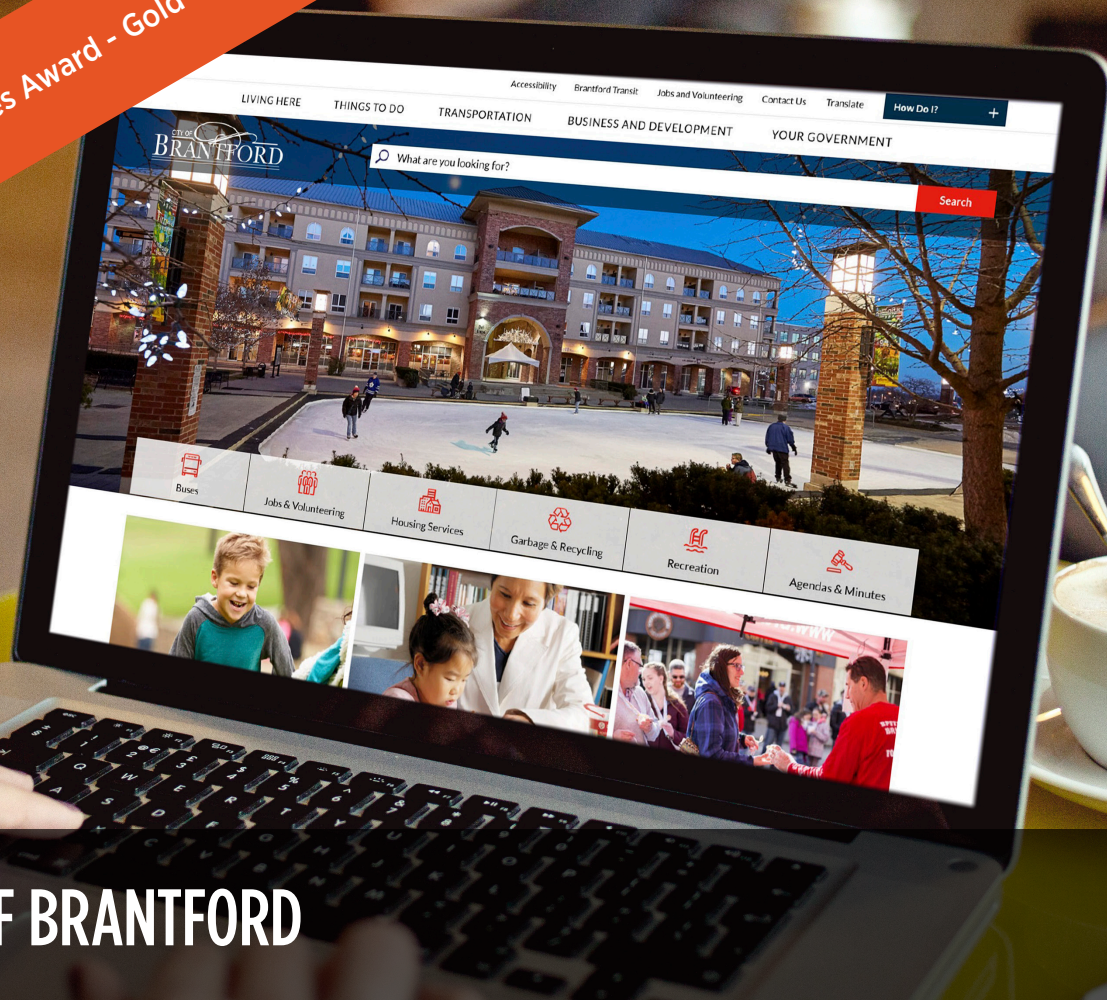# CITY OF BRANTFORD

Interaction between Brantford residents and municipality better than ever thanks to new website and microsites

The historic City of Brantford can be found in southwestern Ontario, situated along the majestic Grand River. Brantford is a vibrant urban area, filled with opportunities to learn about Canada's heritage, explore the performing arts, taste local culinary delights, shop in a bustling downtown, and much more.

Seeking to update its online presence to boost digital citizen engagement, the City partnered with eSolutionsGroup (eSolutions) to create the brand new brantford.ca and associated microsites.

www.brantford.ca

GO LIVE DATE: February 12, 2019

"Working with eSolutions Group to redevelop the City of Brantford website was an exceptionally positive experience from start to finish. Every member of their extensive and talented team was extremely knowledgeable, responsive and a pleasure to work with. Given the size and scope of the project, we could not have selected a more committed or qualified partner."

