WEB REDEVELOPMENT AND
SERVICE CHANNEL SUB-COMMITTEE
MINUTES 13-003

9:30 a.m.
Tuesday, April 23, 2013
Room 830
Hamilton City Hall
71 Main Street West

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 INFORMATION:

(a)   CHANGES TO THE AGENDA (Item 1)

None

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

(b)   DECLARATIONS OF INTEREST (Item 2)

None

(c)   APPROVAL OF PREVIOUS MINUTES (Item 3)

(Partridge/Pearson)
That the March 1, 2013 Minutes of the Web Redevelopment Sub-Committee be approved, as presented.   **CARRIED**

(d)   PRESENTATIONS

(i)   AODA Compliant Website Examples (Item 4.1)
(ii)   Demonstration of Accessible Computer Equipment (i.e. JAWS reader) (Item 4.2)
(iii) Updates: Web Redevelopment Project; Call Handling Project (Items 4.3(a) and (b)

Jay Adams, Service Delivery Experience Advisor, Financial Planning & Policy, provided a Power-Point presentation which included the following:

Web Redevelopment Project
• Demonstration of AODA compliant website and common assistive devices
• Web Technology Assessment Update
• Business Case Update
• Project Timelines Overview

Call Handling Project
• Project launched
• Team establishing criteria, data collection and review to begin

Paula Kilburn, a member of the City's Advisory Committee for Persons with Disabilities, was in attendance at the meeting to demonstrate an example of accessing the schedule for Valley Park Recreation Centre using the Job Access With Speech (JAWS) system.

The JAWS system allows persons with visual impairments to read a computer screen (e.g. documents, web pages and any other information that is on the internet, or e-mails, etc.) either with a text-to-speech output or by a Refreshable Braille display. Because the JAWS reader reads everything on a page, navigation must be developed wisely otherwise, it becomes verbal overload.

In attempting to navigate the website for a schedule at the Valley Park Recreation Centre, it was evident that the current format of the City's website is very challenging for persons with visual impairments. The City's site requires less clutter and more substantive text content. The challenges are not just technical, but start with how the content is written and published; words used in linking need to be consistent and searchable. The principles of the redevelopment of the website (i.e. the website must be citizen-centred, AODA compliant, become a properly structured/resourced service channel, etc.) are driving improvements to address these challenges through things such as a new content, look and feel, new platform technology, and search engine optimization to name a few.

Councillor Websites
- Staff inquired with a compliance manager at the Province and was advised that Councillor websites are not required to be compliant at the same time at the City's website
- However, citizens may have the perception that Councillor websites should be accessible
- Therefore, Councillors may choose to use templates and design standards to improve the accessibility of their websites
- Tools, techniques and guidelines used for the City's website may be made available publicly for anyone to review and use.

Web Project Update
Technology Assessment
- Vendor has nearly completed the current state assessment phase
- Undertaking preliminary analysis and developing options
- Facilitation of Focus Group sessions on April 29th; intended to gather input on how the choice of the City's web technology could enable future innovation and collaboration
- Formulate recommendations for the City, with a report expected by mid-May

Business Case
- Staff are finishing the compilation of data and beginning to write the report
- At its last meeting, the Sub-Committee supported the approach for advertising as well as transaction fees on the web
- Business case will be presented to the Sub-Committee in May

Web Team
- Content Co-ordinator (temporary position) has been hired
- Developing plans to revise/re-write content and websites

Transit Improvements
- Finalize the scope and initiate work
- Bus scheduling software is being upgraded; will be testing and monitoring to confirm usability for citizens

Clerk's Improvements
- Initialized the scoping of the webpages, minutes and agendas
- Includes elections information and tools

Call Handling Project
- Project launched with a meeting on April 12
- Project team established
- Developing criteria that will be used to evaluate what should be rationalized and how

- Meeting with each of the call handling areas to gather and review the data
- Recommendations will be developed by early summer

(iv)   Social Media Strategy

Ann Lamanes, Communications Officer, and Mike Kirkopoulos, Corporate Communications Manager, provided a PowerPoint presentation which spoke to the following:

- Responsive to Citizens – Traditional Communications: media relations; print; broadcast; person-to-person; on-line (web)
- A Connected City – Twitter/Facebook
- How did we get here
- Research and exploration
- Municipal Government and Social Media
- Social Media Strategy Goals
- A Phased Approach – Twitter - @City of Hamilton
- Resourcing
- Managing Expectations
- Responding/Promoting/Evaluation

The Sub-Committee requested that Social Media Strategy Updates be a standing item on each agenda to provide staff with an opportunity to provide regular updates.

(Collins/Pearson)
That the staff presentations be received.   **CARRIED**

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

(Collins/Partridge)
That the following items be listed on an Outstanding Business List:

(i)   Posting Sewer and Stormwater Maintenance Activities

That staff investigate the feasibility of posting information related to sewer and stormwater maintenance activities on the City's website and report back to the Web Redevelopment and Service Channel Sub-Committee.

(ii)   Snow Plow Tracking Program

That staff be directed to provide progress updates to the Web Redevelopment and Service Channel Sub-Committee respecting their investigation into the feasibility of a "plow tracking" program.

(f)   ADJOURNMENT

(Pearson/Partridge)
That there being no further business, the Sub-Committee meeting adjourned at
11:07 a.m.   **CARRIED**

Respectfully submitted

Councillor R. Powers, Chair
Web Redevelopment and Service Channel
Sub-Committee

Carolyn Biggs
Legislative Co-ordinator
Office of the City Clerk