

## Report to Council

<b>Report Title:</b>	Govstack Website Launch and Future Website Plans		
<b>Prepared By:</b>	Sarah Johnson, Deputy Clerk and Fiona Hamilton, Director of Legislative and Legal Services (Clerk)		
<b>Department:</b>	Clerk's		
<b>Date:</b>	November 26, 2024		
<b>Report Number:</b>	CLK2024-25	<b>File Number:</b>	C11CL
<b>Attachments:</b>	N/A		

### Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CLK2024-25 – Govstack Website Launch and Future Website Plans, prepared by Sarah Johnson, Deputy Clerk and Fiona Hamilton, Director of Legislative and Legal Services (Clerk) for information purposes;

And further that the Council of the Municipality of Brockton authorizes staff accepting the proposal from GHD for the creation of a staff intranet and Business Directory through Govstack CMS in 2025, and further authorizes staff to transfer up to \$14,000.00 from the website reserve fund for these items.

### Report:

#### Background:

On November 12, 2024 staff provided an update to Council through Report CLK2024-24 about the progress of the new website, and the upcoming launch date.

Staff reviewed content from the previous iCreate website to determine which content should be recreated on the new Govstack website, and then generated all website pages from scratch, uploading all required documents, images, videos and verifying all external links.

The website provider, GHD, must complete additional module migration just prior to the launch and some minor delays and content verification may take place during the transition to the new website, but staff will monitor and address issues promptly.

We look forward to sharing our new website with the public.

## **Analysis:**

The new website launch is scheduled for November 27, 2024 at 9:00 a.m. The new website should be live within 30 minutes; however, it may take a few hours for GHD to ensure all verification checks have been completed, and the site is working to the best of its ability.

On November 27<sup>th</sup> visitors to the Brockton.ca website will be transitioned from our former iCreate website to the new Govstack website. Staff have notified the public that our Brockton.ca website is relaunching to a new appearance on November 27<sup>th</sup> and visitors may experience some delays during the first few days that the new site is live.

Staff will continue to monitor the launch of the website with our IT Technician and GHD to ensure everything is working properly and all verification checks have been completed. Staff will continue to update the website after the launch with new information, debugging, and ensuring documents uploaded to the site are accessible.

The new website is fully functional on a mobile device, including a tablet and smartphone. The new website links are also scheduled to be updated through our Municipal App which was created by Apptic Studios.

We are proud of the hard work that we have put into this large-scale project, and are pleased with the new website appearance and various features it offers the public. We hope that residents enjoy the new website design and functionality it provides users.

## **Staff Intranet (MyBrockton)**

The Municipality's staff intranet, MyBrockton, was also created through the iCreate Content Management System (CMS) in 2014. The content on the staff intranet has been updated over the last 10 years, but the CMS has not been updated.

Recently, GHD informed us that our staff intranet will reach its end of life in September 2025. This is an important aspect to our existing website for all staff and Council to access information. As the iCreate CMS is reaching its end of life and GHD has recommended that Municipalities migrate to using the Govstack CMS, staff were provided the secondary opportunity to create another website (staff intranet) through the Govstack CMS for an annual fee of approximately \$1,910 and an initial set up fee of \$5,600.

The proposal to create our staff intranet on Govstack, which is the same CMS as our public website, will create a smoother transition for staff as we have become familiar with the Govstack CMS structure, and would be able to start from scratch and redesign the staff intranet to best serve our employee's needs with added improvements.

Despite both website using the Govstack CMS, the public will not be able to access the staff intranet, and it will still require employees to login to view the website.

The new staff intranet will launch in 2025 prior to the current intranet's expiry date.

## **Build Your Brockton Engagement Website**

The Municipality has managed a community engagement website, BuildYourBrockton.ca since late 2019. The purpose of the community engagement website is to share informational projects with the public, and important projects happening in Brockton that require resident feedback.

Prior to the engagement website, the Municipality posted this type of information on our Municipal website and conducted surveys as required.

