



HAMILTON.CA REDEVELOPMENT 2021

December 9, 2020

Project overview

Seeking a best fit solution for the City's needs and documented requirements to replace our current Drupal website platform (circa 2015)

Scope of work includes an end-to-end solution, with a vendor providing:

- Ongoing maintenance agreement for software upgrades
- New development and technical support
- Website hosting

Day-to-day management and messaging will remain with the Digital Communications team in the City Manager's Office.

Budget: using existing Web Redevelopment capital dollars (approved 2012-2014) to fund this new build (up to \$600,000)

Challenges & citizen desires

User consultation (from consultation): valuable insight into what's working, not working and any updates and redevelopment work requested meets the needs of our residents and stakeholders

- 78% want **findability** improvements (better site organization and grouping of information)
- 40% of users resort to **search** engines (Google) to find information on the City's website vs. internal site search
- **Mobile experience** (70% of traffic is mobile/tablet users – looking for a seamless experience across online applications, payment pages and online forms)
- Increase the direct delivery of **communications** to residents

Key elements of new product

- Proactive communications to users via subscriptions, notifications, custom alerts etc.
- Service improvements for users of all abilities and disabilities
- Navigation/finding information/site organization – simplify menus, fewer clicks, better site map
- Powerful search bar (includes results from City’s external systems and applications)
- Searchable document repositories/libraries for bylaws, reports, records etc.
- Curated content based on seasonal activities, audiences
- Media rich content (audio, video, infographics) – less content locked into PDFs