

COMOX STRATHCONA
REGIONAL HOSPITAL DISTRICT



Staff report

DATE: September 7 , 2017

FILE: H-

TO: Chair and Directors
Comox Strathcona Regional Hospital District Board

FROM: Russell Dyson
Chief Administrative Officer

RE: Comox Strathcona Regional Hospital District New Website Design

Purpose

The purpose of this report is to provide an overview of the new Comox Strathcona Regional Hospital District (CSRHD) website design for information only.

Policy Analysis

The Comox Valley Regional District (CVRD) provides administrative support to the CSRHD. The website is an administrative function to help educate and communicate with residents regarding CSRHD initiatives, decisions, projects, meetings and provide financial budgets.

Executive Summary

In November 2016, the CSRHD board approved within the 2017 budget to allocate a maximum of \$29,000 towards refreshing the current website. The CVRD completed a Request for Qualifications and then invited four participants to be part of the Request of Proposals process early 2017. In June, the contract was awarded to Upanup Designs out of Victoria, BC. In early July, Upanup completed a discovery session with CVRD staff regarding the CSRHD site and direction for moving forward.

Recommendation from the Chief Administrative Officer:

None. This report is presented for information.

Respectfully:

R. Dyson

Russell Dyson
Chief Administrative Officer

Background/Current Situation

In November 2016, the CSRHD board approved within the 2017 budget to allocate maximum of \$29,000 towards refreshing the current website. The CVRD completed a Request for Qualifications and then invited four participants to be part of the Request of Proposals process early 2017. In June, the contract was awarded to Upanup Designs out of Victoria, BC. Early July, Upanup completed a discovery session with CVRD staff regarding the CSRHD site and direction for moving forward.

The issues facing the CSRHD website include: (averages May – September 2016)

1. High bounce rate – per cent of people leaving the website as soon as they land on site.
 - CSRHD is 69.64 per cent
2. Low duration of stay – residents leaving after short periods of time.
 - CSRHD average session duration is 0.87 seconds
3. Sites not configured to be mobile friendly or easily accessible.
 - CSRHD - 14.42 per cent mobile and tablet use
4. Lack of technology advancements including mobile/tablet friendly and social media integration.
5. Navigation needs adjusting to reflect where residents are currently going for information and ensure easy format for moving throughout site.
6. Increased opportunities for visual elements. The attention spans of residents are decreasing dramatically. Organizations need to make information easily accessible.

Upanup took all the issues facing the CSRHD website, feedback from the discovery session and created the preferred design option.

Options

This report is presented for information and to update the CSRHD Board on the activities associated with the website refresh project.

Financial Factors

In November 2016, the CSRHD board approved moving forward with a redesign of the CSRHD website to a maximum of \$29,000 in the 2017 financial plan. By approving the recommendation there will be no budget impact. Upanup through the RFP outlined the cost for the CSRHD site to be \$26,200 plus taxes.

Legal Factors

All elements of this report are in compliance with CSRHD legislation and bylaw requirements. There are no further legal implications associated with the website refresh project.

Intergovernmental Factors

The CSRHD website refresh project is being aligned with the Comox Strathcona waste management and North Island 9-1-1 website refresh projects to bring all the websites onto the same content management system and deliver cost savings.

CVRD communications will connect with Island Health to discuss appropriate links.

Interdepartmental Involvement

The communications department will be the lead on the CSRHD website refresh project with input from the Chief Administrative Officer, Legislative Services and Financial Services.

Citizen/Public Relations

The public looks to corporate websites to receive information on regional hospital district initiatives. A functional and current website will allow the hospital district to share information effectively.

Prepared by:

J. Steel

Jennifer Steel
Manager of Corporate
Communications

Concurrence:

