

**Municipality Of Chatham-Kent**

**Chief Administrative Office**

**Corporate Initiatives**

**Information Report**

**To:** Mayor and Members of Council  
**From:** Amy Wilcox, FCPA, FCMA, PMP - Manager, Corporate Initiatives  
**Date:** February 28, 2020  
**Subject:** Municipal Website Refresh Project - Survey Results

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This report is for the information of Council.

**Background**

Corporate Communications and Information Technology Services are working together to “refresh” the municipal websites.

A large component of the project is to incorporate user feedback and engage directly with users. The first step of community engagement is to conduct a survey on user experience using the current municipal websites. Results from the survey will be used during redesign of the new formats.

Survey questions were created using other municipal website surveys as a resource. Members of Information Technology Services, SharePoint Advisory Committee and the Executive Management Team were given the opportunity to review the survey questions and provide feedback.

**Comments**

A request for survey participants was sent on February 5<sup>th</sup> with the survey closing on February 29<sup>th</sup>.

Some of the questions contained in the survey include:

- What is your main reason for visiting the website
- How frequently do you visit the website
- Rate your overall satisfaction with the municipal website
- How easy is it to find what you are looking for on the municipal website
- What could be done to improve your experience on the website

Sixty-six people contributed to the survey. Detailed survey results can be found in Appendix A.

Some common answers and themes found when reviewing the results are:

- Information is hard to find
- Search function does not work
- Language used on the website is too advanced
- Outdated information

The website project team has reviewed the survey results. Based on the feedback, the project team intends to do the following:

- Keep language used on the website at a sixth grade level
- Keep the navigation of the website limited to three clicks
- Ensure information is reviewed every two years minimum
- Monitor website analytics for areas needing improvement (i.e. make the navigation more intuitive)
- Improve searchability by making it mandatory for content to include search engine optimization tagging

### **Consultation**

The members of Information Technology Services, SharePoint Advisory Committee and the Executive Management Team were given the opportunity to review the survey questions and provide feedback.

### **Financial Implications**

There is no additional cost associated with conducting the survey. The survey was hosted on the Let's Talk: Chatham-Kent on-line community engagement tool. There is no financial impact resulting from this information report.

Prepared by:

Reviewed by:

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Amy Wilcox, FCPA, FCMA, PMP  
Manager, Corporate Initiatives

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Don Shropshire  
Chief Administrative Officer

Attachment:

