

# Memorandum

Date: July 7, 2020

To: Members of Council

From: Tony Maxwell, Advisor, Communications, Strategic Initiatives

Subject: Website Launch Update

## Executive Summary

On June 4, 2020 the Town launched a new version of its website, [www.caledon.ca](http://www.caledon.ca), designed to be mobile-friendly and focused on providing the services residents and businesses need through a simplified, easier-to-use navigation structure, a more prominent search function that helps users find what they need faster, a refreshed, contemporary design and more direct, simplified and engaging content.

## Background

The new website project began in 2018 with the realization that the previous website needed to be updated to keep up with changing user behavior, internet and technology trends and changing legal and regulatory requirements.

In particular there was a need to address the following requirements:

- **Mobile users**

The proportion of users who access the Town's website had grown in recent years to the point where approximately one-third of users were using a mobile device (phone or tablet). The Town had been using a third-party plug-in to convert much of its website content "on the fly" so that it could be read on mobile devices. This plug-in was unable to convert all the different types of content on the site, however, and there were often technical issues during the conversion process depending on the type of device used.

- **Accessibility**

The Accessibility for Ontarians with Disabilities Act (AODA) requires that all website content must meet the WCAG 2.0 Level AA standard for accessibility by January 1, 2021. A significant portion of the Town's website content did not meet this requirement so there was a need to prepare the Town to meet this deadline.

- **Improved customer service**

Citizen demands for improved access to government services continues to grow and the website refresh project was seen as an opportunity to re-engineer the website with a focus on improving access to Town services most in demand from residents and businesses. The previous website had been built more to reflect the Town's organizational structure rather than on user needs.

## **The project**

In light of these needs a review began in 2018 to benchmark best practices in other comparable municipalities. At the same time an analysis was done of traffic data (analytics) to determine the most important / popular content on the site. In early 2019, following a facilitator-led focus group a new site map was built that highlighted the key service areas. In the summer and fall of 2019 staff from across the organization collaborated with contracted writers to re-write virtually all the website content to make it more engaging, direct and readable for a wider audience. Over the winter of 2019/2020 an internal review was conducted to analyze the website content from an accessibility perspective and then in the spring of 2020 final testing and content development was done, leading to the launch on June 4, 2020.

## **Features of the new site**

The new website includes a number of features to make navigation faster and information more accessible.

### **1. SEARCH**

In recognition of the fact that many users are accustomed now to finding content using search (eg. Google), the new site features a prominent search field where users can type in plain language requests.

### **2. DIRECTORY**

The new site is built on a directory structure where the most important, most frequently requested and most commonly visited services are highlighted most prominently. This approach is very similar to the approach taken by other government websites now (e.g. [www.canada.ca](http://www.canada.ca) and [www.ontario.ca](http://www.ontario.ca)).