— Maria Viscocchi,
City of Brantford

eSolutionsGroup
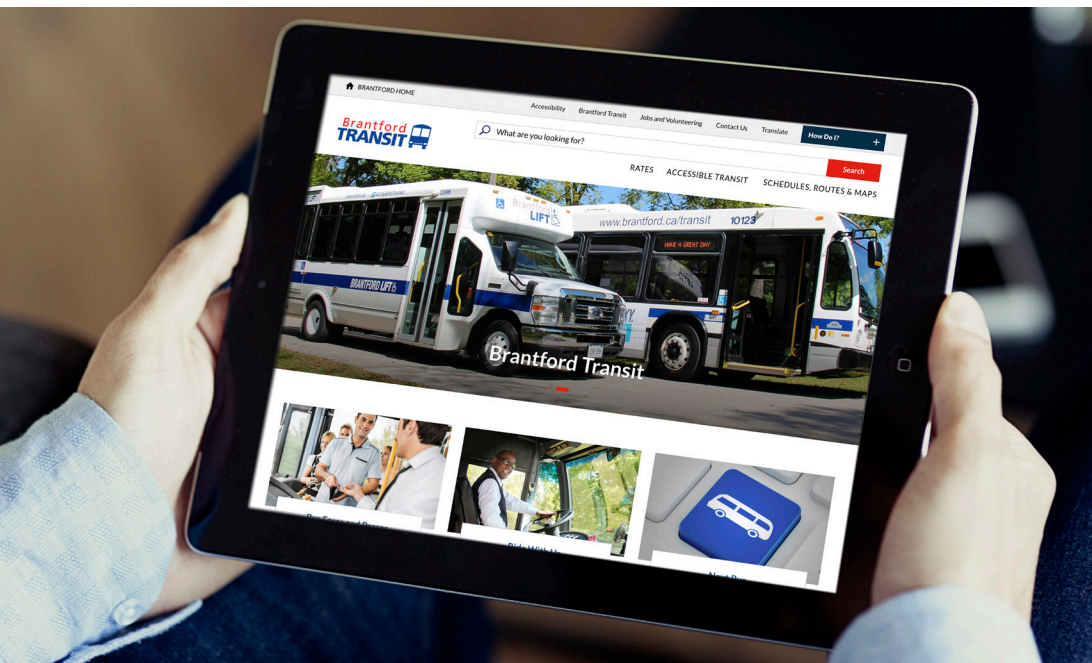
We created a completely new Brantford Transit microsite, designed from the ground up to serve transit riders and keep the main site's look and feel. Using the microsite, accessible from brantford.ca's homepage, users can learn about bus fares and ticket information, bus rules, accessible transit options, schedules, routes and maps, and real-time next bus information. The microsite maintains brantford.ca's consistent, clean and modern look and feel. We also created microsites and standalone sites for Brantford Careers, Fire Department, Economic Development and the Wayne Gretzky Sports Centre.

CHALLENGE

Looking to showcase its many standout parks, playgrounds and facilities, the City of Brantford needed a solution that could easily display all options to users in a visual and convenient way. Residents needed to be able to see where the facilities are and what features are available at each one.

Anticipating various online residential requests for City services, such as paying bills, submitting business/licence applications and reporting issues, the City required a solution that could bring these options together.

The City of Brantford needed a digital method to collect bulky item pickup requests from its residents, such as refrigeration appliances, metal equipment and fencing, wood and tree limbs, broken glass, window panes, and more. The solution needed to be smooth, intuitive and capable of directing requests to staff and waste operators.

SOLUTION

Pulling from Brantford's Geographic Information System (GIS), we implemented our Parks and Facilities page. This offers users an interactive map alongside a complete listing of facility names, descriptions, photos, addresses, hours of operation and contact information.

Our "How Do I?" web tool lets users scan from a list of common citizen requests, such as registering for programs, volunteering, requesting a city service and booking a facility. This function allows online navigation to be simple and effective.

We implemented a Bulky Item Pickup function, allowing residents to submit an application for home waste pickup. This tool pulls from GIS for mapping and address input, and integrates with Moneris payment. The tool also tracks requests and sends automatic email confirmation directly to the City's contractor for easy workflow.

A smooth municipal experience starts with utilizing the latest technologies

- Business Directory
- By-Law Manager
- bids&tenders
- Interactive calendar
- Photo Gallery
- News and Alerts Manager

- Parks and Facilities database
- Seamless social media integration
- "How Do I?" directory
- Secure, Canadian based hosting
- Accessible, responsive payment forms

- i:Create content management system
- Writing-for-the-web training
- Parser and API training
- Microsite development
- Bulky Item Pickup tool