

Staff Report

To: Mayor Bazinet and Members of Council
Report From: Andrea Fisher, Director of Legislative Services/Clerk
Meeting Date: February 24, 2025
Subject: Additional Budget Item Request – In-Person Website Sitemap Focus Group
Attachment(s): N/A

Recommendation:

That Goderich Town Council approves the request for funds in the amount of \$6,200.00 for an in-person sitemap focus group facilitated by GHD Digital, for the enhancement of the Town of Goderich website.

Report Summary:

To provide an update to Council on community engagement methods to update and enhance the Town of Goderich website, and to request approval of funds to host an in-person sitemap focus group in the amount of \$6,200.00.

Background and Analysis:

The Town strives to uphold customer service excellence and views the Town's website as another means to accomplish this goal by creating a creative, informative, user-friendly website that can further enhance communication delivery methods. Staff are working on updating the Town's website to make it more accessible and user-friendly while ensuring it is engaging and easy to use. To achieve this, community engagement is an important part of the site map development process to gather feedback from the users of the site.

The first method of community engagement is a survey that staff have developed and are in the process of finalizing, which will be posted on the Town's website and marketed through social media posts to ensure maximum participation. The intent of the survey is to gather information on what the public feel is working, what is lacking, what they would like to see more of, what issues they have had, and any suggestions to enhance the site.

The second proposed method of community engagement is a request from staff to hire the website provider GHD Digital to facilitate an in-person sitemap focus group. This two-hour on-site focus group would bring staff members and/or the public and external stakeholders together to engage in the sitemap design in a collaborative way. The sitemap is spread out on the wall using sticky notes and participants are encouraged to work in small groups to navigate the sitemap and make their own suggestions. The Information Architect and Focus Group Facilitator will walk the group through the recommended changes to ensure a strong

understanding of the different perspectives and feedback. After the focus group, the Information Architect will prepare an updated sitemap that incorporates improvements based on the focus group feedback and learning.

The in-person Website Sitemap Focus Group supports Council's Strategic Action Plan; Priority 4 – Good Government, Demonstrating Open Government, 4.1 d) Make the website more user friendly by streamlining navigation and improving/simplifying content.

Linkage:

- Corporate Strategic Plan Priority #4: Good Government

Financial Impacts and/or Source of Funding:

The cost of the in-person Website Sitemap Focus Group - \$6,200.00 (including travel and mileage)

Consulted With:

Janice Hallahan, Chief Administrative Officer
Deanna Hastie, Director of Corporate Services/Treasurer

Approved By:

Janice Hallahan, Chief Administrative Officer
Andrea Fisher, Director of Legislative Services/Clerk