



Staff Report

DATE: January 10, 2017

FILE: H-FIN

TO: Chair and Directors
Comox Strathcona Regional Hospital District
board

FROM: Debra Oakman, CPA, CMA
Chief Administrative Officer

RE: Comox Strathcona Regional Hospital District website refresh project

Purpose

The purpose of this report is to address the referral back to staff to address questions and present options for board consideration from the November 2016 meeting in respect to the Comox Strathcona Regional Hospital District (CSRHD) website refresh project.

Policy analysis

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

Executive summary

The CSRHD website was updated over six years ago and is in need of a refresh. Website design and features have drastically advanced the last few years.

Recommendation from the chief administrative officer:

THAT the Comox Strathcona Regional Hospital District website refresh project be included in the 2017 fiscal year, up to a budget of \$29,000;

AND FURTHER THAT the Comox Strathcona Regional Hospital District future year financial plans include an annual contribution of \$5,000 to the operating reserve fund to provide for regular maintenance, management and future year refreshes of the Comox Strathcona Regional Hospital District website.

Respectfully:

D. Oakman

Debra Oakman, CPA, CMA
Chief Administrative Officer

History/background factors

An organization's website is its most effective communication tool and the CSRHD site is not current or properly utilized. Residents look to websites for current information and opportunities to be involved.

This past spring, staff updated the content and navigation on the CSRHD site and implemented google analytics.

The current issues facing the CSRHD website include: (google analytic averages May – November). Within the google analytics we have ensured that the CVRD IP address is not tracked so staff entering the site are not included in the below statistics.

1. High bounce rate – per cent of people leaving the website as soon as they land on site. Anything under 50 per cent bounce rate is average and a goal would be 20-30 per cent.
 - CSRHD is at 66.18 per cent
2. Low duration of stay – residents leaving after short periods of time.
 - Average session duration is two minutes
3. Sites not configured to be mobile or tablet friendly.
 - 11.91 per cent mobile and tablet use
 - 88.09 per cent still coming from desktop computers
4. Number of users to site: 512
5. Number of sessions: 680
6. Percentage of new visitors: 74.41 (506 of the 680 sessions)
7. Percentage of returning visitors: 25.6 (174 of the 680 sessions)
8. 268 sessions are coming from a non-set IP address, 189 sessions are from Courtenay, 53 sessions are from Victoria, and 22 sessions are from Campbell River. For additional user info please refer to appendix B.
9. Top pages users landing on:
 1. / (homepage): 335 new visitors landed here, 91.79 per cent bounce rate
 2. /information: 133 returning visitors landed here, 65 per cent bounce rate
 3. /hospitals: 131 returning visitors landed here, 35.29 per cent bounce rate
 4. /index: 130 returning visitors landed here, 14.29 per cent bounce rate
 5. /www1.free-share-buttons.top: (A spam affecting our analytics. Sends fake google analytics to our account. Staff currently adding additional filters and researching costs for assisting with spam removal) 119 new visitors with 0% bounce rate.

Additional google analytics are provided within appendix B.

Options

The recommendation is to redesign the CSRHD website in the 2017 fiscal year. By updating the website we will be able to increase staff productivity, create cost efficiencies, and produce a visually appealing and engaging structure residents can easily seek information from.

Financial factors

The current CVRD website is housed through Element CMS by Atomic Crayon. Currently the CSRHD website is updated through Dreamweaver. A quote has been provided by Atomic Crayon to complete the CSRHD website refresh project outlined below.

Atomic Crayon proposed costs:

- CSRHD quote in June 2016 was \$29,000 plus \$750 annually for maintenance

A request for proposals will be completed in early 2017 taking into the account the CSRHD website refresh project as well as other websites managed through the CVRD. As we will be combining the sites under one content management system, cost efficiencies will be delivered and staff expect the refresh cost for the CSRHD website to be below \$29,000.

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 other websites managed through the CVRD to bring all the websites onto the same content management system to deliver cost savings and efficiencies.

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

Interdepartmental involvement

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

Appendix A - November 3rd report to CSRHD board

Appendix B – May 2016 – November 2016 Google Analytics Summary

COMOX STRATHCONA
REGIONAL HOSPITAL DISTRICT

Staff Report

DATE: November 3, 2016

FILE: H-FIN

TO: Chair and Directors
Comox Strathcona Regional Hospital District Board

FROM: Debra Oakman, CPA, CMA
Chief Administrative Officer

RE: Comox Strathcona Regional Hospital District Website Refresh Project

Purpose

The purpose of this report is to provide an overview of a Comox Strathcona Regional Hospital District (CSRHD) website refresh project.

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

The CSRHD website was last updated over six years ago and is in need of a refresh. Website design and features have drastically advanced the last few years. On average, websites need to be refreshed every five to six years to keep current with technological advancements.

