

**DATE:** September 7, 2017

**FILE:** 1470-01

**TO:** Chair and Directors  
Comox Valley Regional District (Comox Strathcona Waste Management) Board

**FROM:** Russell Dyson  
Chief Administrative Officer

**RE:** Comox Strathcona Waste Management Board New Website Design

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### **Purpose**

The purpose of this report is to provide an overview of the new Comox Strathcona Waste Management (CSWM) website for the board's information and in follow-up to the communications priorities staff report presented on June 8, 2017.

### **Policy Analysis**

The Comox Valley Regional District (CVRD) provides administrative support to the CSWM. The website is an administrative function to help educate and communicate with residents primarily about CSWM programs, as well as initiatives, decisions, projects, board meetings and budgets.

### **Executive Summary**

In June 2017, a website design contract was awarded to Upanup Designs out of Victoria, BC. In early July, Upanup completed a discovery session with CSWM staff to determine the priorities for the new website and obtain direction for developing a sitemap that would provide the foundation for the new website.

The design presented in Appendix A of this report is a direct result of staff feedback obtained during the discovery phase of the project. The website is structured to meet the needs of residents who are seeking information about CSWM's programs and services, which is the ultimate goal of the website project. It also provides an effective platform from which to communicate the CSWM's initiatives.

### **Recommendation from the Chief Administrative Officer:**

None. This report is presented for information.

Respectfully:

***R. Dyson***

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Russell Dyson  
Chief Administrative Officer

**Background/Current Situation**

The website was identified as a 2017 communications priority for the CSWM service due to its outdated content and lack of responsiveness, which makes it difficult to navigate. In addition, the site does not have a mobile function and does not perform well in Google and other search engines. Given the internet is the number one source of information for Canadians, and we know that more than 50 per cent of our users are accessing their information through a mobile device, it is clear that CSWM is missing out on a key opportunity to connect with half of the residents who are seeking to learn more about the service.

Upon identifying the need for a new website the content revision process began late in 2016 to prepare for a site redesign in mid-2017. In February 2017, the CVRD released a shared Request for Qualifications with the CVRD (CSWM) Board and North Island 9-1-1. Following a shared approach made the procurement process more efficient and allowed for shared costs by utilizing just one content management system and hosting fees for all four sites.

In April, a committee selected the four top submissions to participate in the Request for Proposals process. In June, following a committee review and evaluation, the contract for all four websites was awarded to Upanup Designs out of Victoria, BC. In July, Upanup completed a discovery session with CSWM staff to determine the priorities for the new website and obtain direction for developing a sitemap that would provide the foundation for the new website.

Upanup took all the issues facing the CSWM website, including the feedback obtained from staff during the discovery session, and created the preferred design option in Appendix A of this report.

**Options**

This report is presented for information and to update the CVRD (CSWM) Board on the activities associated with the website refresh project.

**Financial Factors**

The proposal submitted from Upanup outlines the design cost for the CSWM website to be \$28,700 plus taxes.

**Legal Factors**

All elements of this report are in compliance with CSWM legislation and bylaw requirements. There are no further legal implications associated with the website refresh project.

**Intergovernmental Factors**

The CSWM website refresh project is being aligned with the CVRD, Comox Strathcona Hospital Board and North Island 9-1-1 website refresh projects to bring all of the websites onto the same content management system and deliver cost savings for design, hosting and maintenance.

**Interdepartmental Involvement**

The communications department will be the lead on the CSWM website refresh project with input from the Chief Administrative Officer, Legislative Services, CSWM staff and Financial Services

**Citizen/Public Relations**

The public looks to local government websites to receive information about solid waste programs in the community. A functional and current website will allow the CSWM to share information more effectively.

Prepared by:

*C. Wile*

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Christianne Wile,  
Manager of Operational  
Communications

Concurrence:

