

DATE: November 15, 2017

FILE: 1470-01

TO: Chair and Directors
Committee of the Whole

FROM: Russell Dyson
Chief Administrative Officer

Supported by Marc Rutten Acting
Chief Administrative Officer

M. Rutten

RE: Comox Valley Regional District New Website Design

Purpose

The purpose of this report is to provide an overview of the new Comox Valley Regional District (CVRD) website design for information only.

Recommendation from the Chief Administrative Officer:

None. This report is presented for information.

Executive Summary

The CVRD website refresh project is being aligned with the Comox Strathcona Waste Management, Comox Strathcona Regional Hospital District and North Island 9-1-1 website refresh projects to bring all the websites onto the same content management system and deliver cost savings.

A Request for Qualifications process was completed for refreshing the CVRD, North Island 911, Comox Strathcona Regional Hospital District and Comox Strathcona Waste Management websites. Four participants were invited to be part of the Request of Proposals process early 2017. In June, the contract was awarded to Upanup Designs out of Victoria, BC. In August, Upanup completed a discovery session with CVRD staff regarding the CVRD site and direction for moving forward. The CVRD website will be launched in March 2018. Upanup through the RFP outlined the cost for the CVRD site to be \$47,000 plus taxes. CVRD staff have budgeted \$50,000 in support of this project. No additional cost implications are expected.

The issues facing the CVRD website include: (averages May – September 2016)

1. High bounce rate – per cent of people leaving the website as soon as they land on site.
 - CVRD is 58 per cent
2. Low duration of stay – residents leaving after short periods of time.
 - CVRD average session duration is 1.47 seconds
3. Sites not configured to be mobile friendly or easily accessible.
 - CVRD – 45.91 per cent mobile and tablet use
4. Lack of technology advancements including mobile/tablet friendly.
5. Navigation needs adjusting to reflect where residents are currently going for information and ensure easy format for moving throughout site.
6. Effective search engine optimization.
7. User friendly search engine.
8. Increased opportunities for visual elements.

Upanup took all the issues facing the CVRD website, feedback from the discovery session and created the preferred design option.

Prepared by:

Concurrence:

J. Steel

J. Warren

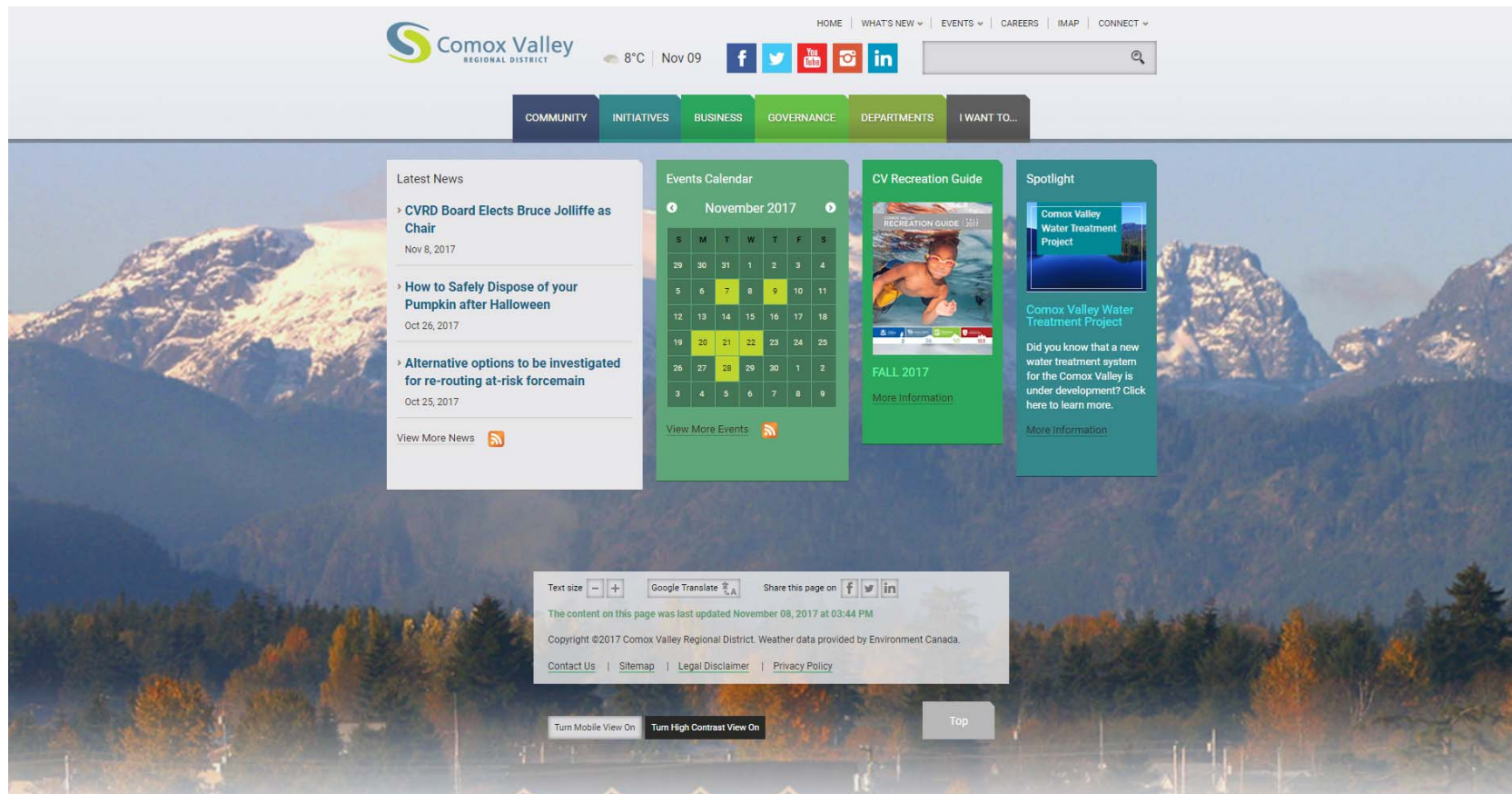
Jennifer Steel
Manager, Corporate
Communications