Recommendations from the chief administrative officer:

THAT the Comox Strathcona Regional Hospital District website refresh project be included in the 2017 fiscal year, up to a budget of \$29,000;

AND FURTHER THAT the CSRHD future year financial plans include an annual contribution of \$5,000 to the operating reserve fund to provide for regular maintenance, management and future year refreshes of the CSRHD website.

Respectfully:

D. Oakman

Debra Oakman, CPA, CMA
Chief Administrative Officer

History/background factors

An organization's website is its most effective communication tool and the CSRHD site is not current. The CSRHD website was updated over six years ago. Website design and features have drastically advanced the last few years. Residents look to websites for current information and opportunities to be involved. On average, websites are refreshed every five to six years to keep current with advancements.

This past spring, staff updated the content and navigation on the CSRHD site and implemented google analytics.

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

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.

Options

The recommendation is to redesign the CSRHD website in the 2017 fiscal year. By updating the website we will be able to increase staff productivity, create a visually appealing website that residents will be more engaged with and ensure we have current features including mobile and tablet friendly optimization.

Financial factors

The current CVRD website is housed through Element CMS by Atomic Crayon. Currently the CSRHD website is updated through Dreamweaver. Quotes have been provided by Atomic Crayon to complete the CSRHD website refresh project.

Atomic Crayon proposed costs:

- CSRHD quoted in June 2016 was \$29,000 plus \$750 annually for maintenance
- Due to the cost of this project an RFP should be completed outlining the components required:
 - Content management system (either ability to use Element CMS or new CMS system)
 - Multiple users to create updates
 - User friendly
 - Drag and drop functionality

- Ability to run off servers and host internally
- Heat mapping to distinguish where residents are landing to ensure navigation is geared towards residents' needs
- Unique site design
- Design
 - Documentation
 - Architecture and navigation
 - Social media integration
 - Tracking and analytics
 - Browser / platform compatibility
 - Standards compliance
 - Accessibility
- Mobile, tablet capability
- Feedback forms
- Page not found
- Rich site summary (RSS) feed
- Search function for within the site
- Site map
- Migrating content
- Rotating banner
- Increased visuals
- Interactivity with videos and images
- Custom applications:
 - Agendas and minutes
 - Board meeting streaming ability
 - News function
 - Search engine optimization
 - Support & training manuals for each site

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 (CSWM) 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 the Island Health to discuss appropriate links.

Interdepartmental involvement

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.

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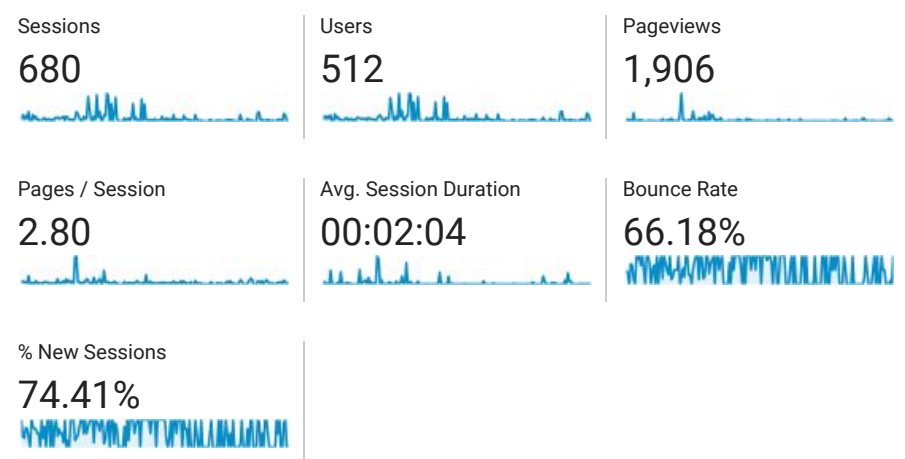
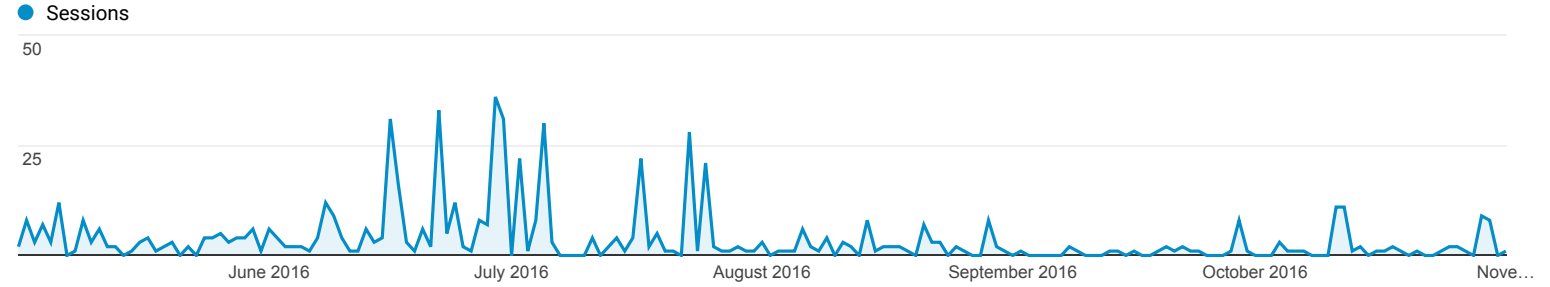