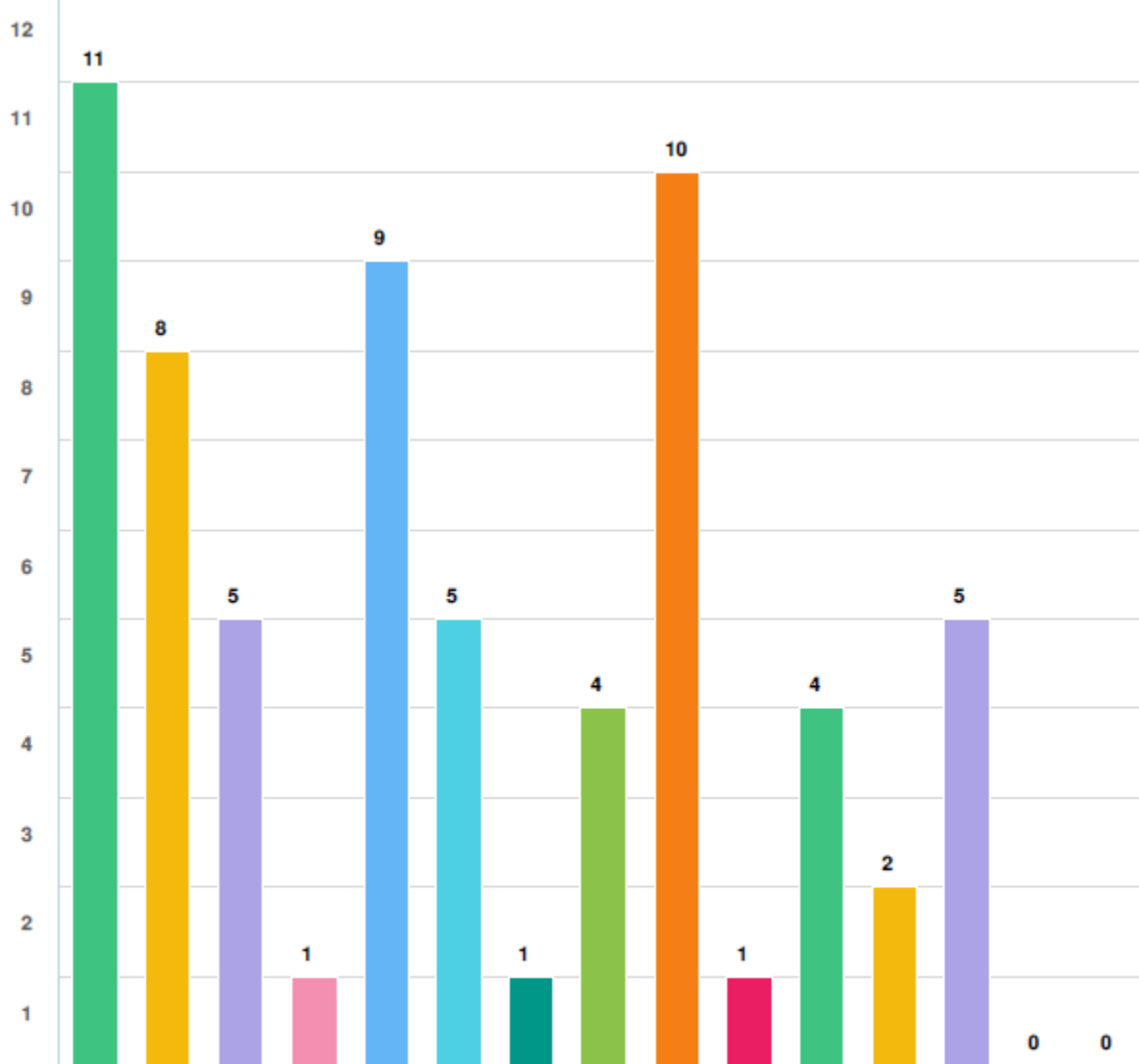
Appendix A: Website Survey Results

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Appendix A: Website Survey Results

Question: What was your main reason for visiting the website?

- Sixty-six people provided responses.

