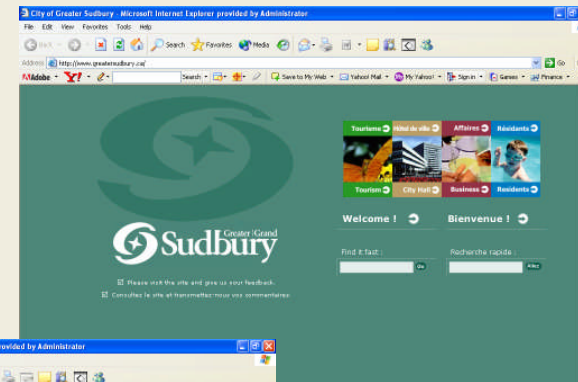# Improving City Websites
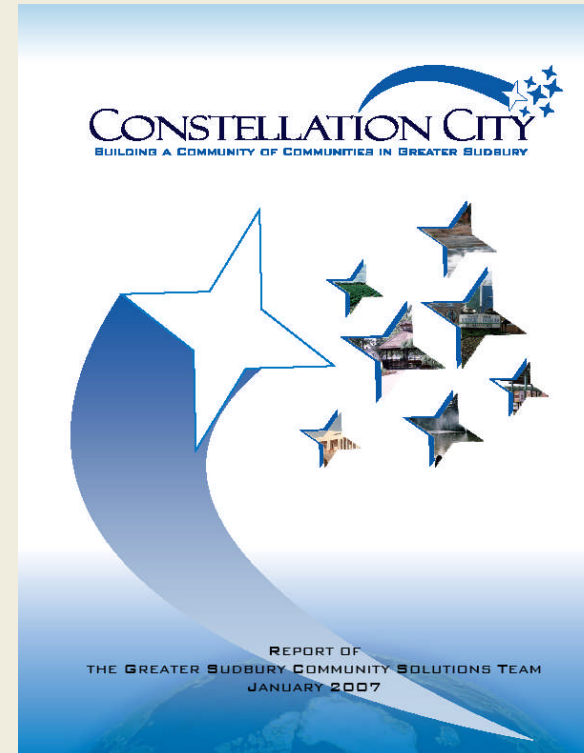
CST RECOMMENDATION

- That the CGS establish an advisory group and develop a strategy to evaluate, revise, improve and promote municipal websites in order to enhance usability
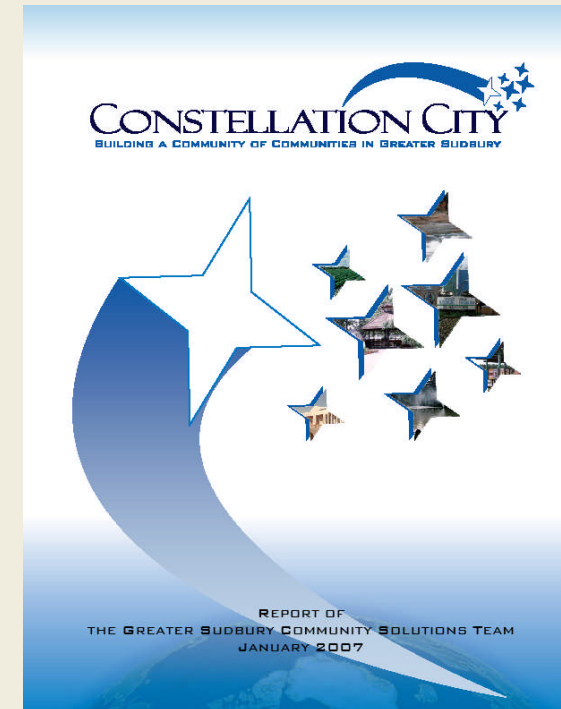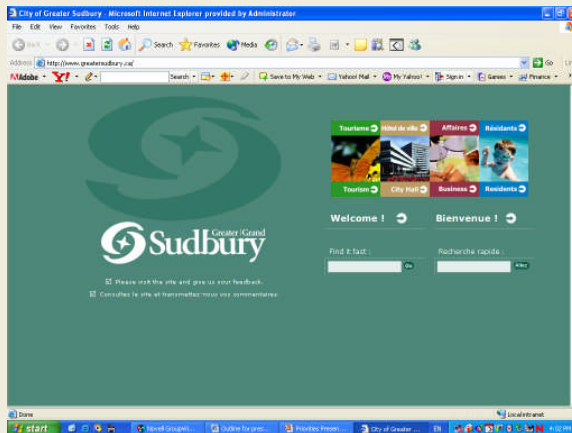
MAJOR ISSUES

1) Confusion between three websites
2) Websites remain stale and outdated & problems with PDF files
3) Navigation and search problems
4) Evaluation process required

ISSUES & SOLUTIONS

Issue #1: Confusion between three websites

www.greatersudbury.ca   www.sudbury.ca   www.mysudbury.ca

ISSUES & SOLUTIONS

Issue #1: Confusion between three websites

Solutions:

- Single point of access for 3 sites
- Communication plan

ISSUES & SOLUTIONS

Issue #2: Websites remain stale and outdated & problems with PDF files

Solutions:

- Staff for review, consistency and quality control
- Website Content Policy

ISSUES & SOLUTIONS

Issue #3: Navigation and search problems

Solutions:

- Improved search engines
- Service oriented model

ISSUES & SOLUTIONS

Service Oriented Model

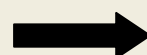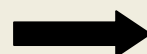| CURRENT MODEL		NEW MODEL
Infrastructure Services	➡	Garbage and Recycling
Community Development	➡	Child Care
Growth and Development	➡	Transit
Growth and Development	➡	Parking

ISSUES & SOLUTIONS

Issue #4: Evaluation process required

Solutions:

- Focus Groups
  - CAN's, young professionals, accessibility committee, seniors
- Task Force
  - Communications and IT experts

Financial Impact

- $25,000 for 6-month contract
  - July 2007 to January 2008
- Review, modify
- Provide quality control
- Communication plan
- Website content policy
- Focus Group and Task Force testing

Improving City Websites