Since 2020 there have only been 35 projects launched on the website. Projects are archived from the website following their completion, and a majority of the needs for the engagement website have been met, including the adoption of recent master plans such as the Strategic Action Plan, Recreation Master Services and Facilities Plan, Master Servicing Plan, Dog Park Feedback, and Tennis Court Rehabilitation.

Since 2020 there have been a total of 119 registrations to the website. As many projects involving the collection of resident feedback are anonymous, residents rarely need to create an account to login to access the website as website content is available to view for free, unless a certain feedback tool requires a user to be logged in to submit their feedback.

The Municipality has seen a decrease in overall use of the engagement website as many major projects are finalized, and numbers related to recent engagement have fallen. As we look for efficiencies in Municipal Administration the evaluation of cost vs benefit for this service has been considered.

The cost for the annual renewal of the engagement website is estimated at \$9,371.58.

Staff are recommending **not** renewing the contract with Granicus for Build Your Brockton in 2025 to remain cost-effective and leverage the new Municipal website. Project pages can be created on our new Municipal website which will still provide an engaging appearance, and feedback can be collected through online forms, or alternative methods as required.

## **Tourist Town Website, VisitWalkerton.com**

The Municipality participated in Bruce County's Tourist Town campaign in 2018 along with several municipalities that launched tourism specific websites providing visitors with information about amenities, businesses, and services available in each Municipality. The Municipality of Brockton launched VisitWalkerton.com, which was marketed as Walkerton and Area, and we have continued to use the tourism website for 6 years.

Most of the content on VisitWalkerton.com is already located within the Municipal website. The main use of the VisitWalkerton.com website is the Business Directory and Events calendar.

There is a duplication of work as we manage an events calendar on our Municipal website, and do not regularly update the tourism website calendar. The Municipality can also incorporate business information on our Municipal website.

GHD have provided a cost for the implementation and annual fee for the Business Directory of approximately \$4,580 which includes the \$1,720 implementation fee and the annual fee of \$2,860.

The Municipality pays Tourist Town a monthly fee of approximately \$395.50 monthly (\$4,746 annually) for VisitWalkerton.com website.

To reduce costs and increase efficiency, the Municipality will be pursuing the addition of a Business Directory to the Municipal website and not renew the Tourist Town website in 2025.

The Municipality will see an overall cost savings by not renewing our contracts with two separate websites, BuildYourBrockton.ca and VisitWalkerton.com (both costing approximately \$14,117.58/year) and still maintain the benefits of those websites through the use of project pages on our Municipal website, surveys that can be added to our Municipal website to collect feedback as needed, and the addition of a business directory on the Municipal website.

This also increases traffic to the new Municipal website, and encourages a unified environment for residents to access information from the Municipality in one central location.

### **Strategic Action Plan Checklist:**

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

- |   |     |
|---|-----|
| • Recommendations help move the Municipality closer to its Vision                       | Yes |
| • Recommendations contribute to achieving Heritage, Culture, and Community              | Yes |
| • Recommendations contribute to achieving Quality of Life                               | Yes |
| • Recommendations contribute to achieving Land Use Planning and the Natural Environment | N/A |
| • Recommendations contribute to achieving Economic Development                          | Yes |
| • Recommendations contribute to achieving Municipal Governance                          | Yes |

### **Financial Impacts/Source of Funding:**

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Municipal staff are proposing that the cost of the new staff intranet, and the business directory (approximately \$14,000.00 for both) will be taken from the Municipality's website reserve fund in 2025, which has \$19,000.00 remaining after the new website redesign. After these changes, the next website redesign would be expected in another five (5) years, which would provide adequate time to replenish the website reserve fund.

### **Reviewed By:**



Trish Serratore, Chief Financial Officer

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**Respectfully Submitted by:**



Sarah Johnson, Deputy Clerk



Fiona Hamilton, Director of Legislative and Legal Services (Clerk)

**Reviewed By:**



Sonya Watson, Chief Administrative Officer