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WEB REDEVELOPMENT SUB-COMMITTEE
MINUTES 13-002

10:00 a.m.
Friday, March 1, 2013
Room 830
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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THE FOLLOWING ITEMS WERE FORWARDED TO THE GENERAL ISSUES COMMITTEE FOR CONSIDERATION:

1. **Web Redevelopment Sub-Committee – Amendments to Title and Terms of Reference (FCS13031) (City Wide)**

    (Partridge/Pearson)
    (a)   That the Web Redevelopment Sub-Committee's name be amended to the Web Redevelopment and Service Channel Sub-Committee;

    (b)   That the revised Terms of Reference for the Web Redevelopment and Service Channel Sub-Committee, attached as Appendix "A" to Report FCS13031, as amended, be approved.   **CARRIED**

FOR THE INFORMATION OF THE COMMITTEE:

(a)   **CHANGES TO THE AGENDA (Item 1)**

    None

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

(b)   **DECLARATIONS OF INTEREST (Item 2)**

    None

(c)   APPROVAL OF PREVIOUS MINUTES (Item 3)

(Pearson/Partridge)
That the January 23, 2013 Minutes of the Web Redevelopment Sub-Committee be approved, as presented.   **CARRIED**

(d)   PRESENTATIONS

(i)   Update on Web Redevelopment Project (Item 4.1)

Jay Adams, project lead on Web Redevelopment, provided an update on the project and with the assistance with power point, spoke to the following issues:

- Web Technology Assessment
  o Preferred proponent has been selected
  o Work to get underway shortly
  o Research and analysis will include component of public consultation
  o Outcomes of that work will be recommendations that will come to WSC in April/May
- AODA Requirements
  o All websites, content, and online applications created or substantially changed since Jan.1/12 must meet the WCAG 2.0 Level A requirements by Jan.1/14
- AODA on the Web
  o Requires a variety of elements to be addressed to make web adaptable, distinguishable, keyboard accessible, navigable, predictable, readable, compatible. Also includes providing alternatives for non-text and time-based media, as well as providing assistance to help users avoid and correct mistakes.
- AODA Activities
  o Assess the current (underway), make it accessible, test the new website, keep it accessible

Ken Roberts spoke to the following:

- Website Advertising Options
  o As part of the business case, conducted a literature review on opportunities for revenue generation and cost reduction
  o Examined models for sponsorship, retail ads, and in-house ads
- Sponsorships – Opportunities, Costs/Risks
  o Already doing this, linked to existing programs/services
  o Often involve co-branding, promotion at specific events
- Retail Banner Ads – Opportunities, Costs/Risks
  o Would require staff resources to oversee the program; could use internal or external staff to actively sell the advertising

- o In either model, it is expected that the costs and risks would outweigh the declining revenue
- In-House Ads – Opportunities, Costs/Risks
  - o Already doing this in a limited way, can generate revenue through increased uptake of City services
  - o Real benefit is that it drives adoption of existing City services and programs
  - o Model is easier to maintain, and may have benefits in reducing costs of advertising and print materials
- Recommendations/Options
  - o Continue to explore online Sponsorship opportunities
  - o Develop a more comprehensive In-House advertising program
  - o Review existing policies for necessary revisions
  - o Continue to monitor online advertising and sponsorship trends to assess for future revenue or cost-reduction opportunities

The Committee was supportive of these recommendations and requested that they be brought forward to General Issues Committee.

Jay Adams

- Top Online Services – selection criteria
  - o Improve customer service
  - o Reduce costs or improve efficiencies
  - o Increase use of program or service
  - o Increase revenue
  - o Top dozen were identified, of these - some were already reviewed, others had high use by citizens, and some showed evidence of 'room for improvement'; one was added due to complexity in meeting AODA requirements
  - o Result – Top 5 for comprehensive review are bus schedules, recreation programs, taxation services, animal licensing, business services – Clerks, minutes and agendas have been added
  - o

The Committee confirmed their support for these Top 6 areas:

- Transaction Fees
  - o Reviewed more than a dozen municipalities
  - o Where the service was offered (online), most were not charging transaction fees – with the exception of parking and POA fines where several do charge
- History of Payments
  - o Original goal was to recover costs to support sustaining the website
  - o Annual revenue (excluding parking and POA) is ~$7,000
  - o Concern that the fee is actually a barrier to adoption of online services
- Best Practices
  - o Governments are encouraging citizens to use lower-cost channels

- o Citizens see the inconsistency in charging added costs for online, and understand that it is lower-cost
- o Most municipalities do not charge added fees for online
- Recommendations/Options
  - o The City remove transaction/convenience fees from all City services, starting with the ones where there are no contractual obligations
  - o Review Fees By-law and Terms of Use policy
  - o Review options and financial impacts of removing fees on parking and POA fines when the existing contract expires

The Committee was supportive of the recommended approach to transaction fees and requested that they be brought forward to the appropriate standing committees for adoption

- Next Meetings

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

Councillor Powers requested that the requirements for AODA be sent out to all members of Council in order that they may undertake any necessary modifications to their respective web pages to ensure compliance.

(Pearson/Collins)
That the presentation respecting Update on Web Redevelopment Project, be received.   **CARRIED**

(ii)   Call Handling Review (Item 4.2)

Mike Zegarac provided a power point presentation with respect to the Call Handling Review, and spoke to the following:

- Overview, including Background, Objectives of 2010 Review, Process
- Results to Date
- Service Delivery Strategy Team
- Implementation Goals
- Next Steps

(Pearson/Partridge)
That the presentation respecting the Call Handling Review, be received.
CARRIED

(e)   DISCUSSION ITEMS

(i)   Web Redevelopment Sub-Committee – Amendment to the Title and Terms of Reference (FCS13031) (City Wide)

At the request of Sub-Committee, the timing of the final report was added to the last sentence of the Terms of Reference to read:

"It is expected to have a report of the preliminary findings by Q2 2013, with a final report to General Issues Committee (GIC) by the end of Q4 2013 (or at the discretion of the Sub-Committee)."

(f)   GENERAL INFORMATION/OTHER BUSINESS (Item 6)

Councillor Powers asked staff to put together a graphic/flow chart for the next meeting of the Web Redevelopment Sub-Committee which sets out the schedule for various phases of the two projects.

(g)   ADJOURNMENT

(Collins/Pearson)
That there being no further business, the Sub-Committee meeting adjourn at 11:45 a.m.   **CARRIED**

Respectfully submitted

Councillor R. Powers, Chair
Web Redevelopment Sub-Committee

Carolyn Biggs
Legislative Co-ordinator
Office of the City Clerk