J. Warren

James Warren
General Manager of
Corporate Services

Attachments: Appendix A – CSRHD new website design screenshots

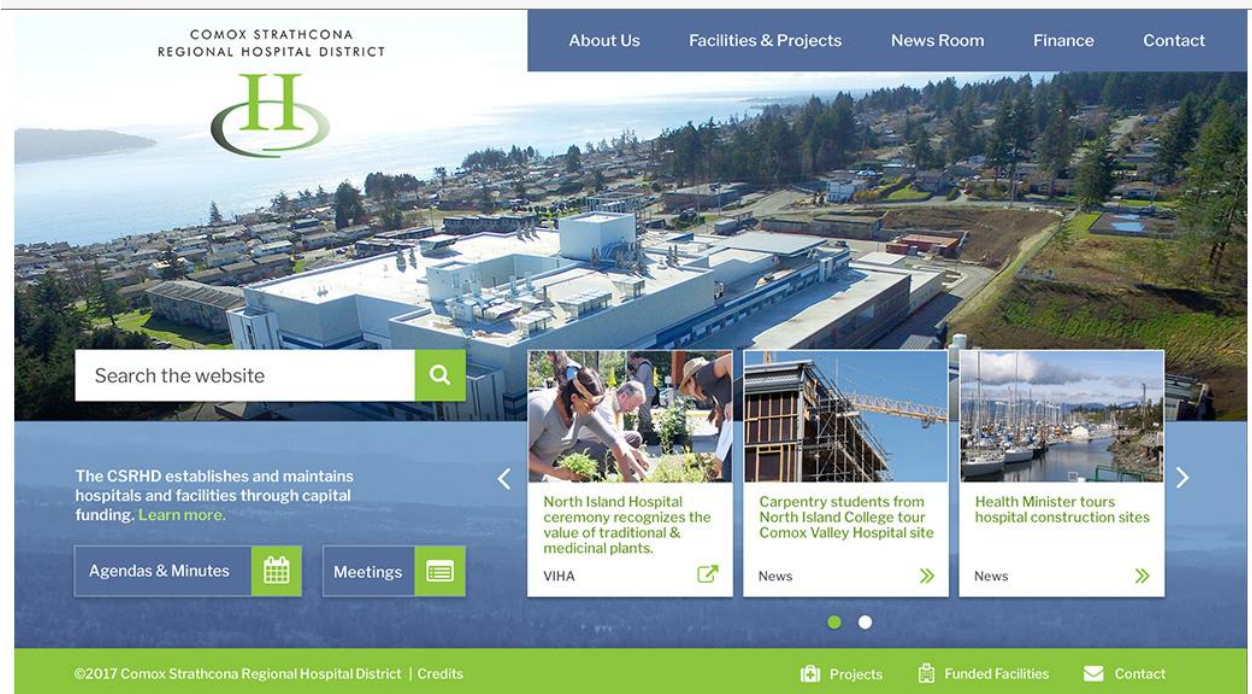
Appendix A: CSRHD new website design screenshots

Homepage

Tabs along the top of the homepage organize each web page by subject type. Three feature tabs are visible along the bottom of the page highlight news items.

The search function is prominent on this page to assist users find the appropriate information. If the user is not able to immediately locate what they are looking for, their query can be typed into this box.

Agenda & Minutes and Meetings buttons under the search function provide quick, easy access to these areas.



