

**ITEM
7.3**



Web Redevelopment Strategy Update(CM12008b/FCS12055b)

**General Issues Committee
November 20, 2013**



Strategic Priority #2

Valued & Sustainable Services

WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.

Strategic Objective 2.1

Implement processes to improve services, leverage technology and validate cost effectiveness and efficiencies across the Corporation

Strategic Action 2.1 (ii)

Develop and implement a redeveloped website and associated management plan to provide more on-line transactions





Web Redevelopment: a transformational project for the City

Current State	Transformed Organization
Internal Focus	Resident Focus
Service designed around technology	Technology as an Enabler / Tool
Complex Process Design	Simplify Process
Inconsistent approach to common work	Consistent approach for common work
Risk / Change adverse	Continuous Improvement



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Web Redevelopment Project Outcomes

Goals

- Improve the City's online image
- Improve communication to citizens and opportunities for engagement
- Improve online customer services
- Enable the City to provide services at a lower cost

Outcomes

- **Ready for the future**
- **Improved online experience for City Services**
- **Updated content look & feel**
- **A well managed website**



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Background

- Council approval in principle of Web Redevelopment Project outcomes & strategies in July 2012
- Phased implementation – Phase 1 work initiated based on approved funding:
 - Rebuild the City's website
 - Enhance one online service
 - Establishing a governance model for ongoing maintenance and sustainability of the new website



Report Overview

- Request to receive and refer funding request for Phase 2 to the 2014 Capital Budget Process
- Update on Phase 1 Work
- Background information on Phase 2 work to support the Capital Budget Request





Phase 1 Update

- Includes the following improvements/outcomes:
 - New technology platform to manage all of our information and links to online services
 - Review and streamlining (50% reduction) of all online information, including Council agendas, minutes and reports
 - Ensuring AODA compliance - Adoption of the provincial rules for accessibility
 - Developing a new look and feel for the City's website
 - Improve one online service (Clerk's Services)
 - Long-term management and sustainability plan to maintain website
- Approved Budget: \$954,800
- Projected Completion: April 2014



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Visual Design – 3 Concepts

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Common Searches: Transit, Transit Use, City Events, Parks/Events

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Animal Licensing Transit Jobs at the City Garbage & Recycling By Law & Enforcement Tickets, Parking & Lots Taxes & Property Innovation

CITY NEWS & EVENTS

On November 3, Renewal Your Check, Change Your Year Oct 27, 2013

Providing Equitable Health Services and Immigrants Oct 26, 2013

Preventing Underage Drinking Lapses Oct 25, 2013

Hamilton Trillium Award recipients announced at the official opening of the 33rd annual Hamilton Fall Garden & Mum Show.

Hamilton's Public Health Services Investigating case of TB

Hamilton Farmers' Market District Public Art Competition

Public Information Meeting - Tuesday November 5, 2013 - 4pm

Hamilton's First transit-only lane launches on King Street

BIA Advisory Come Tuesday November 12 - Noon 204

City Council

CIC Operating Budget Tuesday November 20 - 8:30am

Public Meetings & Links

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Hot Topics

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Hamilton Trillium Award recipients announced at the official opening...

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Emergency Services

Garbage & Recycling

Home, Property & Development

HR Transit

Life Events

Parks, Recreation & Culture

Taxes & Programs

Tickets & Transportation

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Frequently Requested Services

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Jobs at the City

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Frequently Requested Services

Services: Tickets, Parking & Lots

Animal Licensing

Transit

Jobs at the City

Garbage & Recycling

By Law & Enforcement

Tickets, Parking & Lots

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Resident

- Animals & Pets
- Emergency Services
- Garbage & Recycling
- Home, Property & Development
- HR Transit
- Life Events
- Parks, Recreation & Culture
- People & Programs
- Tickets & Transportation

Visitor

Business

City Hall



Phase 2 Deliverables

- Completing the enhancement of 5 remaining top online services: bus schedules, recreation programs, animal licensing, business services and taxation services
- Consolidation of all existing online services to new technology platform
- Consolidation of separate websites (where warranted)
- Development of a citizen focused e-newsletter





Online Service Review

- Review of how the service is working now to ensure it is performing well for citizens and businesses
- What is included:
 - Improved usability and accessibility, based on best practices
 - Process improvements and efficiencies
 - Technical improvements and efficiencies
 - Enhanced information and communications
 - Integration of web & business unit technologies





Budget Request – Phase 2

Phase 2	Request
<p>External consulting</p> <ul style="list-style-type: none">• Redevelopment of top 5 online services, process redesign, support, prototype development, usability testing, integration with back-end systems where possible and desirable, assistance with AODA compliance	\$825,000
<p>Internal resources/staffing for Phase Two</p> <ul style="list-style-type: none">• Project Manager for top online service projects, student	\$160,000
<p>Other capital</p> <ul style="list-style-type: none">• Training costs, backfilling of staff assigned to the phase 2 top task projects and completion of content re-writes and assistance with testing and conversions to achieve AODA compliance for all web pages	\$365,200



Benefits

- **For the citizen** - Improved customer service (citizen centred, 24/7 access to City Services, emergency communications, open government)
- **For the Organization** - progressive City, image, brand, improved work processes
- **For Employees** – better tools to do their job
- **Improving Services** – E-newsletter, social media, mobile services, reporting for performance monitoring and improvement
- **Future expansion** – Additional web services, evolving our service channels
- **Managing & Avoiding Costs** – single investment in technology, cost avoidance and risk mitigation, lower cost service channel, lower costs to maintain website, reduced advertising, mail and printing costs



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Next Steps

- Completing Phase 1 deliverables
- Currently planning for Phase 2 deliverables
- Capital budget request for Phase 2 in front of GIC Capital Budget deliberations November 28 (pending approval of the recommendation)