James Warren
General Manager of
Corporate Services

Attachments: Appendix A – CVRD new website design presentation

CVRD Website Refresh

Before - Homepage



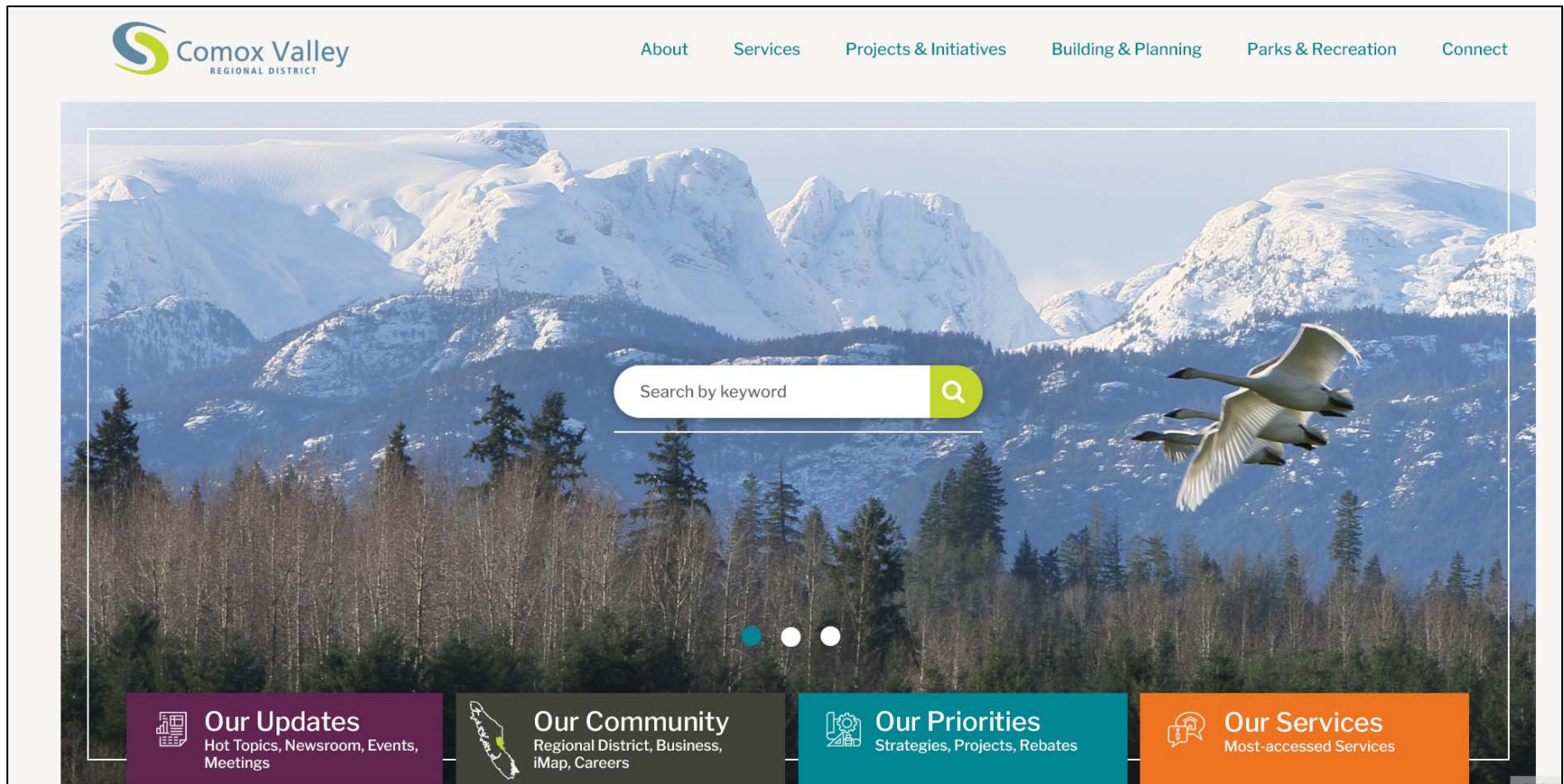
Current Issues

- High bounce rate currently 58%
- Low duration of stay average is one minute 47 seconds
- Site not configured for mobile/tablet use
 - 45.91% using mobile/tablets

