgrade since 2015. It has grown steadily over the past several years in terms of quantity of information and number of pages, but that growth has not been strategically managed. The proposed budget spend would allow us to hire an external firm to: conduct detailed analysis of Google Analytics usage data; conduct task-testing and user-sorting exercises with screen movement recordings to determine most common user behaviour and user paths taken on the site; remove out-of-date, infrequently viewed and less important information; reorganize the website's navigational structure and paths; create a new look and feel with more white space, more use of images and video while holding to the established PRRD brand.

Benefits

The PRRD website would function as an easily accessible and trusted 'source of truth' (especially important during emergency communications) with all other communications channels (social media, media relations, email marketing, advertising) pointing to and flowing from the website. It would be streamlined and re-designed with the user in mind, with more intuitive navigational paths and less extraneous information. A redesign will also allow us to optimize the navigation and content to more easily be displayed on all kinds of screens and devices; almost 45 per cent of our website visits now take place on mobile devices and that number will only increase.

Risks

The website will not meet our stated communications approach, will continue to be less user-friendly, will not intuitive in terms of finding useful information quickly, will not optimized for viewing on mobile devices, and may function as a trusted 'source of truth', especially during emergencies.

Financial Information

Operating						
Funding Sources	2021	2022	2023	2024	2025	5 Year Total
Requisition	20,000					20,000
						0
						0
	20,000	0	0	0	0	20,000
Expenses	2021	2022	2023	2024	2025	5 Year Total
Consulting Services	20,000					20,000
						0
						0
						0
						0
						0
						0
	20,000	0	0	0	0	20,000

Administration

Author: Jeff McDonald	Date Prepared: January 5, 2021
Approval Date	