



LEGISLATIVE RETURN

SUBMITTED BY: Hon. Ms. McLean, Minister responsible for the Women's Directorate

1. On November 27, 2019, Ms. McLeod, Member for Watson Lake

- asked the following question during the Oral Question Period at page(s) \_\_\_\_\_ of Hansard
- submitted the following written question – WQ No. 5
- gave notice of the following motion for the production of papers – MPP No. \_\_\_\_\_

RE: Website & Visual Identity Cost for the Women's Directorate

OR

2. This legislative return relates to a matter outstanding from discussion with (Member) \_\_\_\_\_ on \_\_\_\_\_ related to:

Bill No. \_\_\_\_\_  Second Reading  Third Reading  
 Committee of the Whole: (eg: Vote 15) \_\_\_\_\_

Motion No. \_\_\_\_\_ RE: \_\_\_\_\_

at page(s) \_\_\_\_\_ of Hansard.

The response is as follows:

Please see attached.

20/09/30  
Date

[Signature]  
Signature



February 7, 2020

To: Patti McLeod, Member for Watson Lake  
Stacey Hassard, Member for Pelly-Nisutlin  
Scott Kent, Member for Copperbelt South  
Brad Cathers, Member for Lake Laberge  
Wade Istchenko, Member for Kluane  
Geraldine Van Bibber, Member for Porter Creek

Re: **The Government of Yukon's new website and visual identity cost per department.**

Dear Members,

Thank you for your written questions on November 27, 2019, in relation to costs associated with our new website and visual identity initiative that was announced on February 19, 2018.

Our new visual identity, with its consistent look and feel, is about improving the delivery of services and communicating more effectively with the public. The Government of Yukon's visual identity embodies our territory and the people who live here through a modern and unified brand. Our former logo was more than 35 years old and was the only element of a visual identity we had. It did not provide us with the tools and templates we needed to create and maintain a unified, integrated, professional look for the government.

To develop and launch the new visual identity, only two departments incurred costs during 2017-18: the Executive Council Office (ECO) and Highways and Public Works (HPW).

ECO spent \$123,935 in 2017-18 with local contractor Outcrop Yukon to design and launch the new visual identity. This amount included a brand audit at a cost of \$38,590, a \$76,880 contract to design the visual identity, and a contract for designing visual identity templates and graphic design elements with a value of \$8,465.

As far as post-launch or later-stage costs such as office supply replacement, we were clear at the time: no office supply materials would be replaced. Rather, existing stock would be used up until new stock was required.

One project we did move forward with was a rebranding of all badge-wearing uniformed officers. We led this work in 2018–19 with Aasman Brand Communications for a total of \$33,000. The rebranding exercise for these 16 critical service units became a team building experience where units came together to renew and refresh their old badges with an updated look. For these teams, the swapping out of decals on their vehicles was then carried out to match with their new badges. We did this work as part of day to day operations of Departments and absorbed the minimal costs internally.

As far as cost questions related to ongoing design work, consulting, translation and printing, there are no longer any costs associated directly with implementing the new visual identity, including staffing. Costs incurred by government in these areas are business-as-usual expenses that any and all governments absorb as part of the fulfilment of normal service delivery and communications requirements.

In terms of the website, it was simply not an option to keep the old gov.yk.ca site running. Over the years, it has become increasingly unreliable technologically and unable to meet the public's needs. Moreover, valuable staff time has been spent maintaining the old site and dealing with technical problems – time that can be redirected into more efficient, contemporary solutions.

The Government of Yukon's website is a necessity for many Yukoners. It is the number one touchpoint between this government and the more than 40,000 Yukoners we serve with visits in the multi-millions since 2017. Yukon.ca is how Yukoners get their hunting and fishing licences and campground permits, find a shelter in times of need or simply reach a member of staff on the other end of the phone. It is how they apply for grants and pursue other opportunities to enhance wellbeing.

Yukon.ca also enables us to provide the public with immediate, easy to access, up-to-date safety information, such as wildfire updates, fire ban alerts and evacuation notices. This was a great deal harder to do with the old site.

A website is an area of service delivery where no government should ever underinvest. In fact, our investments have been modest and what we have achieved to date with Yukon.ca is significant given the overall low capital and operations and maintenance costs.

In the 2017–18 fiscal year HPW spent \$250,000 on planning, design, development and assessments of the website and the initial launch of Yukon.ca.

Also in 2017–18, ECO spent \$32,327 on developing a content migration plan with the contractor Yellow Pencil.

The \$250,000 spent in that first year by HPW on Yukon.ca was just a starting point to launch the initial version of Yukon.ca with all of the top tasks and services included in that release.

In 2018–19, HPW spent \$200,000 on the continued development and improvement of Yukon.ca.

In 2019–20, ECO and HPW are spending \$100,000 (\$50,000 each) to help departments update and migrate their content to the new site before we close down the old gov.yk.ca site. Once the migration is complete and the old site is turned off, ongoing maintenance for Yukon.ca will cost HPW \$75,000 per year, about half of the annual support costs of the old website.

The new website was also designed to meet today's standards for privacy, security, accessibility and mobile compatibility. Such changes are unified and consistent with improvements made by the federal and other provincial governments. We always anticipated additional costs would be incurred as we made improvements to the site and worked to complete the overall migration of content from old to new.

Providing a modern, evolving website is fundamental to being a citizen-centred, open and transparent government and any government in the twenty-first century needs a visual identity; it is simply the most efficient and client-focused way to serve the public and use public money responsibly. I trust you will understand the necessity for these fundamental tools and investments.

Sincerely,



Sandy Silver  
Premier