



THE DISTRICT OF THUNDER BAY SOCIAL SERVICES ADMINISTRATION BOARD

MEDIA RELEASE

The District of Thunder Bay Social Services Administration Board (TBDSSAB) Announces New Strategies to Improve Engagement with Clients, Tenants and District Stakeholders

October 11, 2018 – The District of Thunder Bay Social Services Administration Board (TBDSSAB) is excited to share several new strategies to improve communication and engagement with its clients, tenants, district stakeholders and the general public. These include:

- Launching a **mobile-friendly website**, with a digital procurement management platform
- Adding **Twitter** and **Instagram** to our established social media platforms including Facebook and LinkedIn
- **Upgrading the phone system** with more direct lines and improved technology
- Increasing participation in district events

Through surveys, it was determined that nearly 50 percent of TBDSSAB clients and tenants access website information on mobile/hand-held devices (i.e. smartphones). TBDSSAB's former website was not compatible with these devices, which often made finding information more challenging for the user. The new TBDSSAB website is now mobile-friendly and also has an updated look with new graphics and layout.

"The main objective of updating our website was to make it more user-friendly and easily accessible to clients, tenants and the general public," says Chief Administrative Officer, Bill Bradica. "We also implemented an electronic purchasing process to make the procurement process easier for buyers and suppliers on bid opportunities."

The procurement platform uses real-time technology to give suppliers easy access to up-to-date information relevant to their bids throughout the process, including questions, answers, addenda, reminders, and more.

Please visit the new TBDSSAB website at: www.tbdssab.ca and follow us on Facebook, Twitter, and Instagram for highlights of our participation in events happening throughout the District of Thunder Bay.

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