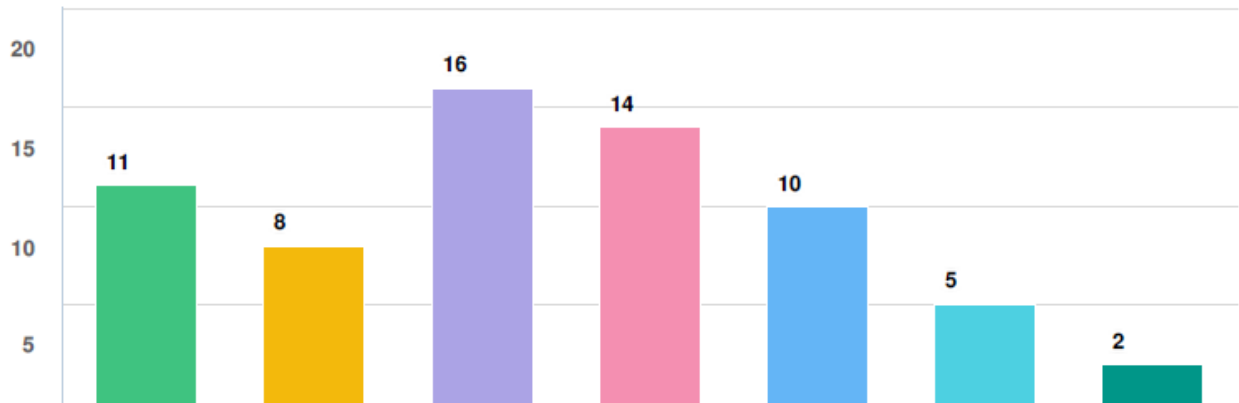


**Question options**

- Leisure information, and reservations (beaches, golf, recreation centers, recreation programs, etc.)
- Library hours, locations, book holds and events
- Special events info, seat maps, and parking, purchasing tickets
- Visitor info
- Water, trash and recycling information
- Jobs and volunteering with the municipality
- Services (affordable housing, accessibility)
- Developing in the Municipality (economic development, planning, building permits, standards, etc.)
- Mayor, Council and Committees
- Taxes
- Municipal news
- Permits and payments
- Other (please specify)
- Doing business with the Municipality (procurement, bidding on city contracts)
- Report an issue

Question: How frequently do you visit the Municipality of Chatham-Kent website?

- Sixty-six people provided responses.



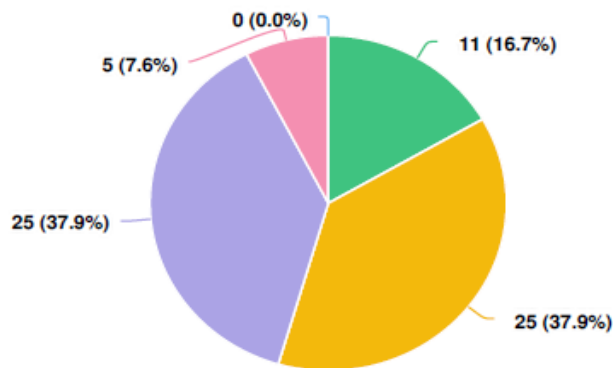
**Question options**

- More than once per week
- Once per week
- Several times per month
- Once per month
- Quarterly
- Annually
- This is my first visit

(66 responses, 0 skipped)

Question: Please rate your overall satisfaction level with the Municipal website?

- Sixty-six people provided responses.



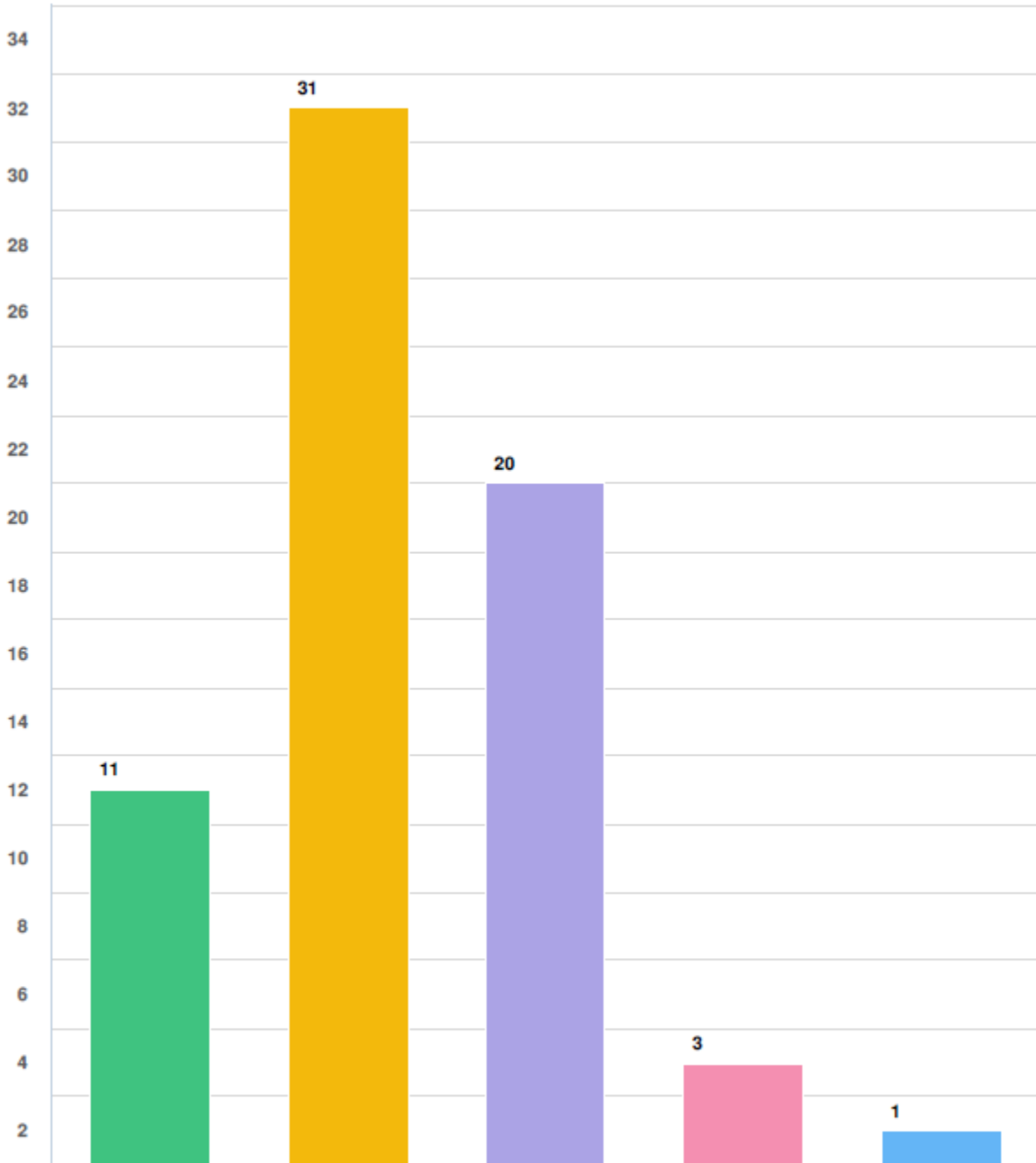
**Question options**

- Very unhappy
- Unhappy
- Neutral
- Happy
- Very happy

(66 responses, 0 skipped)

Question: How easy is it for you to find what you are looking for on the current Municipal website? If you find it challenging, please provide an example of a recent difficulty in finding something on the website?

- Sixty-six people provided responses.



**Question options**

- Very difficult
- Difficult
- Neutral
- Easy
- Very easy

Question: If you find it challenging, please provide an example of a recent difficulty in finding something on the website.

- Question allowed participants to elaborate.
- Forty-two people provided responses.
- Responses:
  - The website has gotten better organized over time, but there are plainly a lot of dead pages still hanging around. I did a google search for Chatham Kent recycling schedule, got this page returned as the result: <https://www.chatham-kent.ca/GarbageandRecycling/Pages/GarbageRecycling.aspx>. Clicked on Curbside Garbage guidelines and schedules and got a 404 not found. I realized that it must be a dead page, and so used the menu to navigate to the correct page but... why are those dead files still hanging around for Google to index?
  - It is difficult to locate certain things like tax information, job posts.
  - Very outdated with too many clicks to get where i want to go
  - Finding past reports.
  - Too many layers, redirections ,search portal ....useless, broken links or non existent,.totally wrong information ,not up to date,so many more
  - We tried to have our business added to the site and it has been a bit of a nightmare. Multiple attempts on my own and twice had someone try to help me, neither of us were successful!
  - So slow. Like slower than a turtle delivering a parcel to the moon. It's shocking it even gets off the ground.
  - Too many pages to click through to find info. Pages are not clear and clean looking.
  - Art Classes are difficult to find.
  - I couldn't find the forms required to apply for a new septic system.
  - Menu items in general are not intuitive
  - Looks unappealing. The 3 columns of information on the home page is an inefficient layout for users in todays digital age. It is more common to have the layout be a continuous scroll, instead of reading left to right in columns like a newspaper. Also, the more one person scrolls on your website, the longer a person stays on your page, which is a good thing. The affordable housing photo on the homepage is pixelated, making it look very unprofessional. Low quality photos are enough to get a person to leave the site and look for information elsewhere. You do not want to be losing community members trust from poor quality photos.
  - I think the website caters the municipal departments, but instead it should serve to the users. The current thumb nails are so specific. A resident or a visitor does not need to know which service is under which department. Thumb nails for living, visiting, business, government would be enough.
  - As I was 'browsing', I couldn't seem to find what I was looking for ... the whole site feels 'clunky' .. very not user friendly .. I would rather google something, its easier
  - I have to search for what I'm looking for and the results that come back aren't related at all to what I typed in or the results are extremely outdated.
  - Registering for special populations events (Cindy McFadden's programs)
  - Trying to find detailed information on budget discussions Trying to find information on rental of Erieau Community Hall

- It is not user friendly when trying to access the Municipal registry. You have to flip through the entire thing to find what you are looking for.
- Co workers told me about a program the municipality had for kids. Without knowing exactly what to look for it took some guessing where the program was. It would have been nice if I could have searched "children's programs". I did use this as a search but it didn't take me to the museum. It would also be nice if programs or events in other areas of Chatham Kent could be advertised.
- Lots of menus to scroll through - the front page is just too overwhelming.
- For many of the website sections, there is a large quantity of information, but finding ways to navigate to the information you are looking for is difficult. It is not always clear what link/subsection to click on to access the information you want.
- We were looking for information about recycling household batteries as well as fluorescent lightbulbs. It was quite difficult to figure out exactly where to look for that information. The website developers' minds and ours must not be on the same track. It made sense to us to look in one particular place, but when finally found it in a totally different location.
- N/A
- Local events, tax info, local meetings etc
- Links are hard to find and the words are small and to read. Also website is not mobile friendly
- search does not work. too many pages and useless information. very slow. the stuff i was looking for was burried under like 5 levels.
- I usuauually just google something like chatham kent skating schedule and it takes me right to it as I find sometimes finding info im looking for a bit too tough through home page and menus
- This site needs to be EASY for the user. Key words in the search engine should be bringing up the appropriate departments and contact information. For example, I was trying to find out who to contact regarding the grass cutting on municipal property behind my home. I went around and around in circles, never landing on the correct department.
- I was trying to find the budget documents related to the budget deliberations and couldn't find a direct way to find them - I felt like I really had to dig.
- I have been on the site several times in the last few years and it was very difficult to navigate and find what I was looking for and I am not an expert on computers but I do very well and the experience was frustrating. I can imagine someone, who was not very familiar with computers, would have given up trying to find information.
- Whenever I am searching for something, what I am looking for never seems to pop up.
- You can't find what you want unless it's on the front page.
- I was looking for data regarding employment information and attempted to use the search function but articles came up from years past not pertaining to my search.
- Links that frequently don't work including the one to this survey. How about proofing sites from the OUTSIDE after posting them.
- all bylaws aren't listed, only a select few
- Menus aren't always easy to navigate. Pages are slow to load and often return errors.
- Complaint gives a link to follow up links do not work

- I have used the municipal website regularly for as long as I can remember. I have heard the rule is "3 clicks will get you anywhere" but that is rarely the case. I feel I am a relatively technologically knowledgeable person and I find it very difficult to find anything I need on the site. For example, today I wanted to look for information about a public meeting held last week and details that were presented at the meeting, because unfortunately I was not able to attend in person. I still have not been able to find it on the site. Extremely frustrating.
- It seems like you have to hunt for rec programs such as tilbury swimming lessons or swim team. And I dont usually have good luck when searching thing for permits or municipal bylaws.
- Communication with authority decision makers. Ideas have been suggested and no followup has occurred. We'll get back.
- So your 3rd question is worse than the first. Not only am I limited to only 1 answer, but, when I choose "Other (please specify)", there is no window opened for me to specify. Was this survey developed by the same people who developed the CK web-site? Regarding an example of a recent difficulty in finding something on the website, I was looking for the start time of one of the events at the Bothwell Car Show and there was absolutely nothing about it. I tried Bothwell Optifest, Old Autos Car Show, Upcoming Events, Biggest Car Show in Ontario....nothing. Today, on the web-site under Upcoming Events it is advertised now. Of course it is the August 2019 show that is being advertised as an upcoming event.

Question: In your opinion, what are the website's best feature(s)?

- Question allowed participants to elaborate.
- Thirty-five people provided responses.
- Responses:
  - Overall UI is nice - good colour scheme, easy on the eyes, font is readable.
  - Colors look good.
  - Pictures
  - The toolbar on the homepage is categorized well- it's clear which button I should press to find the info i'm looking for.
  - Within the past year the site has become easier to navigate.
  - maybe the colours
  - Has a nice look and good organization of information
  - I guess it knows stuff. Slow to find, but it's in there somewhere.
  - There's lots of content - somewhere in there!
  - It does offer a fairly clean look and feel,
  - The logo.
  - The website includes reliable and updated information.
  - I can't think of any.
  - Not much
  - It is colourful and inviting.
  - connecting with mayor and council about everything and anything. As one might say, "From Soup to Nuts"! Public transit issues specifically and local winter road-sidewalk conditions.
  - I don't use it frequently enough to comment.
  - The light colours - easy on the eyes



- Quantity of information available.
- Don't like anything about it as it is very hard to navigate.
- There is a lot of very helpful information on the website, both for residents as well as for visitors to the area.
- N/A
- N/a
- Nothing
- You're assuming it has a good feature.
- Clean and neat
- Search engine
- None
- I don't recall any good features.
- It's not written in the Vulcan language.
- It seems to be updated regularly.
- No one item.
- Events
- The colour scheme.
- Try, try, try again.

Question: In your opinion, what are the biggest challenge(s) you have with the site?

- Question allowed participants to elaborate.
- Forty-five people provided responses.
- Responses:
  - Figuring out where to find the info I am looking for.
  - Website is slow
  - It used to be really slow. I'm noticing now as I'm clicking around that it is a lot faster than it used to be so that's good.
  - 1- It is slow. 2- When you go to a webpage, there are lots of introductory information. People have limited time, they do not want to read all of the details of every webpage.
  - Slow
  - Too slow - too many clicks. way too much content - needs to be streamlined
  - It's not mobile friendly, too much text, the search function brings up results that aren't always relevant or current. I think that while the homepage's tool bar is good, the home page could be laid out differently for users to more quickly find the info they are looking for, like on a landing page.
  - Everything, it is easier to call and talk to someone
  - Getting our business listed. Also, we have tried to use the community calendar many times and found it missed a lot of awesome things going on in CK!
  - Navigation is confusing. Coupled with very slow load times, takes forever.
  - Navigation
  - Navigation is rather "clugy"
  - It does not match the quality of websites today. If this is supposed to be a trusted website by Chatham-Kent residences, quality should be very important. If a website looks like it is old, or has not been touched since 2001, users will not trust it and look elsewhere.
  - The information is hidden under so many layers of web pages. It takes so much time to figure out where to find the information.

- Searching for what I'm looking for. 50 clicks later and I might stumble onto what I actually need.
- Navigation
- Having to click thru several pages before getting to what you wanted. The search engine doesn't always work i.e. no results returned
- It's very slow.
- Too many drop-down menus
- Just getting on sometimes.
- It's clunky, there's so much content it can be difficult to navigate. The job board as a forum is difficult to learn to use.
- Where to go to find stuff - information overload!
- Navigation.
- As mentioned above, we must not think in the same way the developers do. We have two sons who own a digital marketing company in another part of Canada and they agree that some of the choices are a bit odd.
- Can't find what I'm looking for
- Slow. offline far too often
- Not mobile friendly hard to find what you are looking for
- Looks like it is from 2001 -cannot find anything i am looking for -loads very slow -way too much content.
- Menus...finding what I want...
- When looking for services, it is difficult to determine who to contact. Divide the municipal services into tabs, and then subdivide again into drop-downs. Those drop-downs should open into their own pages. EASY!
- So many layers - hard to find things.
- None
- The biggest challenge was trying to find out how to get to the information.
- It doesn't look very nice, there should be pictures from all over ck! It is not organized, I can never find what I am looking for. Each department of the municipality should be easy to get to, with quick access to everything in that department.
- Navigating, old and out dated appearance
- Written by staff, for staff. Far too much information with no real way to navigate it.
- It can be difficult to find what I am looking for. Quite often you have to click too deep into the system.
- It is hard to navigate and takes too long to find important information such as grant info or contacts.
- Too much information to find what you need. Not well catalogued by Google.
- Can't renew open burn/fire permit online.
- Up to date information, ease of finding specific information and speed of how pages load.
- Finding pertinent information in search and department,
- Finding anything easily. It is not intuitive and the search function seems almost non-functional.
- Communication re development.
- The search feature does not go directly to the search item requested. No list of local Bicycle Rodeos. The site is incomplete. Most events outside of the city limits are overlooked. In most cases, only Chatham facilities and events are shown.

Question: Are there task(s) you cannot complete on the municipal website and must call or go in person to complete?

- Question allowed participants to elaborate
- Twenty-nine people provided responses.
- Responses:
  - Not recently
  - It would be great to be able to complete dog tag licencing or pay parking tickets on-line.
  - Everything
  - Getting our business listed
  - Yes - any permits where I'm required to submit a diagram.
  - No, the areas I use
  - N/a
  - Paying the yearly dog tag fee. Every time I call, the employee that answers the phone sounds like I've just ruined their day by wanting to pay for the tag.
  - Yes - paying for dog tags, parking tickets, etc. That should all be online nowadays
  - I don't think we have ever resorted to that action, but we have on occasion asked friends if they know the answers to our questions.
  - Sometimes several searches with several different terms are necessary to find the desired result
  - N/A
  - Booking arena time
  - Yes there is not prices for things like dog tags and the buses information needs to updated
  - not really
  - I find that I usually end up calling City Hall to get directed to the correct department.
  - Dog tag renewal.
  - Yes I just called the service centre here in Tilbury.
  - I have had problems using the reconnect part, and have had to call or go in person.
  - Yes
  - I usually just make a phone call to the operator at city hall to help me with my issue(s). The staff are very informed and easy to talk to.
  - It is hard to upload a job listing and when you inquire about assistance it takes more than 2 days for someone to get back to you.
  - Can't renew open burn/fire permit online.
  - Yes
  - Accessing my tax information, Applying on line for services ,paying online, receipt and download of permits, like tags ,fire pits ,etc.
  - I have always found it very difficult to find minutes/notes from Council meetings, and details, findings, reports, etc about public meetings. C-K is a large geographic area and it can be a challenge to attend public meetings in different communities for example. So it's even more important to have details about these meetings, information shared, decisions made (if applicable), available online for people unable to attend. It really does limit the average citizen's access to their own government.
  - I'd love to get dog tags online.
  - Yes

Question: What would improve your experience with the Municipal website?

- Forty people provided responses.
- Question allowed participants to elaborate
- Responses:
  - Simple, less complicated words. Refrain from long redundant sentences. People do not go to city website to read all details. You can keep details and more information in a separate link on the same page. A recent example is "Update on Wuhan coronavirus 2019nCoV as of Monday February 3rd 2020". There are no pictures, graphs, color. Just words. For example first sentence mentions where virus started. Put a word map and show location. Put interesting facts such as distance from Wuhan to Chatham. In second paragraph, you list symptoms. put a thermometer picture when you say fever. Pictures, graphs and images receive more attention than long sentences.
  - Less clicks, less useless info
  - I think it could be more visually-appealing and less cluttered.
  - Maybe a way to receive updates about new things featured on the website.
  - Any improvement
  - Way more community info on what to do and community calendar fully up to date with ALL the awesome stuff happening in CK - I have yet to find any sort of community calendar that actually covers what happens here!
  - Not let a consultant design it. Run page speed insights on their website. If it gets an F, go somewhere else. If the new website gets an F, fire someone for missing the obvious. Should score at least a 75 when done.
  - Speed for one. I find navigation slow as I link from one page to another.
  - Add any issues such as power outage, road closure , boil water as a direct link or flashing red button or link to home page. Add an option to be notified by email, text or notification to those emergency or outage items
  - View these websites for examples of great municipal websites. <https://www.intehnic.com/blog/best-examples-of-municipal-government-websites/>
  - Having it user friendly and quick loading. The loading of the page takes so long.
  - I don't really know to be honest. I try to avoid the site unless I absolutely need to go on it.
  - Search functionality - timeliness of posted info
  - An interactive map of how to get to Chatham from wherever you are (Like Stratford, Ontario's municipal website has). A student portion run by elementary/secondary/post secondary students on what is important to them. For example, safe media exposure, human trafficking, mental health services, tutoring services etc
  - Speed and simplicity would help.
  - Streamline and simplify. Make the bylaws document section easier to understand. Replace the job board system with a clearer system.
  - Ease of navigation A search function that actually searches for what you want A front page promoting a daily feature (an event, a council meeting...) the front page is overwhelming and too much going on.
  - Improved navigation. - Potential streamlining of the number of subsections included inside of each website section. - More condensed or concise information in each section. Many sections of the website are overly wordy.
  - Make simple tabs to open to find info. Example: recreational Events Pools Garbage disposal

- We look forward to the reworking of the website. It will be nice to have it interact more quickly. It might be helpful if some of the tabs gave more choices. However, no particular tabs come to mind at the present time.
- Updating basic information would be a help. There has been an Arts & Culture section in Community Attraction & Leisure Services for over a year but there is no mention of it on the website. The most recent "Municipal Department" organization chart PDF is from 2017.
- Give up
- Quicker, easier to use
- Ease of use find proper area quicker
- Easier to find links more bus information bigger print
- If it looked better. looks super old school. get a graphic designer or something -search working proper -less words, more to the point. i am not coming to a municipal website for a lifestyle blog post on finding a job. give me a link to job boards and let me get on with my day.
- The cost of a new website is too expensive.
- Having an easy to navigate website . A banner at the top giving a list of what is available - one click and a drop down list comes up- another click and the information appears. A very user friendly website would be amazing. Other towns or cities websites are very user friendly - Goderich for one, Brockville for another, Bobcaygeon for another.
- Being more organized. I live in CK, but looking at the website, it doesn't do a good job showing all of the benefits of living in CK. Add more pictures of all of CK to help with tourism and attraction!
- Navigation
- Redesign, more imagery and clearly written material focused outward toward the public. Scrap the PHD model (Piled Higher and Deeper) and focus on users' wants and needs.
- Communication should be centralized. The webpage is very choppy. Sometimes it appears as though the departments do not communicate with each other.
- mobile responsive website
- Make it smaller..too dense and less narrative.
- Make all services and departments available online, payment portal for services, reporting portal for things like road issues (potholes etc.)
- Stop Robo responses. A what works and is not working opinion page.
- Design. Search function.
- Easier navigation
- What am I doing wrong?
- Either include the events and facilities from the other towns and villages in the municipality or change the name of the web-site to Municipality of Chatham. That way, we won't be disappointed when using the search button.

Question: Please provide your name, email address and/or phone number so we may contact you for an interview and/or testing opportunities of new website.

- Twenty-one people responded that they would be willing to participate in user experience interviews/testing.