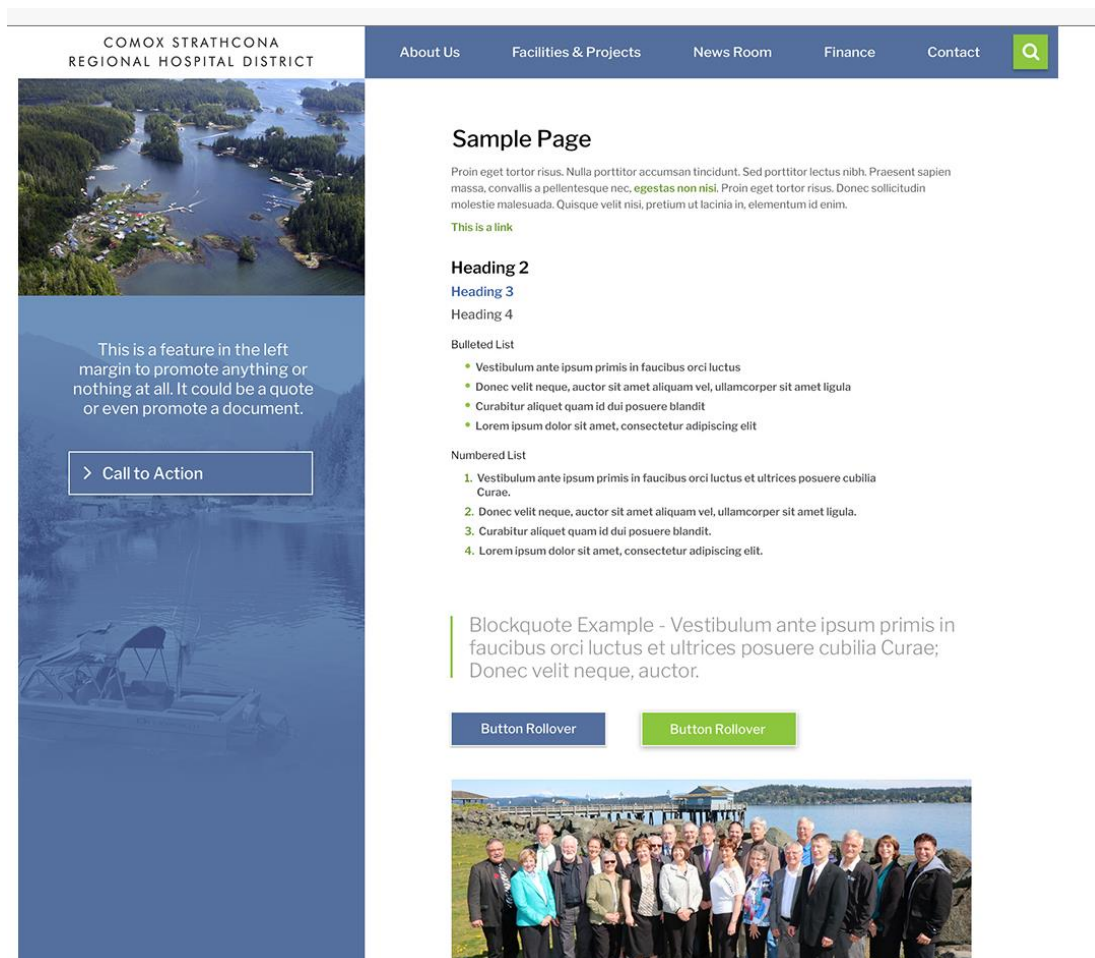
Top Navigation

A Drop down menu featuring reorganized tabs make finding information easier.



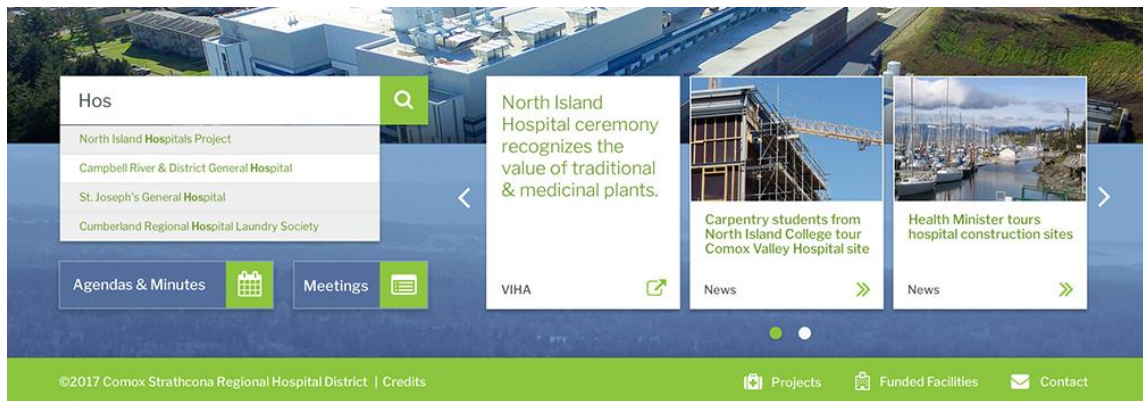
Inside Design

Clean, simple layout and design incorporated throughout the site. This templated design ensures consistency throughout the entire site.



Search Function

An Intelligent search function anticipates user's needs



Mobile View



Content Management System

The website utilizes Drupal, a free content management systems that does not require CSRHD to pay for licensing. Drupal is one of the most widely used open source content management tools in the world. It is extremely adaptable and has been configured to meet the objectives and needs identified including clean, simple design and navigation, intelligent search functionality, and proper search engine optimization. The administration of Drupal does not require web administrative skills, meaning updates can be made in-house by CVRD staff.