

**O’RORKE, INC.**  
**BAPPG WEBSITE AUDIT**  
**SUMMARY AND RECOMMENDATIONS**  
**MAY 14, 2015**

## **OVERVIEW**

The purpose of this audit is to review and assess the content on the three websites maintained by BAPPG: [Baywise.org](http://Baywise.org), the [BAPPG page](#) on the BACWA website and the [BAPPG Yahoo group](#). O’Rorke will look for opportunities to streamline content with the end goal of eliminating the Yahoo group and consolidating all BAPPG content for external audiences on Baywise.org, and all content for BACWA and BAPPG members on the BAPPG page on the BACWA website.

## **BAPPG YAHOO GROUP**

### **Content**

Our goal is to move all relevant materials from the BAPPG Yahoo Group to the BAPPG page on the BACWA website, so this portion of the audit only addresses content. The Yahoo Group currently serves 104 members, and contains over 1,700 messages and 16 shared files. Members are able to post, store and download documents and also communicate with the larger group via email.

The majority of the messages sent among members appear to be related to local and regional activities, news and articles, pollution prevention initiatives and other noteworthy efforts. While informative and certainly helpful, these communications do not appear to be essential to the ongoing efforts of BAPPG and as such, we do not recommend storing these communications on the BAPPG page of the BACWA site. If members wish to distribute similar content in the future, we encourage them to simply send to the group via email instead.

Members also use the Yahoo Group to distribute and store documents including BAPPG committee meeting agendas and minutes, annual reports, budgets and artwork for various collateral pieces. These materials are essential to maintaining records, allocating resources, managing campaigns and implementing outreach activities so we recommend storing them in new sections on the BAPPG page of the BACWA site. These recommendations are described in more detail on page 2.

## **BAPPG PAGE ON BACWA WEBSITE**

The BACWA website was recently redesigned and rebuild using the Wordpress Content Management System (CMS). This audit addresses the current layout, and all suggested recommendations are tailored for implementation using the CMS.

**O’RORKE, INC.**  
**BAPPG WEBSITE AUDIT**  
**SUMMARY AND RECOMMENDATIONS**  
**MAY 14, 2015**

**Content**

The content on the BAPPG page of the new BACWA site is informative and is clearly extremely helpful to members of both BAPPG and BACWA. The page is currently divided into an introductory paragraph, a section titled ‘Next BAPPG Meeting’ where meeting information would be posted, a section for downloading documents and a section listing all the BAPPG group members.

To make the information on this page easier to understand and access, we recommend making some minor revisions to the language and paragraph structure for all sections except for ‘Bay Area Pollution Prevention Group Members.’ O’Rorke recommends moving key documents stored in the BAPPG Yahoo group, including agendas, minutes, budgets, annual reports and artwork into the green and black table on this page. These items would be downloaded from the Yahoo group, then uploaded into this table through the CMS. Our content and paragraph structure recommendations are outlined below:

**Bay Area Pollution Prevention Group**

The Bay Area Pollution Prevention Group (BAPPG) develops a Bay Area-wide pollution prevention program in cooperation with the Bay Area Stormwater Management Agencies Association (BASMAA). BAPPG’s efforts are designed to educate Bay Area residents about how to prevent water pollution through simple household tips. This page contains information on BAPPG’s programs, meetings and members.

**MEETINGS**

General meetings are held from 10:00 am to noon the first Wednesday of February, April, June, August, October, and December with a special Pollutant and Project Prioritization meeting held in September. Steering Committee meetings (all members welcome to attend) are held from 9:00 am to 10:00 am prior to General meetings and held on alternating months via teleconference on TBD dates.

Next BAPPG Meeting: No upcoming events.

**DOCUMENTS**

To view or download BAPPG documents including meeting minutes, agendas, reports, budgets and program materials, click the green download button next to each item in the list below.

<Table showing list of available documents>

**O'RORKE, INC.**  
**BAPPG WEBSITE AUDIT**  
**SUMMARY AND RECOMMENDATIONS**  
**MAY 14, 2015**

## **Design**

In general, the overall BACWA site design is clean and visually appealing. Since the BACWA site was very recently redesigned, we do not recommend making any revisions to the visuals at this time.