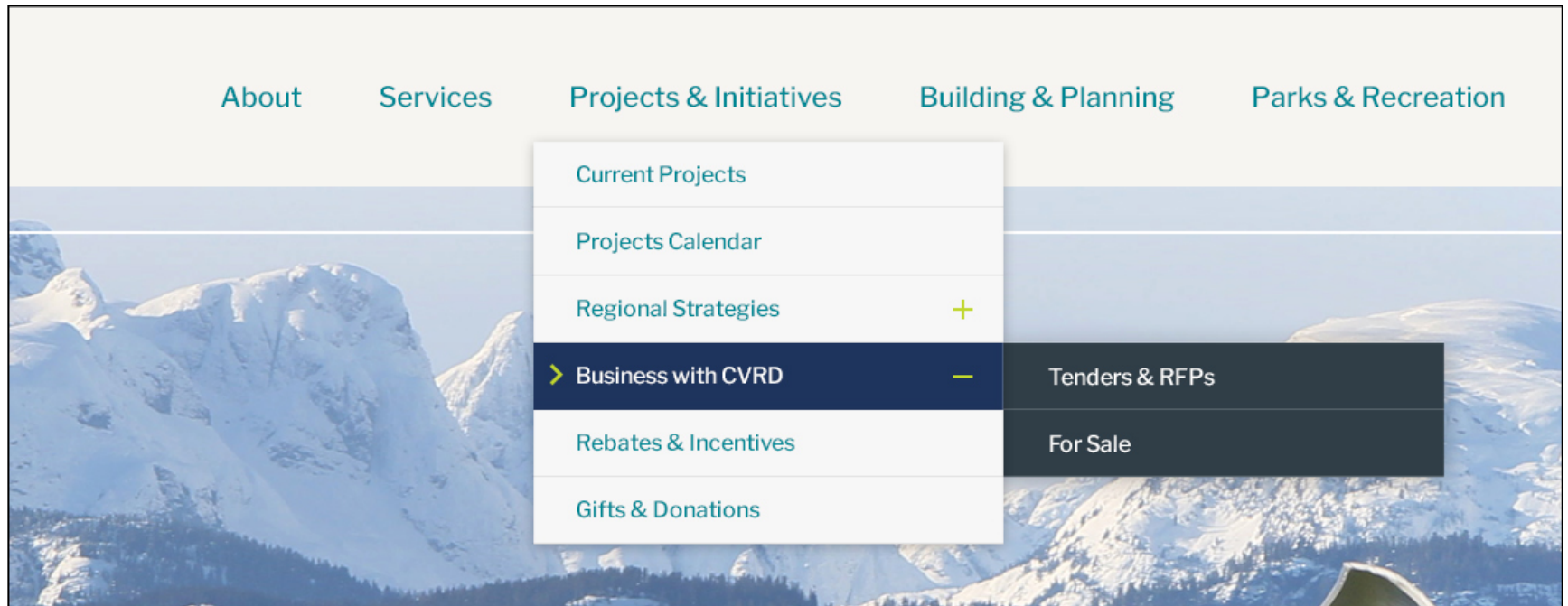
Objectives

- Create an intuitive & visual website that puts the user first.
- Make information easy to find using a clean and simple design.
- Create a website that is easy to update in real time by CVRD staff.
- Establish the CVRD as an essential part of the community.

After - Homepage



Menu



Bottom Tabs

The screenshot shows a website interface with a navigation bar at the top containing four tabs: "Our Updates", "Our Community", "Our Priorities", and "Our Services". The "Our Community" tab is selected. Below the navigation bar, the main content area features a map of the Comox Valley Regional District (CVRD) on the left, which is divided into three electoral areas (A, B, and C) and three municipalities (1, 2, and 3). The map labels include Oyster River, Denman Island, Hornby Island, and Deep Bay. To the right of the map, the text reads "The Comox Valley Regional District (CVRD) The CVRD is a federation of three electoral areas and three municipalities." Below this, the "Electoral Areas" section lists: A Baynes Sound - Denman/Hornby Island (Pop. 7,213*), B Lazo North (Pop. 7,095*), and C Puntledge - Black Creek (Pop. 8,617*). The "Municipalities" section lists: 1 Village of Cumberland (Pop. 3,753*), 2 City of Courtenay (Pop. 25,599*), and 3 Town of Comox (Pop. 14,028*). A footnote states "*Population 2016 Census." On the right side of the content area, there are three sections: "Business" with a calculator icon and text "The CVRD works hard to make it easy to do business and open to opportunity. Business in the CVRD"; "iMap" with a map icon and text "iMap is an easy-to-use map viewer for the CVRD's geographical information system. View the maps"; and "Careers" with a person icon and text "It's not just a career, it's a way of life. Employment opportunities will be posted as they become available. View current jobs". A "Close X" button is visible in the top right corner of the content area.

