

PROJECT

Project Name: District of Lake Country Website Redevelopment

Short

Description: Website Redevelopment

Department: Financial Services - Communications

COSTS

☒ Total Cost \$60,000

Funding:

Finance to fill out

☐ Borrowing

☒ Reserves: Financial Stabilization Reserve

☐ User Fees

☐ Developer Contributions

☐ Grants

☐ Other:

REQUIREMENT

☐ Master Plan:

☒ Capital Renewal or Required Replacement

☐ Strategic Priority

☐ Legislative change

☐ Safety Requirement

☒ Service Level Enhancement

☐ Related to another planned project for 2021

☐ Development Driven

☐ Other:

ANNUAL COSTS

☒ Annualized costs will be required – maintenance or operating

☐ Renewal of the asset will be required – Expected Life: Years

	2023	2024	2025	2026	2027
Labour	-	-	-	-	-
Contracted Services	-	7,500	7,650	7,803	7,959
Materials & Supplies	-	-	-	-	-
Renewal	-	-	-	-	-
Total	\$ -	\$ 7,500	\$ 7,650	\$ 7,803	\$ 7,959

Ongoing Cost, operating: 2024-2027 – estimated \$7,500/year

BACKGROUND & JUSTIFICATION

The District of Lake Country operates a municipal website at www.lakecountry.bc.ca which includes presentation of www.creesidetheatre.com and www.liveinlakecountry.ca information within the platform. The District's website is visited by an average of 17,000 users each month. The District's current website, launched in 2017, is not meeting expectations for service delivery. When introduced in 2017, the newly-developed website provided the following benefits:

- Online service requests and payment options
- Interactive calendars
- Improved citizen engagement through email notification
- Streamlined navigation
- Improved searchability
- Mobile integration
- Support access 24/7

The website is a key portal for the District's online services and is an important tool for all municipal departments to provide information to citizens and to receive requests and inquiries.

Since 2020, the District has experienced diminished contracted web services, specifically in these areas:

- Website searchability
- Document searchability
- Email notification reliability
- Support availability

A redevelopment process is required to address these issues and will provide a welcome opportunity to explore new options in website services, including the possibility of an enhanced emergency notification service. It is important for municipal websites to keep up to date with changing technologies and provide reliable information to residents, businesses and visitors in a timely, efficient and consistent manner.

Significant internal and external engagement undertakings would be required to ensure the website redevelopment meets the needs of all website users.

TIMING

Was the project slated for 2023 during the previous 5 year financial plan?

☐ Yes ☒ No

If no, please explain:

Issues experienced in 2022 have prompted a need to consider a website redevelopment.

When is the expected start date and completion date of the project?

Start March 2023 – Completion November 2023

COMMUNICATION & ENGAGEMENT

Does the community need to be informed?

☒ Yes

☐ No

Is there be an impact (positive or negative) to anyone or group(s) within the community?

☒ Yes

☐ No

Is community engagement and/or input required?

☒ Yes

☐ No

If one or more questions is "yes", a communication and engagement plan is required.

Will a consultant be completing the communication and engagement plan?

☐ Yes

☒ No

If no, communications can assist with the completion of the plan.

If a communication and engagement plan is required, what formats are being considered and has this been considered in requested cost amount?

The public will be notified of opportunities for input in a variety of ways including news releases, online survey, web information, social media postings and other engagement opportunities as required.

IMPACT IF NOT APPROVED

If the functionality of the website is maintained at current levels, or worsens, user frustration will continue or increase particularly with ineffective searches of the website material. If email notification continues to be unpredictable, the District will likely lose subscribers to this service due to inconvenience.