



## CITY OF PORT MOODY

### Beautiful 'City of the Arts' now delivers a brand new, creative web presence to citizens

Located in the Metro Vancouver region of beautiful British Columbia, the City of Port Moody is a vibrant waterfront city, offering majestic landscapes among a friendly and passionate community. From green spaces and arts-infused places, to the well-known Rocky Point Pier, Port Moody has something for every one of its 34,000 residents and many annual visitors.

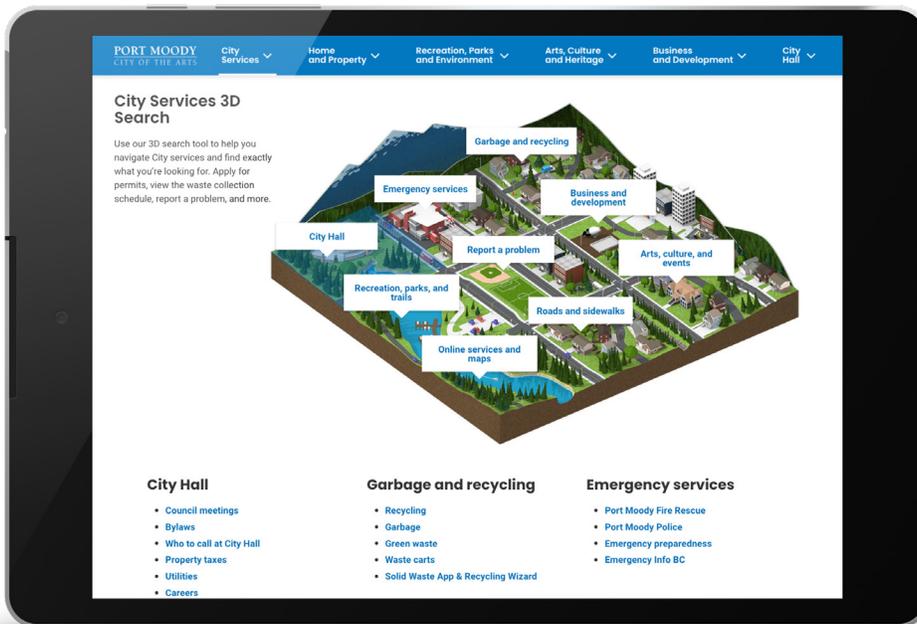
Hiking and biking trails permeate the area, while local artists are inspired by something new every day. No shortage of outdoor recreation opportunities exist, with available outdoor

pools, skateboard parks, kayaking, canoeing and boating. Over one-third of Port Moody's land is dedicated parkland, and the Port Moody Arts Centre and Station Museum highlight the arts, cultural and heritage points of interest.

Looking to update its web presence after completing a website audit, the City found that the previous site no longer met the needs of staff and the public. Partnering with eSolutionsGroup (eSolutions), the project team developed a whole new web presence, delivering updated digital services now and well into the future.

[www.portmoody.ca](http://www.portmoody.ca)

**GO LIVE DATE:** June 5, 2019



*Using eSolutions' interactive and accessible City Services map, the City of Port Moody's users can discover a comprehensive suite of available services, uniquely represented in a visually accurate, 3D method. Users can navigate information quickly and easily, explore service categories and reveal overviews by hovering their cursor over map labels. The map also integrates direct workflow to the City's staff, such as permit applications, waste collection inquiries, problem reports, and more.*

## CHALLENGE

The City needed a creative, visually pleasing web identity to match its artistic and cultural reputation. The site needed to properly convey Port Moody's brand as a 'City of the Arts' and communicate the exciting opportunities afforded to families, children, residents, visitors and businesses in a modern way.

Looking to communicate important information to residents on a regular basis, the City of Port Moody required a solution that would allow stakeholders to subscribe to news updates and receive information about their specialized interests.

Seeking a solution that would list all events in one place, with detailed descriptions and categories for each type, the City needed to alert and inform users about upcoming events specific to their interests with a central, online location that residents can keep coming back to.

## SOLUTION

Using the i:Create content management system (CMS), we provided a professional design that mimics the City's creative energy and spirit. Allowing for the official Port Moody brand to shine through every page, the CMS is a powerful tool that combines simplicity and functionality for both administrators and users. A unique, clean menu style boosts navigation.

The City uses a News and Alerts Manager to provide important updates through high quality images and copy, and lets users subscribe to notifications through email and social media. The City also uses Canadian based Envoke to deliver content filled eNewsletters to subscribers.

We delivered an interactive Calendar with a unique view that cleanly organizes categorized events by date. Users can subscribe to updates and search by type of event. Upcoming events are also seamlessly integrated on the site's homepage.

### Digital tools that provide a modern municipal experience...

- ▶ Business Directory
- ▶ A - Z Service Menu
- ▶ Interactive Calendar
- ▶ City Services Map
- ▶ Photo Gallery
- ▶ Contact and Department Directory
- ▶ News and Alerts Manager
- ▶ eNewsletter integration
- ▶ Seamless social media integration
- ▶ Accessible, responsive forms
- ▶ Active Directory Federation Services (ADFS) integration
- ▶ i:Create content management system
- ▶ Department landing pages