Our Updates Our Community Our Priorities Our Services

The Comox Valley Regional District (CVRD)

The CVRD is a federation of three electoral areas and three municipalities.

Electoral Areas:

- A** Baynes Sound - Denman/Hornby Island
Pop. 7,213*
- B** Lazo North
Pop. 7,095*
- C** Puntledge - Black Creek
Pop. 8,617*

Municipalities:

- 1** Village of Cumberland
Pop. 3,753*
- 2** City of Courtenay
Pop. 25,599*
- 3** Town of Comox
Pop. 14,028*

*Population 2016 Census.

Business

The CVRD works hard to make it easy to do business and open to opportunity.
[Business in the CVRD](#)

iMap

iMap is an easy-to-use map viewer for the CVRD's geographical information system.
[View the maps](#)

Careers

It's not just a career, it's a way of life. Employment opportunities will be posted as they become available.
[View current jobs](#)

Templated Inside Pages

The screenshot displays the website's layout for the 'Water Quality & Reports' page. At the top left is the Comox Valley Regional District logo. The navigation menu includes Home, About, Services, Projects & Initiatives, Building & Planning, Parks & Recreation, and Connect. A search bar is located in the top right corner. On the left side, a 'Services' menu lists various categories, with 'Water Quality and Reports' highlighted. The main content area features a large image of a worker in a blue tank with the text 'Water Quality & Reports' overlaid. Below the image are buttons for Contact, Address, Links, and Documents, along with a 'CVRD Contact' link. A text box provides information about water emergencies and a feedback form. At the bottom, a paragraph describes the regular testing of drinking water to ensure it meets Canadian guidelines and mentions the upgrade of the chlorination station in 2005.

