

Vice President Summer Updates

Communications Update

On July 9th, the HCCA Website Research survey was launched to gain insights on how people use the HCCA website. As of August 8th, we have received 8 responses. A final call for more responses will be made this week.

Key data points

- 57% of responses visit the website once or twice a week
- 28% rarely visit the site
- Events, meetings, local issues and projects and actions are commonly visited pages
- Information on events and local issues are main draws for people to the website
- Community calendar, search bar and a volunteer sign-up forms were common features respondents mentioned to add

Next steps

- I plan to meet with Jason Dubue in the coming weeks to discuss the results and begin talking further logistics for a new website including timeline, cost and features
- I've been making updates to the existing website. I created a Friends of McCarthy Woods & Corridor page to act as a centre repository for information on the initiative and will touch base with Andre to continue tweaking the page.
- Gain access to an email mailing list and determine ways to best utilize the mailing list. Including monthly emails to promote key events, meetings and ongoing developments within our community

Transit Update

I'm planning to make a social media post and a post on our website on the OC transpo service changes coming this fall and will be sending out a transit survey later this fall to gauge how residents use public transit within our community.

A draft survey for comment will be sent to the board for feedback later this week