



# INFORMATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	August 17, 2020
<b>SUBJECT:</b>	Hamilton.ca Redesign Engagement
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Matthew Grant Director, Communications & Intergovernmental Relations City Manager's Office Department

The City of Hamilton is undertaking a Hamilton.ca redesign project. This Information Update is to inform Mayor Eisenberger and Members of Council about the start of the consultation process that will uncover user and business needs that will inform requirements for a new City website.

## Background

The City of Hamilton website is a key communications tool that provides a variety of information about programs, services and operations to its citizens, businesses and other stakeholders.

The current Hamilton.ca launched in 2015 and has seen an average of 15 million page views a year and an increase in users from 1.5 to 3.4 million in the same time period.

Our requirements for a website have since evolved and City staff are launching a consultation process to uncover user motivations and needs for 2021 and beyond. The feedback gathered through engagement opportunities will provide staff with valuable insight into what's working, not working and ensuring any updates and redevelopment work that is done meets the needs of our residents and stakeholders.

## Invitation to Public Consultation

Beginning on Monday August 17, 2020 and running until Friday September 4, 2020 residents will have an opportunity to provide input and share feedback on their experience using the current Hamilton.ca website and help City staff identify key themes for improvement. Staff are leveraging the new [engage.hamilton.ca](https://engage.hamilton.ca) platform and tools for this consultation process.

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

An internal stakeholder consultation will also begin the week of August 17, 2020 where staff will have an opportunity to provide input and share feedback on how the current website is representing their business goals and objectives and identify longer-term plans for their department/division web presence.

Council will be provided a communications package to help share and promote this information with their constituents. A robust consultation plan has been developed to inform the project requirements and the results of the review will be presented to Council in October.

City staff will advance hamilton.ca by focusing on delivering valuable content, an efficient CMS and a commitment to an improved user experience. We are estimating it will take until the end of 2021 to complete this project.

Should you require any further information please contact Project Owner, Bonnie Large, Senior Digital Officer – Digital Communications at ext.6608 or via email at [bonnie.large@hamilton.ca](mailto:bonnie.large@hamilton.ca).

#### **APPENDICES AND SCHEDULES ATTACHED**

None