Comox Valley
REGIONAL DISTRICT

Home About Services Projects & Initiatives Building & Planning Parks & Recreation Connect

Search

Services
Emergency Services
Fire
Water Services

- BC Hydro Water Alerts
- Boil Water Notice Information
- Rebates
- Water Conservation
- Water Metering
- > Water Quality and Reports**
- Water Rates
- Water Restrictions
- Water Source & Supply
- Water System
- Watershed Protection

Water Quality & Reports

Contact Address Links Documents CVRD Contact

Water Emergencies (including Sandwick residents starting January 1, 2017) - 1.877.999.2285 | Feedback Form

Drinking water is tested regularly to ensure it meets Canadian drinking water guidelines. In order to ensure its ongoing quality, the CVRD continues to upgrade the existing treatment and distribution systems. In 2005, the CVRD completed an advanced chlorination station on Powerhouse Road to disinfect drinking water for the Comox Valley Water System.

Templated Landing Pages

The screenshot shows the website's landing page for Water Services. At the top left is the Comox Valley Regional District logo. A navigation menu includes Home, About, Services, Projects & Initiatives, Building & Planning, Parks & Recreation, and Connect. A search bar is located in the top right. The main content area features a large hero image of a river with a dark blue overlay on the right containing the text: "Get Notified by landline or mobile device about emergency alerts like a boil water being lifted or put into place." Below this is a teal button labeled "Example Link". On the left side, there is a teal box with the text "Water Services" and a "Contact" section with the phone number "1.877.999.2285" and a "Feedback Form" link. A paragraph of text explains the purpose of the website pages. At the bottom, there is a grid of eight service tiles: "BC Hydro Water Alerts", "Boil Water Notice Information", "Rebates", "Water Conservation", "Water Metering", "Water Quality and Reports", "Water Rates", and "Water Restrictions". Each tile contains an icon representing the service.

Comox Valley
REGIONAL DISTRICT

Home About Services Projects & Initiatives Building & Planning Parks & Recreation Connect

Search

Water Services

Contact
Water Emergencies
(including Sandwick residents starting January 1, 2017)
1.877.999.2285
Feedback Form

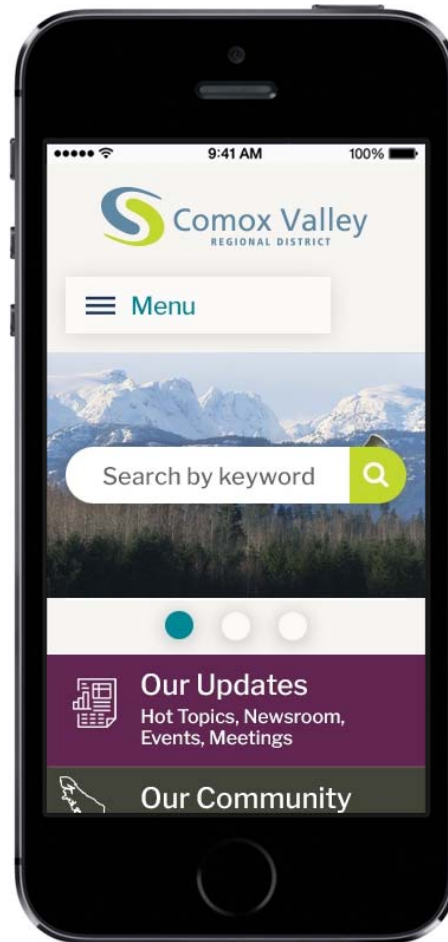
Every day in the Comox Valley Regional District, we turn on our taps and clean water comes out. If you've ever stopped to think about where water comes from, how it gets from lake to tap, and what's in the water, these website pages will be of some assistance.

Get Notified by landline or mobile device about emergency alerts like a boil water being lifted or put into place.

Example Link

- BC Hydro Water Alerts
- Boil Water Notice Information
- Rebates
- Water Conservation
- Water Metering
- Water Quality and Reports
- Water Rates
- Water Restrictions

Mobile View



Next Steps

- Content and image migration underway
- Site will be launched in March 2018