



## **Rebuild and Redesign of TTC.ca**

**Date:** June 12, 2018

**To:** TTC Board

**From:** Executive Director, Corporate and Customer Communications

### **Summary**

---

The TTC is redesigning and improving its website, ttc.ca. The current site was developed in 2008 and the new design will launch in July 2018. Staff will present the board and the public the new site's design and content management system.

### **Financial Summary**

---

The TTC's 2018-2027 Capital Budget and Plan approved by Council on February 12, 2018 includes an estimated cost of \$3.0 million with spending authorization of \$3.0 million for Web and Digital Service Development & Hosting under Program 7.17 IT Information Management. The 2017 year-end actuals spending was \$0.5 million with remaining funds of \$2.5 million available to spend. No work beyond what can be accommodated within the approved funding will be initiated, unless additional project approval funds are made available.

The Chief Financial Officer has reviewed this report and agrees with the financial impact information.

### **Equity/Accessibility Matters**

---

The TTC is committed to providing a website that is accessible to the widest possible audience. The TTC is actively working towards achieving a fully accessible website that conforms to the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines 2.0 Level AA. The Accessibility for Ontarians with Disabilities Act (AODA) requires content created after 2012 to be accessible. Archival content from 2008-2012 does not have to be accessible, but can be provided in an accessible format, upon request.

The website vendor is conducting accessibility testing on the new site to ensure compliance with the AODA. Additionally, the TTC has retained the services of a third-party vendor to conduct an accessibility audit of the new site prior to launch.

The Google Translate feature has been incorporated into the redesigned website in order to ensure that newcomers to the city and the TTC are able to access the information contained on the website in the language of their choice.

## **Comments**

---

The TTC's current website was developed in 2008 and is currently managed using an obsolete content management tool. An RFP for web design and hosting was issued on April 3, 2017 and sought to award a contract for the creative design, branding and marketing, content authoring and management and development of the website architecture and integrations. The contract was awarded to FCV Interactive and work began on the redesign in December 2017. This project has been broken down into two phases. Phase 1 of the project includes the migration of all content from the current website and a complete site redesign, including the integration of TTC legacy systems. Phase 2 will include an upgrade for the Customer Service Disruption Notifications system, which is a real-time messaging system used to communicate service disruptions to the public as well as personalization features and other upgrades.

## **Contact**

---

Deborah Brown, Head – Customer Communications (Acting)  
416-393-3800  
deborah.brown@ttc.ca

## **Signature**

---

Brad Ross  
Executive Director – Corporate and Customer Communications