May 1, 2016 - Nov 1, 2016

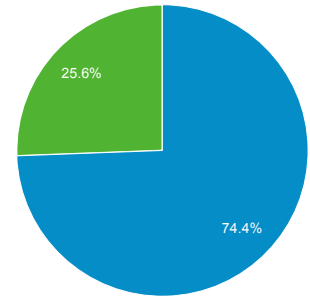
Audience Overview

All Users
100.00% Sessions

Overview



■ New Visitor ■ Returning Visitor



City	Sessions	% Sessions
1. (not set)	268	39.41%
2. Courtenay	189	27.79%
3. Victoria	53	7.79%
4. Campbell River	22	3.24%
5. Boston	20	2.94%
6. London	12	1.76%
7. Vancouver	9	1.32%
8. Hull	9	1.32%
9. Nottingham	8	1.18%
10. Milan	8	1.18%



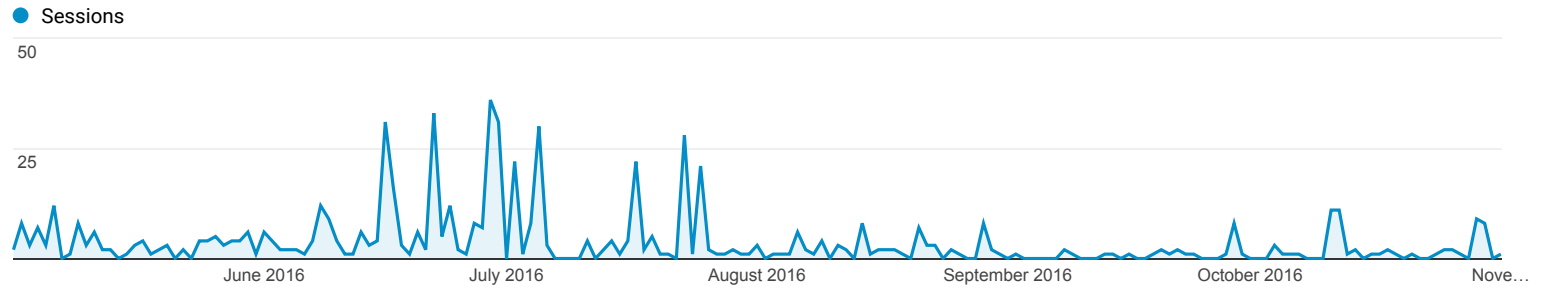
May 1, 2016 - Nov 1, 2016

New vs Returning

All Users
100.00% Sessions

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	680 % of Total: 100.00% (680)	74.41% Avg for View: 74.41% (0.00%)	506 % of Total: 100.00% (506)	66.18% Avg for View: 66.18% (0.00%)	2.80 Avg for View: 2.80 (0.00%)	00:02:04 Avg for View: 00:02:04 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	506 (74.41%)	100.00%	506 (100.00%)	76.28%	1.68	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	174 (25.59%)	0.00%	0 (0.00%)	36.78%	6.07	00:06:45	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2