*J. Warren*

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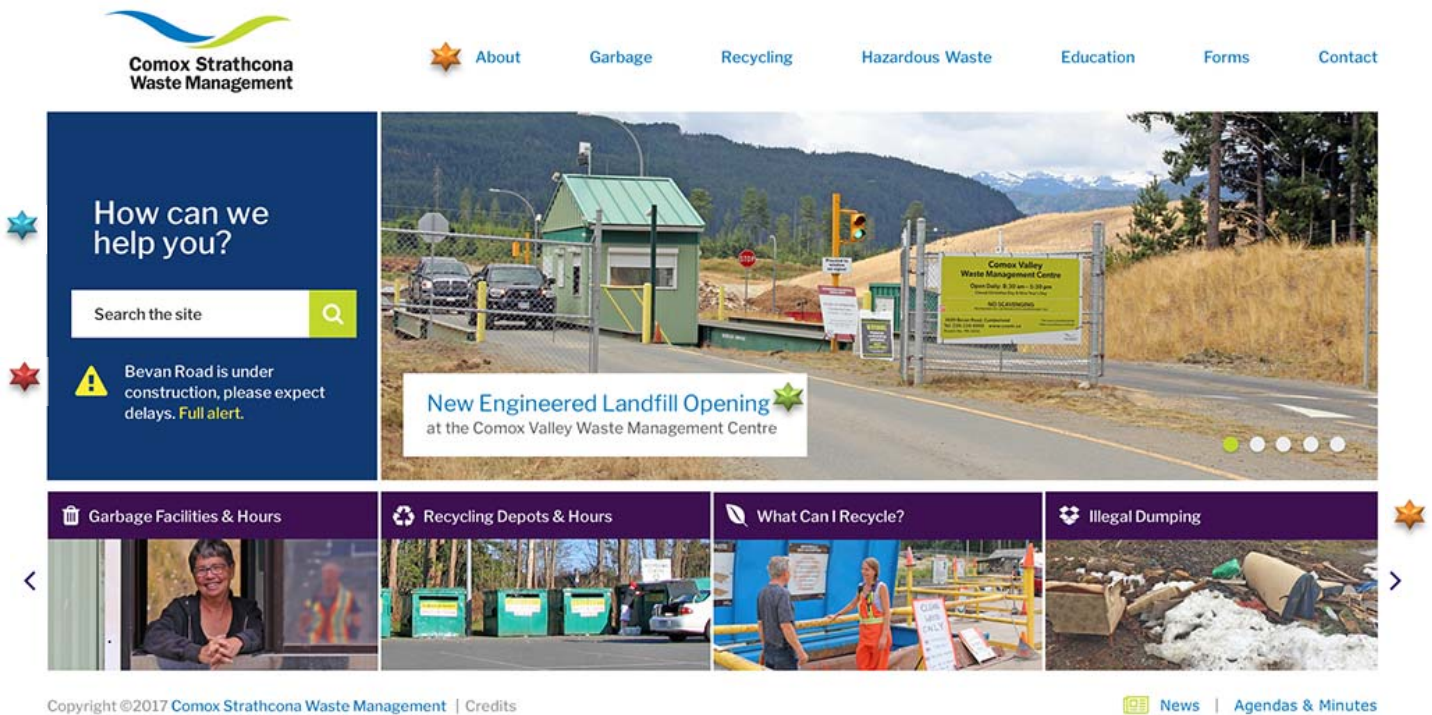
James Warren,  
General Manager of  
Corporate Services

Attachments: Appendix A – CSWM website design concept

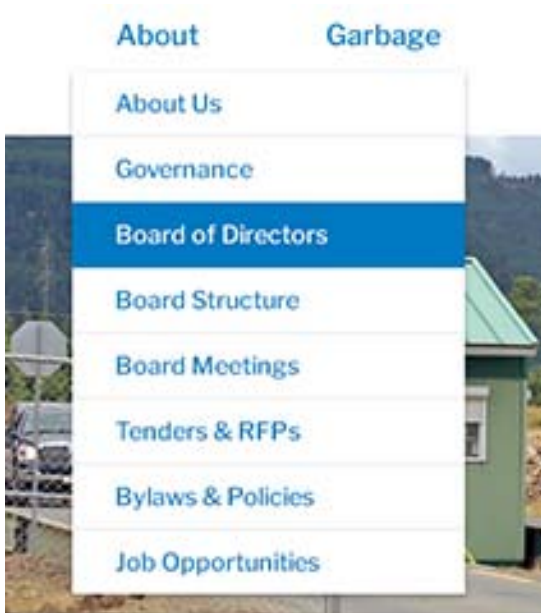
## Appendix A – CSWM Website Design Concept

### 1) Desktop Homepage

- ★ Tabs along the top of the homepage organize each web page by subject. Four feature tabs are visible along the bottom of the page. These highlight subjects that staff routinely field questions on.
- ★ The homepage drives the eye to its search function. This feature is the centrepiece of a modern website. If the user is not able to immediately locate what they are looking for, their query can be typed into this box.
- ★ An alert function is clearly visible under the search bar. This can be used for traffic updates, road closures or community alerts.
- ★ A news feature with rotating stories provides a place to highlight the latest news announcements or programs and policies that CSWM wishes to promote.



2) User Features

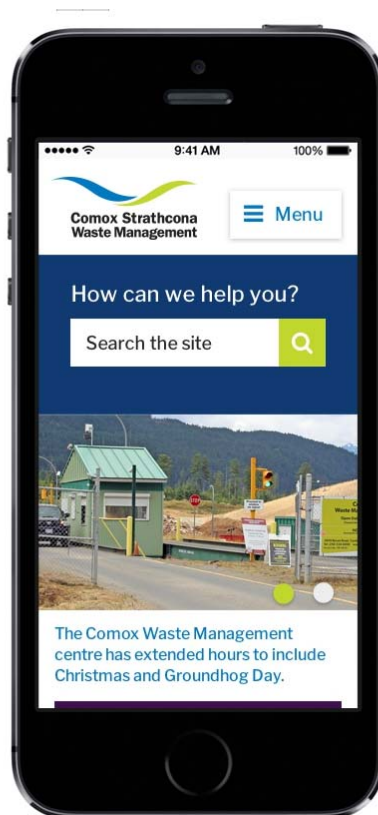


A Drop down menu featuring reorganized tabs make finding information easier.



An Intelligent search function anticipates user's needs

3) Mobile View



#### 4) Content Management System

The website utilizes Drupal, a free content management system that does not require CSWM to pay for licensing. Drupal is one of the most widely used open source content management tools in the world. It is extremely adaptable and has been configured to meet the objectives identified by CSWM including, ease of use for both users and staff and proper search engine optimization. The administration of Drupal does not require web administrative skills, meaning updates to the site can be made in house.

The content management system ensures that page headings, drop down menus and images are contained in a template to ensure consistency across the site.

