

# News Release



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## For Immediate Release

Date: February 15, 2017

To: Representatives of the Media

From: Sheridan Graham, Director, Corporate Projects & Services

Subject: **Peterborough County Launches a Service-Oriented Website**

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**February 15, 2017, Peterborough, ON** – Peterborough County launched their refreshed website today, showcasing a new design that reflects the community and their growing digital needs. With online services becoming a necessity for businesses and communities, Peterborough County wanted to update their website to include mobile responsiveness and new online features that would meet the growing need for better, more efficient digital solutions.

The project took four and a half months to complete with the help of [eSolutionsGroup](#) (eSolutions), secured through a Request for Proposal process in late 2016.

“Peterborough County has created an innovative and welcoming online environment”, said Sheridan Graham, Director of Corporate Projects and Services. “At the same time we are moving forward with our branding plan for Peterborough County, with our new website and emails being **@PtboCounty** (sharing the same focus as our online presences on Twitter and Facebook) and providing a shorter and fresher identifier”.

Online environments change on a regular basis, Peterborough is keeping up with those changes with their refreshed, and mobile-friendly, website.

“Website designs usually last about five years before they need to be revamped to meet the changing needs and wants of any audience,” says Karen Mayfield, President of eSolutions. “Peterborough County is continuously improving and investing in their website to serve their community with the best tools available now.”

The County web redesign project includes a number of service-oriented and user-friendly features, including:

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- A responsive web design, suitable for all mobile and tablet devices
- An enhanced information architecture that allows users to find the information they want in ideally 3 clicks or less
- A search engine that provides relevant information fast – powered by Google
- Enhanced news module with ability to subscribe and filter alerts by category
- Updated calendar to see all upcoming community events – and the public can submit their own events for review and inclusion
- Ability to pay for services and make service requests online using online forms

## New Domain

At the same time, we are also launching our new corporate branding – changing our domain for our website to: **www.ptbocounty.ca** with all County employee emails changing from **name@county.peterborough.on.ca** to **name@ptbocounty.ca**.

“County Council are extremely proud of these advancements and we feel that these changes position us perfectly to be able to meet the needs of our residents and visitors”, said Warden Joe Taylor.

For more information, to set-up interviews or any other inquiries:

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