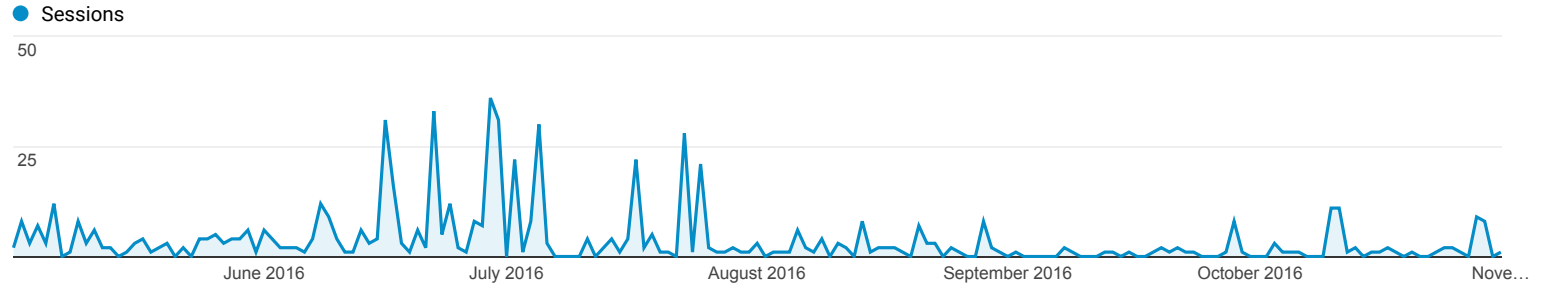
May 1, 2016 - Nov 1, 2016

Overview

All Users
100.00% Sessions

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	680 % of Total: 100.00% (680)	74.41% Avg for View: 74.41% (0.00%)	506 % of Total: 100.00% (506)	66.18% Avg for View: 66.18% (0.00%)	2.80 Avg for View: 2.80 (0.00%)	00:02:04 Avg for View: 00:02:04 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	599 (88.09%)	73.29%	439 (86.76%)	64.61%	2.95	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	62 (9.12%)	79.03%	49 (9.68%)	77.42%	1.79	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	19 (2.79%)	94.74%	18 (3.56%)	78.95%	1.42	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3



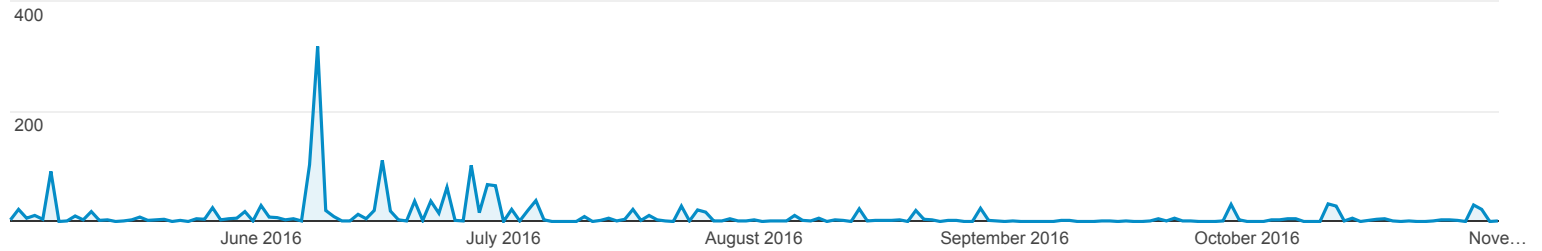
May 1, 2016 - Nov 1, 2016

Pages

All Users
100.00% Pageviews

Explorer

Pageviews



Page	User Type	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		1,906 % of Total: 100.00% (1,906)	1,076 % of Total: 100.00% (1,076)	00:01:09 Avg for View: 00:01:09 (0.00%)	680 % of Total: 100.00% (680)	66.18% Avg for View: 66.18% (0.00%)	35.68% Avg for View: 35.68% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	New Visitor	335 (17.58%)	329 (30.58%)	00:00:31	329 (48.38%)	91.79%	90.15%	\$0.00 (0.00%)
2. /information.html	Returning Visitor	133 (6.98%)	56 (5.20%)	00:02:15	20 (2.94%)	65.00%	24.81%	\$0.00 (0.00%)
3. /hospitals.html	Returning Visitor	131 (6.87%)	42 (3.90%)	00:01:39	17 (2.50%)	35.29%	11.45%	\$0.00 (0.00%)
4. /index.html	Returning Visitor	130 (6.82%)	47 (4.37%)	00:00:51	35 (5.15%)	14.29%	10.77%	\$0.00 (0.00%)
5. /www1.free-share-buttons.top	New Visitor	119 (6.24%)	41 (3.81%)	00:00:00	41 (6.03%)	0.00%	34.45%	\$0.00 (0.00%)
6. /finance.html	Returning Visitor	102 (5.35%)	46 (4.28%)	00:01:18	17 (2.50%)	52.94%	20.59%	\$0.00 (0.00%)
7. /newsroom.html	Returning Visitor	90 (4.72%)	35 (3.25%)	00:01:20	7 (1.03%)	42.86%	12.22%	\$0.00 (0.00%)
8. /information.html	New Visitor	83 (4.35%)	37 (3.44%)	00:01:36	12 (1.76%)	66.67%	30.12%	\$0.00 (0.00%)
9. /meetings.html	Returning Visitor	83 (4.35%)	43 (4.00%)	00:01:11	17 (2.50%)	41.18%	22.89%	\$0.00 (0.00%)
10. /links.html	Returning Visitor	82 (4.30%)	32 (2.97%)	00:01:04	6 (0.88%)	33.33%	15.85%	\$0.00 (0.00%)

Rows 1 - 10 of 30