## **Navigation**

The BAPPG page within the BACWA site is generally easy to use, with one main page and one sub page containing an archive of materials. O'Rorke does not have any recommend revisions to the navigation system on this page.

## **BAYWISE.ORG**

### **Content**

Overall, the content on the Baywise.org site is clear, concise, easy to understand and informative. The content is organized in a logical pattern, with specific sections for residents and businesses.

One page that deviates from this pattern is the Demolition page, which has content that is less efficiently organized and designed. The content included here is valuable, but much of it should remain in the downloadable PDF brochure rather than on the main Demolition page.

The Demolition page also makes no distinction between Residential and Business audiences. These groups will likely approach home demolition from very different perspectives, so we would recommend tailoring the content for each group and separating it into two distinct pages within these main sections.

O'Rorke also recommends that both BASMAA and BACWA work together moving forward to post press releases to the site. This is an excellent strategy to make important news information easily accessible to members of the media.

Finally, because Baywise.org is a joint effort between BACWA and BASMAA, it is our recommendation that whenever possible, messages that address both stormwater and wastewater are included throughout the site.

**O’RORKE, INC.**  
**BAPPG WEBSITE AUDIT**  
**SUMMARY AND RECOMMENDATIONS**  
**MAY 14, 2015**

## **Design**

The site design is clean and visually appealing with streamlined copy, images, fonts and spacing throughout. However, there are several pages and visual elements that stray from the otherwise consistent visual identity of the site.

### **Download Buttons**

The site features a variety of different buttons and fonts to indicate items available for download. For example, the Our Eco-Home page includes an illustrated blue button with a white arrow indicating that the visual is available to download. However, on other pages downloads are simply indicated with dark blue underlined text. We recommend using a consistent visual to indicate items are available to download, ideally something similar to the blue button on the Our Eco-Home page.

### **Demolition Page**

The content on this page feels haphazard compared to the orderly flow of the other pages on the site. The page features larger fonts that do not match those in other areas of the site and paragraph spacing is erratic. The page is also quite copy heavy.

To maintain a consistent look and feel throughout the site, we recommend reformatting the content on this page to match other areas of the website. The three step Inspect, Protect and Dispose process is already organized into an easy to read downloadable brochure, so rather than duplicate that content on this page we recommend simply pointing visitors to the link to download the brochure for further information.

## **Navigation**

In general, the site is easy to use with an intuitive user interface and streamlined structure. However, there are several pages that do not fit within the organizational hierarchy of the site for various reasons.

### **Residents Home Page**

The Residents home page includes links to the secondary pages for Your Home, Your Toilet, Your Garden and Your Car, but not the other secondary pages. A home page is intended to serve as a jumping off point for a major website section, and without links to all the secondary pages, this page feels incomplete. To this end, we recommend adding links to all the secondary pages within the Residents section on this page.

**O’RORKE, INC.**  
**BAPPG WEBSITE AUDIT**  
**SUMMARY AND RECOMMENDATIONS**  
**MAY 14, 2015**

**Businesses Home Page**

The Businesses home page already includes links to all the secondary pages within that section; however, the Boatyard and Marina Resources link is broken and needs to be fixed.

**Demolition Page**

The Demolition page is accessed from both the Residents and Businesses tabs, and leads to a wider page with three sub-pages. As we noted above, the Residential and Business tabs should each have their own specific Demolition page with audience appropriate content and formatting consistent with other areas of the site.

The structure and method for accessing the three sub pages for Step 1: Inspect!, Step 2: Protect and Step 3: Dispose is also not logical. Visitors who reach this portion of the site are expected to understand that clicking on the grey button for Step 2: Protect Will automatically bring them to the next page; however, our observation is that this is not an intuitive action. If BAPPG wishes to keep this content on the site, we recommend developing a more logical tertiary page navigation bar that would appear below the main navigation bar on this - and other pages – that would include tertiary pages.

The Demolition page also includes a link to a Demolition Tutorial that is positioned above the page headline and body copy. This is not a logical place to include a link to additional information. Instead, we recommend housing links to this tutorial and the Ready for Demolition brochure at the bottom of the Demolition page below the essential introductory content.