

**Management Action Plan – Evaluation of Transport Canada’s  
Web Presence**

<b>Recommendations</b>	<b>Management Response/Action Plan</b>	<b>OPI/OCI</b>
<p>Web site users are moderately satisfied with the Web Presence but would like to see improvements in the time it takes to access information, the search engine, and the site’s organization and ease of use.</p>	<p>We will continue implementing improvements already underway that contribute to Web Presence outcomes (e.g. improved organization of information and better search results).</p> <p>Develop work plans annually for Internet and Intranet that include actions towards making improvements as identified in the survey findings.</p> <p>Continue to hold regular WEWG and WMB meetings and disseminate quality assurance reports to TC web community.</p>	<p>Electronic Communications</p>
<p>There is insufficient data to properly assess the cost-effectiveness of the Web Presence.</p>	<p>Our web presence is a collaborative effort. We need to manage it well and maintain and upgrade our web content on a continual basis. Building the web into our business planning process will help us to be more strategic.</p> <p>Begin collecting data on the costs to provide the Web Presence. Possibly benchmarking against other departments if the data is available.</p>	<p>Electronic Communications/WMB</p> <p>Departmental Evaluation Services/Electronic Communications</p>

<p>Departmental Evaluation Services (DES) found that the 6 studies conducted were very useful in assessing the success of TC's Web Presence. These types of studies should be continued to support the future evaluation and to assist in measuring the ongoing performance of the Web Presence. The visitor patterns are consistent with claims that the Web Presence is enhancing public knowledge and understanding. Concrete data is not available to show if this is leading to an enhanced capacity for users to make more informed decisions and to take action to make the transportation system safer, more efficient, and more sustainable.</p>	<p>In the next set of surveys, more questions should be included on the impact of the Web Presence on the behaviour of users.</p> <p>DES will be requested to provide input into the formulation of questions for future surveys to ensure the questions support the future evaluation.</p>	<p>Electronic Communications/DES</p>
<p>The overall effectiveness of the WMB needs improvement to facilitate the achievement of the intended outcomes of the Web Presence.</p>	<p>Ask its members to identify what improvements specifically are needed for improving the effectiveness of the WMB.</p> <p>Develop an action plan to implement affordable measures that will improve the WBS's effectiveness.</p>	<p>Electronic Communications/WMB</p>