Figure 1: Home page Directory
















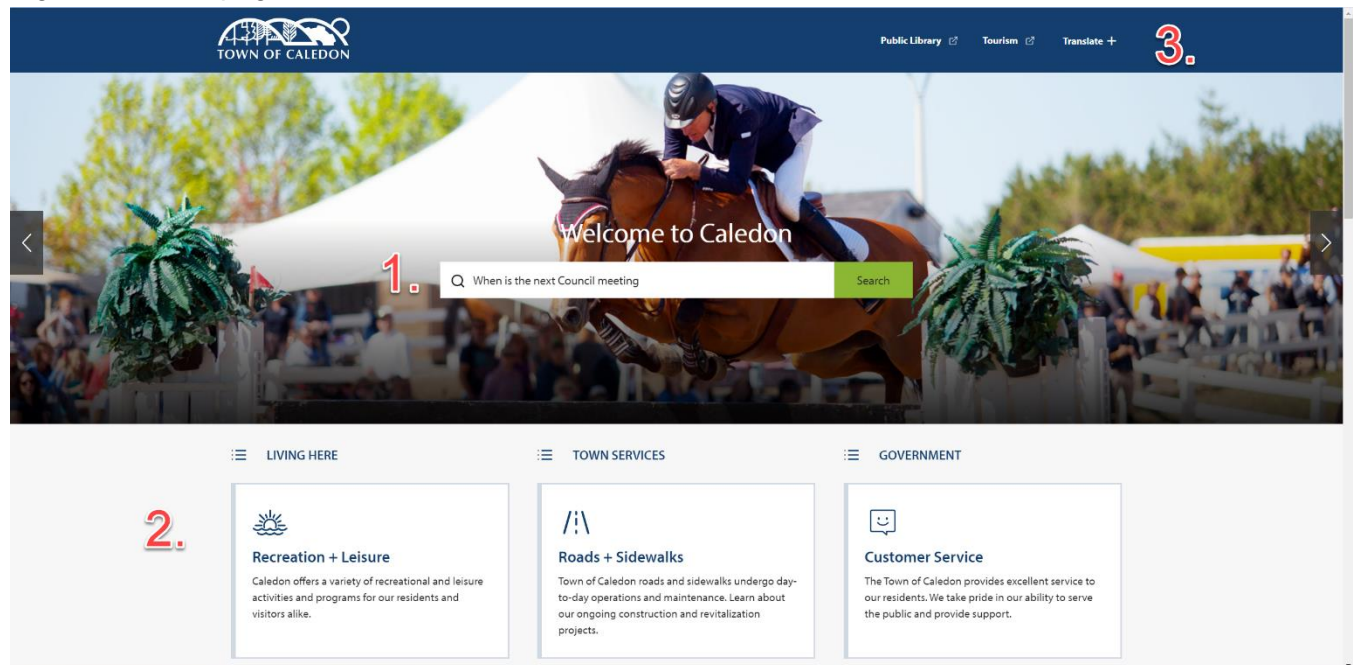
 <b>Recreation + Leisure</b> Caledon offers a variety of recreational and leisure activities and programs for our residents and visitors alike.	 <b>Roads + Sidewalks</b> Town of Caledon roads and sidewalks undergo day-to-day operations and maintenance. Learn about our ongoing construction and revitalization projects.	 <b>Customer Service</b> The Town of Caledon provides excellent service to our residents. We take pride in our ability to serve the public and provide support.
 <b>Parking</b> Please follow the parking restrictions in the Town of Caledon to avoid any fines. You can apply for a parking regulation change if you have a concern.	 <b>Business, Planning + Development</b> Learn about starting or growing a business, planning and development, and other business and development-related programs in the Town of Caledon.	 <b>Public Safety + Community Services</b> Caledon provides a variety of emergency services and public safety resources to keep our community and residents safe.
 <b>Employment + Volunteering</b> Employment and volunteer opportunities with the Town of Caledon. Learn about benefits, rewards and opportunities available for our valued employees.	 <b>News + Notices</b> Check out our news feeds and our events calendar for what's happening in Caledon.	 <b>Building + Renovating</b> Learn about the permits and guidelines you need to follow during all home renovation and building projects in Caledon.
 <b>Facilities, Parks + Trails</b> View the Town of Caledon's facilities, rent a space for your next event, or explore our natural environment.	 <b>Garbage, Recycling, Water + Environment</b> View our garbage, recycling and organics collection schedule and learn how we protect the natural environment in the Town of Caledon.	 <b>Council + Town Administration</b> Our Council and town administration works to provide social services and programs to benefit our community. Learn about these projects and get engaged.
 <b>Animal Services</b> The Town of Caledon's Animal Services provides services and regulations to help keep our pets and residents safe. Explore our services.	 <b>Property Tax</b> Find out about your property taxes in the Town of Caledon. Learn how to pay your tax bill and review your property assessment.	 <b>A to Z directory</b> View the A to Z directory showcasing the services offered by the Town of Caledon.

