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# FRESH NEW WEB DESIGN BRINGS RESIDENTS CLOSER TO MUNICIPAL GOVERNMENT

The Regional Municipality of York improves residents' access to government services with the transformation and redesign of its website.

CLIENT Regional Municipality of York LOCATION Newmarket, ON WEBSITE www.york.ca INDUSTRY Government

## CHALLENGE

The Regional Municipality of York (York Region) is home to a growing and diverse population in the Greater Toronto Area. Consisting of nine towns and cities, York Region has a complex municipal government structure. To serve its disparate population better, it needed a new means of sharing information and resources with residents.

## APPROACH

To provide residents with better access to services and information Akendi redesigned York Region's website. The information architecture, built around government departments, was restructured to support the way users actually look for information. The visual design was created to reflect York Region's landscape and community, giving a positive, professional and welcoming feel for residents, businesses and developers. A responsive design was developed to allow residents greater access to municipal resources.

## IMPACT

York Region's website is now service-based and user-centred making it quicker and more efficient for residents to find municipal information and resources. The bright colours, clean layout and vivid photography inspire pride in the Region and engage users as they interact with the website. York Region is pleased with the website transformation and has praised Akendi's work in helping York.ca earn several awards for its design.

**“THE WEBSITE’S INTUITIVE NAVIGATION MAKES IT MUCH EASIER TO FIND IMPORTANT INFORMATION. WITH A RESPONSIVE DESIGN THAT ADJUSTS FOR EASY VIEWING ON ANY DEVICE, THE NEW WEBSITE IS CONVENIENT AND ACCESSIBLE.”**

**Bill Fisch** YORK REGION CHAIRMAN & CEO