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August 8, 2017

### MEMORANDUM

**TO:** Council Members

**FROM:** Nancy Leonard, Fish, Wildlife, and Ecosystem Monitoring and  
Evaluation Report Manager  
John Harrison, Information Officer

**SUBJECT:** Update on prototype multimedia website about the Fish and Wildlife  
Program

### BACKGROUND:

**Presenter:** Council staff

**Summary:** Council staff will present and seek input from the committee on a prototype website that will serve as an introductory platform from which stakeholders can learn about the Fish and Wildlife Program. This prototype builds on the information received during an internal Council survey conducted by Council staff in June.

**Relevance:** This work contributes to the Program's public engagement strategy which aims to improve understanding of the Fish and Wildlife Program and the Council.

**Background:** Council staff has been working with QW Consulting to develop a prototype website that will introduce non-technical stakeholders to the program and the work funded to implement its strategies. This website provides a central location where the user can access highly summarized information about all aspects of the program. The organization of this new

website follows successful examples from our partners and others, by relying heavily on images and videos, keeping the description text succinct, and providing the user with options on how to explore and learn about the program, specifically by topic or region. To address the varying needs for details and perspectives of our stakeholders, the website will allow the user to explore three different types of information for each topic and region: infographics, overview, or specific stories. The infographics will also serve as a quick communication tools for a given topic or region by providing the option to print relevant infographics.

The content of this new website leverages existing information from the Program's website including, Program resource maps, the high level indicators report, the fish information site, and the history project. To ensure that we have adequate visuals to convey the Program's story, Council staff have contacted co-managers and other partners about photos and videos that they are willing to have the Council use in this new website. The target audience for this website include non-technical stakeholders and those who are interested in the work we do but who are not familiar with the Council's Program.