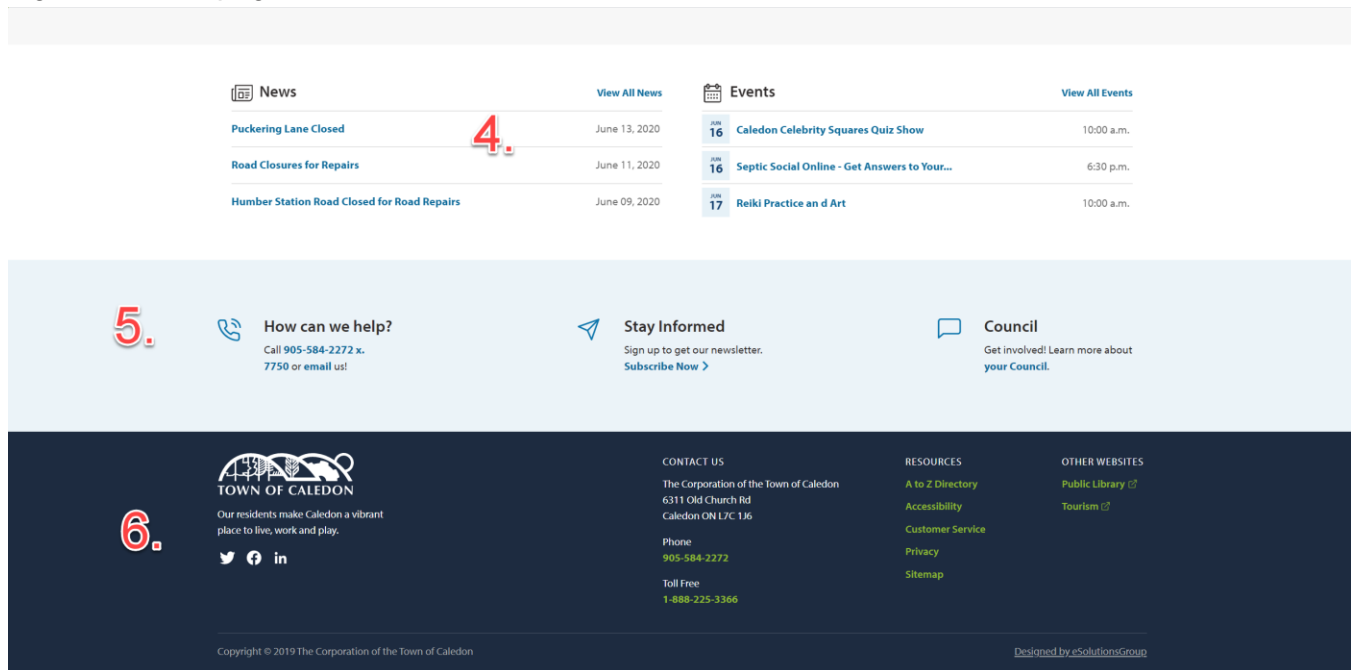
Figure 2: Home page



### 3. LINKS TO AFFILIATED SITES + TRANSLATION

The top menu includes links to the Caledon Public Library and the Town's tourism website ([www.visitcaledon.ca](http://www.visitcaledon.ca)). Also, for the first time, the Town website now has built in translation available for French and a multitude of other languages.

Figure 3: Home page footer



#### 4. NEWS + EVENTS

The home page also features our media releases and public notices and a selection of upcoming events and meetings.

#### 5. SERVICE CALEDON + SUBSCRIPTIONS + COUNCIL

Wherever possible the site ensures that contact information is readily available in case users want to contact the Town by phone or email. As well we offer the ability to subscribe to our news and notices and a direct link to Council business.


#### 6. LINKS

The footer, which appears on every page, provides links to our social media channels, contact information and links to an A to Z service directory, important policies (accessibility, privacy), a site map and our affiliated sites (library, tourism).

## 7. COUNCIL AND COMMITTEE MEETING CALENDAR

The calendar has been redesigned while maintaining the integration to eScribe.

Figure 4: Council and Committee Meeting Calendar



### Council and Committee Meetings

7.

