WEB REDEVELOPMENT SUB-COMMITTEE
MINUTES 13-001
1:00 p.m.
Wednesday, January 23, 2013
Room 264
Hamilton City Hall
71 Main Street West

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Present: Councillor R. Powers (Chair)
                          Councillor C. Collins (Vice Chair)
                          Councillors J. Partridge, M. Pearson

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FOR THE INFORMATION OF THE COMMITTEE:

(a)   CHANGES TO THE AGENDA (Item 1)

None

(Collins/Pearson)
That the agenda be approved, as presented.   **CARRIED**

(b)   DECLARATIONS OF INTEREST (Item 2)

None

(c)   APPROVAL OF PREVIOUS MINUTES (Item 3)

(Pearson/Collins)
That the November 2, 2012 Minutes of the Web Redevelopment Sub-Committee
be approved, as presented.   **CARRIED**

(d)   PRESENTATIONS

   (i)   Web Redevelopment (No Copy) (Item 4.1)

       (a)   Update from the Web Redevelopment Team
       (b)   Update on Web Technology Assessment
       (c)   Review Outline of the Business Case

Mike Zegarac, together with Jay Adams and Ken Roberts, provided updates with respect to the web redevelopment project, the web technology assessment and the business case.

Staff provided a power point presentation and spoke to the following items:

- Web Redevelopment Team Update
  - Dedicated efforts since November, 2012, including reviewing analytics, content streamlining and rewriting, improve find-ability and search; preparing for AODA
- Web Team's Workplan (Q1 to Q4)
  - Design (look and feel)
  - Technology platform, hosting and development
  - AODA support
  - Redevelopment of on-line service: HSR
  - Redevelopment of additional four on-line services dependent on funding and resources (taxation, animal licensing, recreation and business services)
- Web Technology Assessment
  - Goal: examine the options, costs, benefits and risks of various delivery models related to the web technology plat-form, hosting and development
  - Analysis would consider City's existing web technology environment, government/industry trends, staff capacity and flexibility of the recommended system to meet future needs
  - Various approaches being taken in other municipalities
  - Factors for consideration: cost; performance; quality and availability of service and support; ability to meet security and privacy requirements; ability to meet accessibility (AODA) requirements; ability to deliver a new City website on time; any other relevant considerations identified
  - RFP sent to 300 web/technology professionals and consultants from the City's procurement listings
  - Public consultation activities will be included in the assess-ment
- Business Case
  - Managing or avoiding costs
  - Improving customer service/increasing revenue
  - Legislated compliance and managing risk
  - Enabling innovation/collaboration
- Next Steps
  - Provide analysis of opportunities for advertising revenue (February)
  - Provide an overview of AODA legislation and impacts (February)

- Review plans for developing a new look and feel for the City's website (March)
- Complete Web Technology Assessment (April/May)
- Complete Business Case (May)

Comments from the Committee included, but were not limited to, the following:

- Goal should be easier access and user-friendly on-line services
- With respect to timing, this project should not go on forever; need to move ahead efficiently and quickly
- What is the end goal
- Staff responded that concerted efforts will be taken to move forward on specific components; want to come back with plans with respect to the "look and feel" of the website, AODA requirements; commitment is to come forward in the near future with plans to receive feedback/comment and identify process and delivery and how they will be resourced; will be looking at creative ways to resource and how to support various components identified in next steps
- Staff advised that at the next meeting of the Sub-committee, information will be provided respecting deliverables in 2013
- Enhance opportunities to build on revenues, whether new revenues or cost avoidance; want to reduce/eliminate frustration of the users of the website and as a result, become much more comfortable to use rather than avoid
- Will see significant changes by the end of 2013 and want to get pieces out to citizens as soon as possible
- As changes and improvements are made, the onus is upon the Sub-Committee and the Web Strategy Team to release them to the public so that they can be used, rather than the public finding them by happenstance; the onus is on the Sub-Committee to inform the citizenry as things improve
- Currently, City's web site is seen as a negative; want web site to be seen as a positive; can move to the point where it is at least neutral in a reasonable amount of time; however, we cannot stop there, but must continue
- New AMO web site is AODA compliant; make City's website not just AODA compliant, but better, from a service standpoint

(Pearson/Partridge)
That the presentation respecting the web redevelopment project, the web technology assessment and the business case, be received.   **CARRIED**

(ii)   Update on the Social Media Strategy (No Copy) (Item 4.2)

Mike Kirkopoulos provided the following update with respect to the Social Media Strategy:

- Still in final stages of putting the strategy together
- History of media strategy brought forward in 2012
- Staff need to focus on social media and become more active
- Realize that there is an important need to get into other areas; have been looking at the inventory of social media accounts and have also looked at the extent to which other municipalities have developed
- Have three or four Twitter accounts representing a range of departments; Hamilton Police Service and Hamilton Fire Department are on Twitter as well
- Have "Linked In" and Facebook" page as well

Comments from the Committee included, but were not limited to, the following:

- Need to better align the work in Departments around social media
- Social media is a low-cost means of reducing costs; more opportunities using social media than not
- Need to have protocols around identifying the people who will be responsible to send out Twitter messages and good current information
- Must be collaborative to ensure that efforts are complemented and time is not being wasted

Mike Kirkopoulos advised that he would distribute the current communications/media relations policy to the Sub-Committee for review/comments.

(Pearson/Collins)
That the update respecting the Social Media Strategy, be received.
                                                                              CARRIED

(e)   DISCUSSION ITEMS

(i)   Implementation of Related Work – Call Handling (No Copy) (Item 5.1)

Mike Zegarac advised that staff is looking for direction with respect to the inclusion of the Call Handling Review within the jurisdiction of the Web Redevelopment Sub-Committee as there are common areas.

He advised that since both areas share common initiatives and common outcomes, the Terms of Reference for the Web Redevelopment Sub-Committee could be amended to include oversight of the Call Handling Review to identify additional efficiencies and opportunities that can be maximized.

Staff will report back to the Sub-Committee in February with further information.

(f) GENERAL INFORMATION/OTHER BUSINESS (Item 5)

Staff advised that they will host a public information session with respect to the Web Redevelopment Project on February 12, 2013 from 4:00 p.m. to 7:00 p.m. at City Hall. The objective of this event is to share information on the overall project and provide an opportunity for interested citizens to sign up for subsequent consultation activities, should they wish to be involved.

(g) ADJOURNMENT

(Pearson/Partridge)
That there being no further business, the Sub-Committee meeting adjourn at 2:34 p.m.   **CARRIED**

Respectfully submitted

Councillor R. Powers, Chair
Web Redevelopment Sub-Committee

Carolyn Biggs
Legislative Co-ordinator
Office of the City Clerk