

**MEMORANDUM**

**DATE:** March 14, 2006  
**TO:** PPACG Board of Directors  
**FROM:** Jennifer Young, Policy and Communications Manager  
**THROUGH:** Robert MacDonald, Executive Director  
**SUBJECT:** Preview of New PPACG Website

***ACTION REQUESTED: Information Only***

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In November 2006, PPACG initiated the development of a new website and hired the consulting firm, UrbanTrans Inc., to assist staff in creating the design.

PPACG developed its current website in 2003. Based on an internal needs assessment, staff determined that the agency's needs had outgrown the site's capacity. PPACG programs require more sophisticated capabilities such as database interfacing, mapping, and a searchable file repository. Moreover, the existing site's limited design, organizational, and navigational options affected the overall image and functionality of the website—an important issue as the internet has become a primary source of information. The total cost of redesigning the website was \$10,000.

PPACG staff will preview the new site during the Board of Directors meeting.