

## Supplementary Budget – Briefing Note

## 2019 Budget

**Briefing Note required for:**

- items >\$50,000
- changes in FTE
- Corporate Strategic Initiatives

Dept	Division	Business Unit	Item	Base Supp	Amount	FTE Impact
FBIS	ITS	Communications & Marketing	Software Support/Maintenance Fees	S	\$30,000	

**Background:**

The Corporate Communications team has requested that the home page of the [www.chatham-kent.ca](http://www.chatham-kent.ca) be graphically redesigned and the main webpage navigation be assessed to optimize for end users who use navigation and search tools to find information on the [www.chatham-kent.ca](http://www.chatham-kent.ca) website.

This graphic redesign of the Municipal Website would leverage the current style guidelines approved by Council in October 2012 (Community landmark: Cultivating Growth, Shore to Shore). The layout of the [www.chatham-kent.ca](http://www.chatham-kent.ca) homepage would be redesigned to optimize the screen space for the goals of the page, with a mobile first design, and meeting all mandatory accessibility compliance requirements.

This project will include: identifying clear goals and measurables for the performance of the Municipal website homepage ([www.chatham-kent.ca](http://www.chatham-kent.ca)); assessment of information and services provided by the various custom sub-site landing pages (Economic Development, Small Business Centre, Tourism, Newcomers); assessment of the information and services provided by various non-custom subsites (i.e. Public Library, Live Active, Council).

The project will include a navigation study and consultation with various stakeholder groups (citizens, program participants, newcomers, businesses and investors) to determine an optimal layout of the main navigation of the Municipal website. Consideration of best practice in the public sector will also be included in the scope of this project.

The cost associated with the municipal homepage graphic design and taxonomy upgrade would be approximately \$30,000 plus costs for consultation with the public. The cost estimate is based on the previous website redesigns, which included custom branding and taxonomy for the Economic Development, Small Business Centre, Newcomers and Tourism business areas.

This graphic redesign and navigation review is an interim step until the next corporate landmark assessment project starts in 2021.

**Comment:**

- Unable to apply for grants or subsidies to cover this increase in expenses.
- Unable to apply user fee to re-coup these expenses.
- Citizens will benefit from improved experience and navigation.
- External consulting services will complete the project.