Subscribe
Print View

June 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
» 31	1	2	3	4	5	6
» 7	8	9	10	11	12	13
» 14	15	16	17	18	19	20
» 21	22	23	24	25	26	27
» 28	29	30	1	2	3	4

Search Criteria

**Start Date:**

**End Date:**

**Meeting Type**

**Keyword(s):**

🔍 Search
Clear
Save Search
Clear Saved Search

**Search Results**  
41 Results Found

Thursday, May 14, 2020 to Friday, May 14, 2021

Search Results				
Meeting Date	Meeting	Agendas	Minutes	Audio
May 19, 2020 2:30 p.m. - 5:30 p.m.	Committee of the Whole - General - SUSPENDED			
May 19, 2020 2:30 p.m. - 3:55 p.m.	Special Town Council (COVID-19)	<a href="#">PDF</a>	<a href="#">PDF</a>	
May 19, 2020 7:00 p.m. - 11:00 p.m.	Committee of the Whole - Planning and Development - SUSPENDED			
May 26, 2020 10:00 a.m. - 11:00 p.m.	Town Council (COVID-19)			
June 1, 2020 9:30 a.m. - 10:45 a.m.	Heritage Caledon - CANCELLED			
June 1, 2020 6:15 p.m. - 7:00 p.m.	Accessibility Advisory Committee - CANCELLED			
June 9, 2020 2:30 p.m. - 6:30 p.m.	Special Town Council (COVID-19)	<a href="#">PDF</a>		
June 16, 2020 4:00 p.m. - 5:10 p.m.	Appeal Board - CANCELLED			
June 17, 2020 1:00 p.m. - 1:55 p.m.	Committee of Adjustment - CANCELLED			
June 18, 2020 4:00 p.m. - 4:55 p.m.	Property Standards Committee - CANCELLED			
June 23, 2020 2:30 p.m. - 5:30 p.m.	Committee of the Whole - General - SUSPENDED			
June 23, 2020 7:00 p.m. - 11:00 p.m.	Committee of the Whole - Planning and Development - SUSPENDED			
June 30, 2020 10:00 a.m. - 4:30 p.m.	Town Council (COVID-19)			



## 8. A to Z Service Directory

Town services are also listed alphabetically in a clickable A to Z directory.

Figure 5: A to Z Directory

The screenshot shows the Town of Caledon website's 'A to Z Services' directory. At the top is a banner image of the Town Hall building with the 'TOWN OF CALEDON' logo and a search bar. Below the banner is a navigation bar with 'Home / A to Z directory' and accessibility icons. The main heading is '8. A to Z Services' with a large red '8'. Below this is a horizontal menu with letters A through Z and a hash symbol. The directory is organized into four columns: A, B, C, and D. Each column lists various services as clickable links. A 'Back to Top' link is located at the bottom right of the directory section.

**A**

- [Accessibility](#)
- [Accessibility Services](#)
- [Activities](#)
- [Activities and Recreation](#)
- [Administration HQ/Town Hall](#)
- [Advertisements](#)
- [Advisory Committees](#)
- [Agendas](#)
- [Airport](#)
- [Ambulance](#)
- [Ambulance and Paramedic Service](#)
- [Animal Control](#)
- [Animal Services](#)
- [Anniversary](#)
- [Applications, Licences and Permits](#)
- [Archives](#)
- [Arenas/Facilities](#)
- [Arts and Culture](#)
- [Arts, Culture and Heritage](#)
- [Assessment Information](#)
- [Attractions](#)
- [Available Lands and Buildings](#)
- [Awards Programs](#)

**B**

- [Bids and Tenders](#)
- [Birthday certificate](#)
- [Birthday parties](#)
- [Births](#)
- [Blue box](#)
- [Boards](#)
- [Budget](#)
- [Budget and Finance](#)
- [Building Information](#)
- [Building permits](#)
- [Burn permits](#)
- [By-law enforcement](#)
- [By-Laws](#)

**C**

- [Caledon OPP](#)
- [Calendar - Waste and Recycling](#)
- [Careers and Volunteering](#)

**D**

- [Dead animal](#)
- [Deaths](#)
- [Departments](#)

[Back to Top](#)

## 9. New design

Every web page now displays new, cleaner, easier-to-read styles for fonts, headings, buttons, navigation menus and links.

Figure 6: Interior page

