



# Municipality of the District of Lunenburg

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## REQUEST FOR DECISION

**REPORT TO:** Council  
**SUBMITTED BY:** Alex Dumaresq  
**DATE:** December 4, 2018  
**RE:** Website Projects

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### RECOMMENDATION

That Council authorize staff to proceed with two website projects; one for modl.ca and one for lunenburgregion.ca, at a combined cost of \$13,160 plus HST.

### BACKGROUND

The two website projects detailed below were removed from the 2018/2019 list of items for budget deliberations to preserve the projected surplus level preferred by Council. However, given the projected surplus presented today, staff would like to move forward with these two projects.

### MODL.CA

As part of the Council approved 2017-2021 Communications Strategy, a usability and accessibility audit of modl.ca is required as the first step to improving the effectiveness of this vital communication tool.

There is increasing awareness of the social, economic and legislative need to make online information, goods and services accessible to all people, including people with disabilities.

1. A web accessibility audit is an expert evaluation of modl.ca against accessibility guidelines and standards. Complying with these standards ensures that disabled people can use our website. The Web Content Accessibility Guidelines version 2.1 (WCAG 2.1) is the globally recognized basis for accessibility on the web and it is the standard used in the AODA. A web accessibility audit typically results in a report that details:

- the overall conformance rating of the website with WCAG;
- a prioritized list of issues that need to be addressed;

- solutions to remedy the issues;
  - details on the website's conformance with each of the accessibility checkpoints.
2. A usability audit of modl.ca will assess how easy user interfaces are to use. The goal of usability testing is to identify any usability problems, collect data on participants' performance (e.g., time on task, error rates), as well as determine user satisfaction with the website. Usability testing includes the following five components:
- Effectiveness: How easy or difficult is it for users with poor connection speeds to view or download important information?
  - Learnability: How easy is it for users to accomplish basic tasks the first time they encounter the design?
  - Efficiency: How fast can experienced users accomplish tasks?
  - Memorability: When users return to the design after a period of not using it, does the user remember enough to use it effectively the next time, or does the user have to start over again learning everything?
  - Errors: How many errors do users make, how severe are these errors and how easily can they recover from the errors?
  - Satisfaction: How much does the user like using the system?

By measuring the six components, we will learn how easy or hard modl.ca is to use. By gathering this data, we will ensure modl.ca is a more user-friendly site. A well-designed site means that users experience an interface that's easy to navigate and information that helps the user complete a specific task, whether it's buying paying taxes or contacting a Council member. This is especially important when it comes to accessibility by users with poor Internet connections.

Estimated cost: 50 hours @ \$100.00/hour = \$5,000.00 + HST

## **LUNENBURGREGION.CA**

The Lunenburg Region website (lunenburgregion.ca) has been in operation for over seven years and sees upwards of 70,000 hits a year. At the time of development, it focused on being as user friendly as possible to those accessing it via a home computer or laptop.

Tablets, gaming devices, watches, and mobile devices are becoming increasingly popular as a way for visitors to search and view information on the web. Having a website that is optimized for such devices, like mobile, is extremely important with the advances in technology and the increase in using mobile devices. It is evident that lunenburgregion.ca needs to move to a mobile friendly site. Lunenburg Region showcases many of the operators in the region and acts as a gateway connecting people to a home site of those we list.

Lunenburg Region has also become a go-to site to advertise local special events or festivals. With a built-up clientele, we have regular users that frequently email or call in hopes we can share their information. This has become a top search function of the site. While the system has been able to keep up with the demand in the past, Lunenburg Region now has multiple events and/or festivals happening on the same days which appears cluttered and harder to find. An update to lunenburgregion.ca is vital in order to ensure the functionality of this part of the site gets used and continues to draw in visits. A secondary function of this, and perhaps a more important function of the Lunenburg Region site is that it allows us to showcase our operators who are within proximity to these festivals/events. Our hope is that if someone searches an event, they will also notice the other features on the page which includes where to eat, stay or visit in the area.

Small businesses in rural areas can get overlooked by the larger corporations. Lunenburg Region is one key way we can work with and help to promote all of our operators. In order to do this, website enhancements are key. The following general details of this process are outlined below:

**Key Redevelopment Objectives:**

1. Re-Design to be fully mobile compliant
2. Retain the overall “look and feel”
3. Improve site navigation (merge two menu systems into one)
4. Retain the sites positive SEO ranking
5. Add Calendar support for recurring events
6. Eliminate, where possible the need to manage duplicate content
7. Move Analytics under MODL

Estimated cost: 96 hours@ \$85.00/hour = \$8,160.00 + HST

**BUDGET IMPLICATIONS**

As noted above, the funding for these projects would be reallocated from other areas in the budget.

Department: Administration

Report Prepared By: Alex Dumaresq Date: Dec 4, 2018

Report Approved By: \_\_\_\_\_ Date:

Reviewed By CAO: \_\_\_\_\_ Date: