

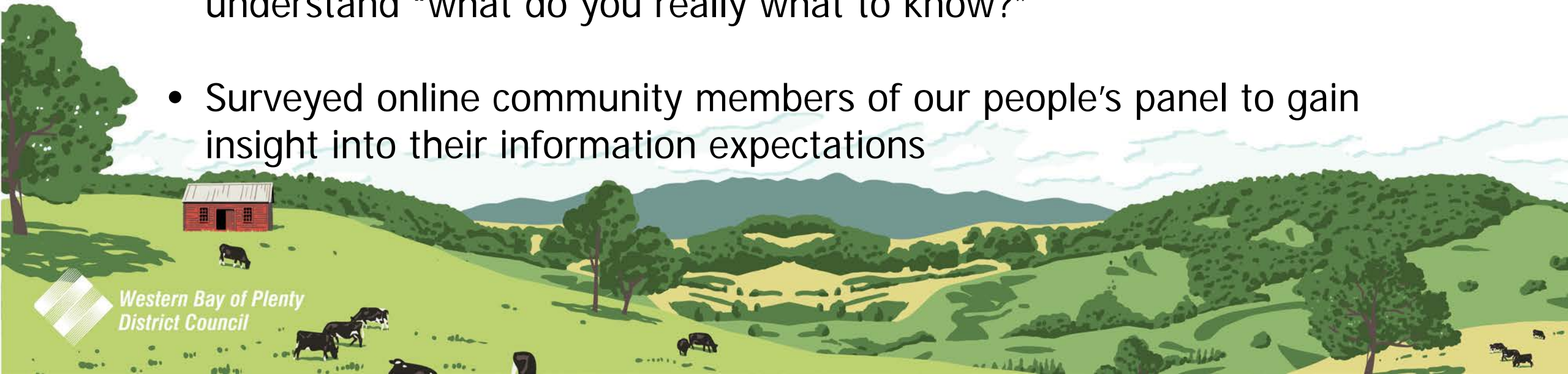


*How feedback influenced website design
@ Western Bay*

Presentation to ALGIM Spring Conference
by Marion Dowd
10 September 2018

Research undertaken for MBA Project

- Reviewed literature for global reporting and communication trends between local government and citizens
- Contacted 11 councils with community boards to see how they are providing information to stakeholders
- Interviews held with elected members of community boards to understand “what do you really want to know?”
- Surveyed online community members of our people’s panel to gain insight into their information expectations



What are the information needs of Western Bay Council's elected members and communities?

1. Transparency of information to elected members and communities

- Provision of community development information and plans to local communities
- Community information is targeted to local communities



What are the information needs of Western Bay Council's elected members and communities?

2. Good decision making by elected members

- Desire to know what their communities think about projects and issues



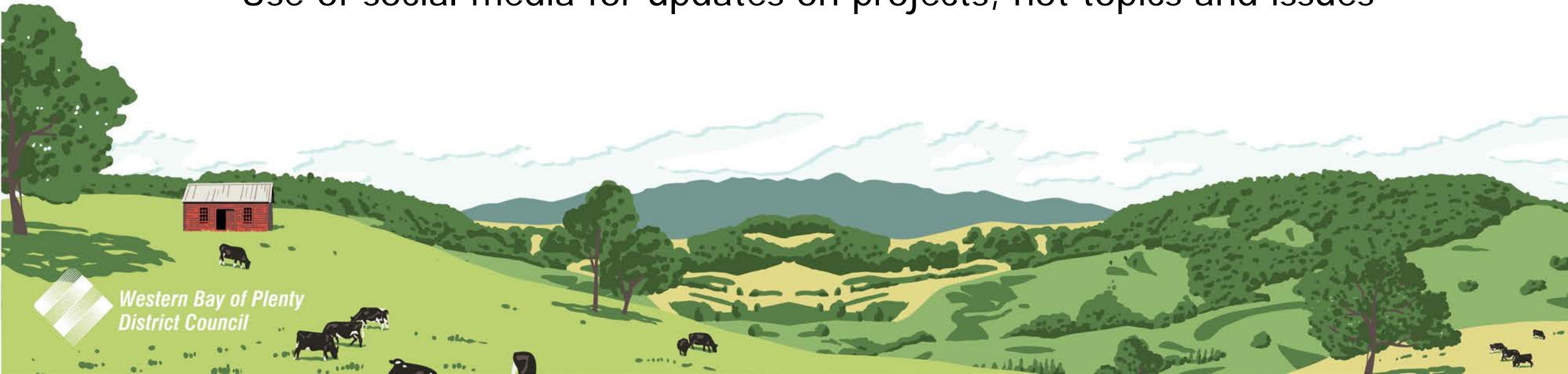
What are the information needs of Western Bay Council's elected members and communities?

3. Responsiveness of Council and ability of citizens to be empowered through self service and participation
 - Timely updates by Council
 - Expectation of information on Council website even if belongs to another agency
 - Search successful for information across websites
 - Self service of information and services online are easy to find and use



How can Council deliver the right information?

1. Review methods of how Council shares information with its stakeholders
 - Planning and being proactive about release of information on future projects and plans
 - Use of social media for updates on projects, hot topics and issues



How can Council deliver the right information?

2. Review methods of how Council produces, presents and reports information to elected members
 - Use of visualisation
 - Use of storytelling



How can Council deliver the right information?

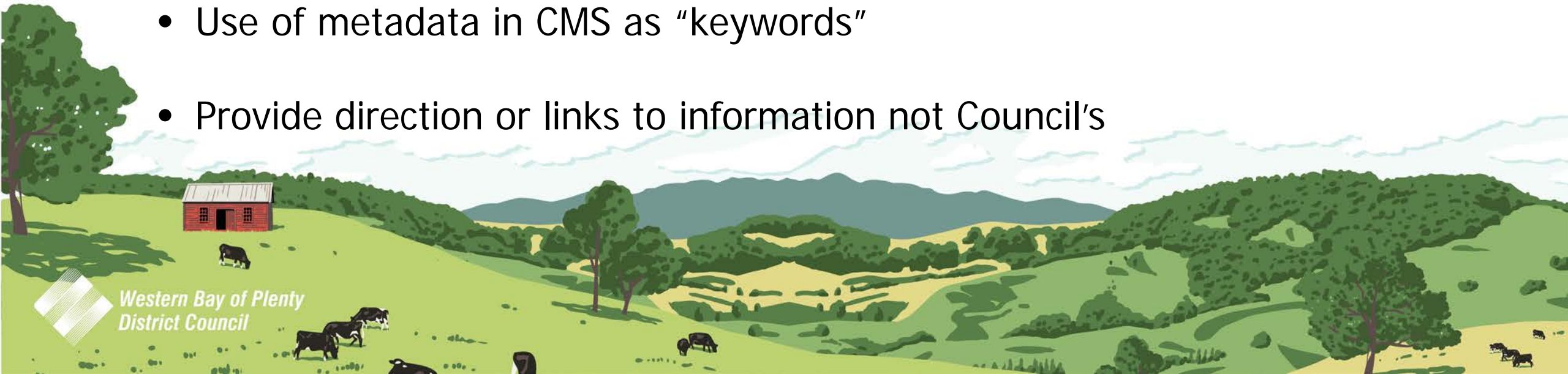
3. Provide appropriate support systems and governance processes for elected members
 - Training for staff in story telling (consistency)
 - Managing delivery of information timeframes
 - Search mechanisms put in place



Specific findings influencing website redevelopment

Recommendations for Search ability and Find ability

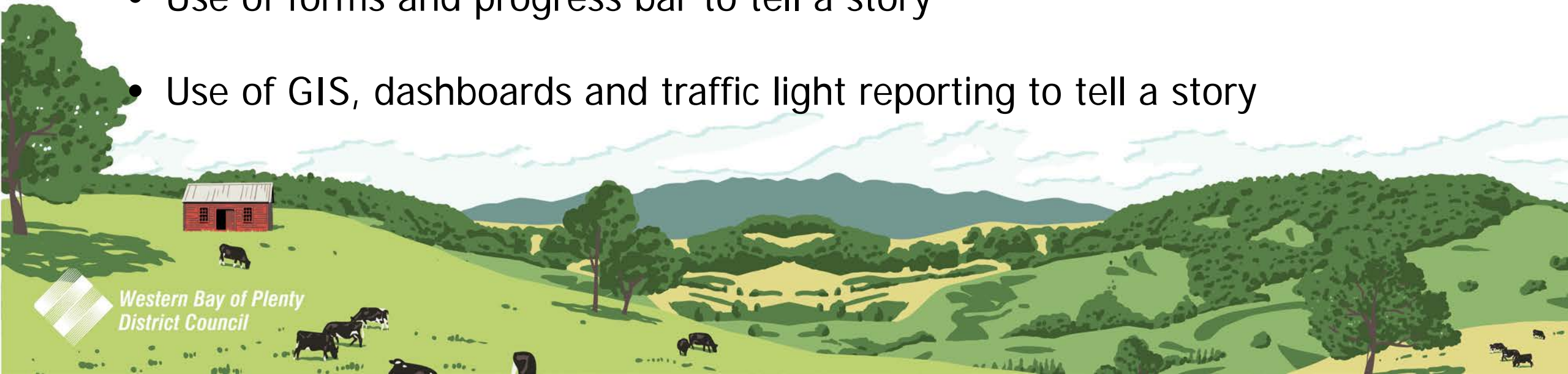
- Test search and review results
- Review search results in Google Analytics and apply to top searches
- Enable search across multiple council sites
- Use of metadata in CMS as “keywords”
- Provide direction or links to information not Council’s



Specific findings influencing website redevelopment

Recommendations for Story telling and Content management

- Use of language (not Council speak)
- Integration of forms into web pages
- Use of forms and progress bar to tell a story
- Use of GIS, dashboards and traffic light reporting to tell a story




Where we are at

- Joint workshops held with Taupō Council and Datacom on information architecture and design
- Test of website architecture with staff, councillors and online panel members using Tree Jack
- Review existing content and add metadata to pages

- Confirm design



Western Bay of Plenty
District Council



Name: Matthew Smith

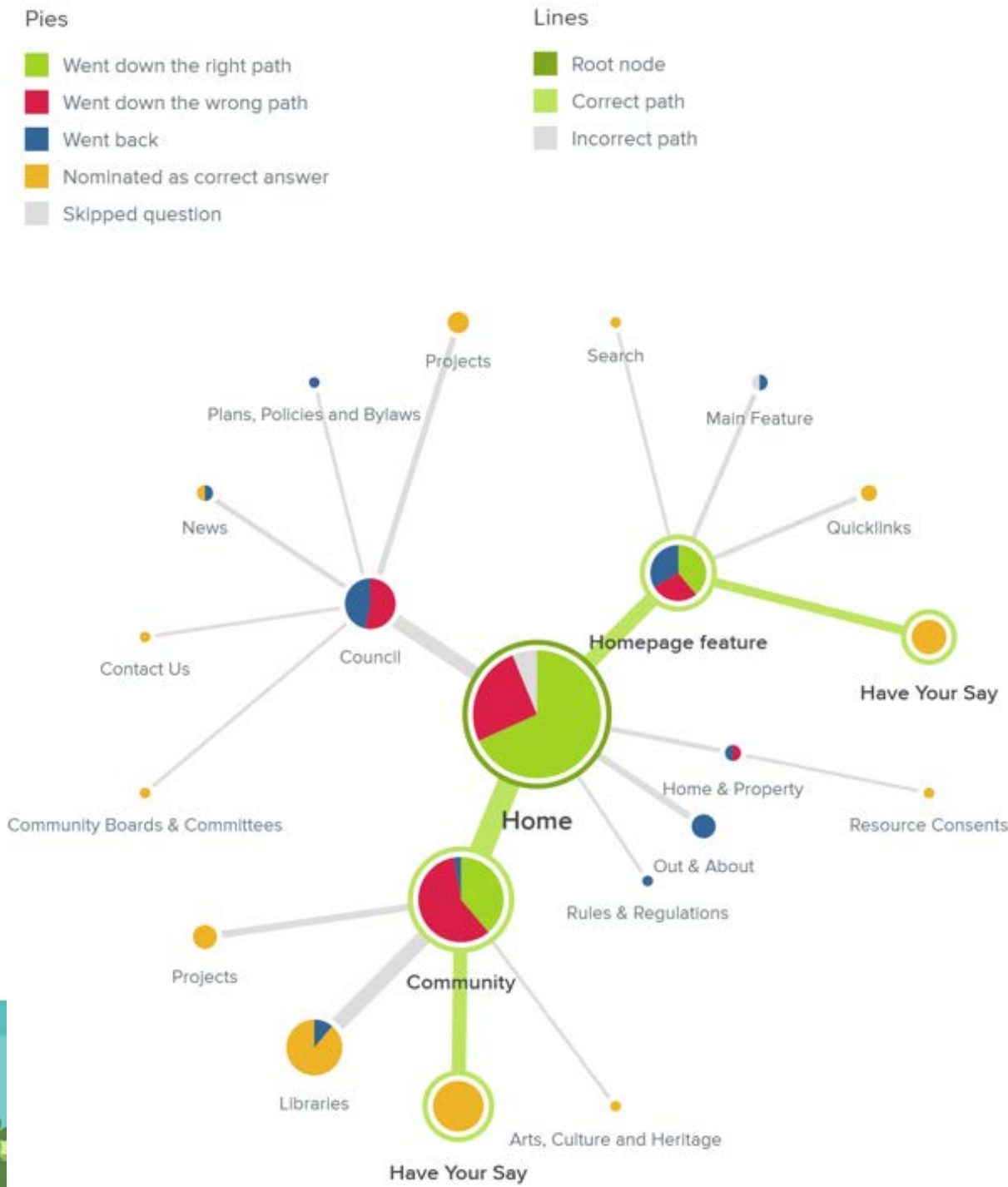
Personal Details: Ratepayer, lives in Waihi Beach, passionate about environment, beach, cyclist. Wants to engage with council on Waihi Beach community development, growth, environment issues. Age: mid 40s family man self employed.

What they trying to achieve:
Wants to keep informed of planning changes, consents, events in WB community. He wants to submit online to any consultation processes in a timely way. Particularly in relation to environmental issues. Wants to know what neighbours doing + how to interact with council on property issues in his neighbourhood.

<p>PAINS</p> <ul style="list-style-type: none"> * How to easily find out what is being consulted on. * What in Council's meeting agenda affects WB. * How do you make a submission or have a say (formal v. informal) * Sketch plans + development (maps) in area. 	<p>JOYS</p> <ul style="list-style-type: none"> * He can join Peoples Panel. * Agendas + minutes online * Register on "have your say site" to comment. * Service Centre at WB library for face to face. 	<p>KEYWORDS</p> <p>Erosion, Calendar, Location: WB, Events, Activities, Plan Change, Traffic, Policy, Cycling, Environment, Climate Change, Building, Commercial Use, Facility: Council Offices, Beach, Planning Division, Transaction: Submission, Rates, Notification.</p>
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Next Steps

- Confirm IA
- Check IA against Tree Jack results and analytics
- Test search
- Integrate online services into website
- Go live early next year



For the future

- Analytical tools and skills to understand unstructured data from social media channels
- Content as web pages to provide a better website experience for customers
- Feedback mechanisms into website particularly for online services customers
- Transparency of service requests through visual representation on website





Questions?

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