



**CITY OF HAMILTON
CITY MANAGER'S OFFICE
Communications & Strategic Initiatives**

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	May 19, 2021
SUBJECT/REPORT NO:	COVID-19 Virtual Memorial Wall (CM21004(a)) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Bonnie Large (905) 546-2424 Ext. 6608
SUBMITTED BY:	Matthew Grant Director, Communications and Strategic Initiatives City Manager's Office Department
SIGNATURE:	

RECOMMENDATION

- (a) That staff be directed to move forward with the implementation of the COVID-19 Virtual Memorial "Hamilton Remembers" on the City of Hamilton's website; and,
- (b) That the subject matter respecting the "COVID-19 Virtual Memorial Wall" be identified as complete and removed from the General Issues Committee Outstanding Business List.

EXECUTIVE SUMMARY

At the April 7, 2021 GIC meeting, report CM21004, respecting the COVID-19 Memorial Wall, was referred back to staff to review the to refine the initiative.

After further consultation with the City Clerk and reviewing additional comparable initiatives, City staff is recommending a microsite to be developed within the Hamilton.ca framework that includes the following:

- Opportunity for families to submit a memorial for posting that includes name, photo and brief 50-word message

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

- Expressed consent to participate in the form of:
 - Notice of Collection addressing the collection and use of personal information of the submitter of the content for the memorial wall
 - A consent and acknowledgement statement to publish the commemorated individual's personal information
- Feature the "This is COVID-19" video series to further educate the public on the impacts of the pandemic

Initiative roll-out plan

City staff are ready to go-live with a branded microsite www.hamilton.ca/covid-virtual-memorial immediately following Committee approval. See *Appendix A: Hamilton Remembers site mock-up*

Initial awareness and participation campaign will run during the month of May/June through a blend of traditional and online tactics:

- News release
- Mention during COVID media briefing (airing on Cable 14)
- Hamilton.ca and corporate social media channels
- Internally on eNet and Hamilton Responds Weekly staff update emails
- Package for Council with graphics to distribute within their networks/constituents

HISTORICAL BACKGROUND

The following motion, moved by Councillor Clark, was passed at the Wednesday, February 17, 2021 General Issues Committee meeting:

That staff be directed to review the feasibility of creating a virtual memorial wall on the City of Hamilton website to honour citizens of Hamilton who have lost their lives to COVID-19, and report back to the General Issues Committee.

At the time of writing, there were 360 deaths** reported on <https://www.hamilton.ca/coronavirus/status-cases-in-hamilton>.

Data Source: Public Health Case and Contact Management (CCM) Solution. Prepared by: City of Hamilton Public Health Services.

***This measure refers to the number of COVID-19 cases who died. Deaths are included whether or not COVID-19 was determined to be a contributing or underlying cause of death.*

FINANCIAL - STAFFING - LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: Submission forms will provide a Notice of Collection statement confirming that the personal information provided is being collected and maintained for the purpose of creating an online memorial and is therefore a record that will be available to the general public. Consent for online publication will be a prerequisite for the submission. Contact information for a staff person who can answer questions regarding the collection will be provided.

The collection of personal information will be limited to that information necessary for the administration of the online memorial.

The submission form will also contain a statement that the City of Hamilton's website policies including the Privacy Policy, Terms of Use, Acceptable Use Agreement, Disclaimer, and Photo Submission Agreement will be applicable to the online submission as these policies contain disclaimers and indemnities in favour of the City and provide a license and waiver of moral rights relating to any content (including photos) submitted.

POLICY IMPLICATIONS/LEGISLATED REQUIREMENTS

The *Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990* permits the disclosure of personal information that is specifically collected for the purpose of creating a record available to the general public. Protection of personal health information is required in accordance with the *Personal Health Information Protection Act, 2004*.

Ensure that the terms under current Hamilton.ca agreements are applicable to the submissions made for this project as they contain important disclaimers, indemnities, etc. as well as the granting of licenses and waiver of moral rights, etc. relating to any content (including photos) submitted.

RELEVANT CONSULTATION

Internal consultations

Consultation for this report was received from:

- City Clerk, Corporate Services
- Manager, Corporate Records and Freedom of Information

Benchmarking

Organizations taking a comparable (name, photo, message) approach have been

reviewed:

- <https://www.rte.ie/irelandremembers>
- <https://memorial.poorpeoplescampaign.org>

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The City's recommendation proposes to develop a memorial within existing resources and ensures:

- Solution can be delivered at no additional cost and can be scaled to implement future COVID storytelling initiatives
- Participation in the initiative is on a strictly voluntary basis by families. Consent of the submitter will be obtained for the collection, use and disclosure of personal information gathered for the purpose of creating a record to be available to the general public.
- City staff will not be verifying or validating the cause of death was due to COVID-19.

The City's proposed solution balances the need to protect the privacy of our community members and being able to plan and operate this service online within the definitions of:

- *Freedom of Information and Protection of Privacy Act (FIPPA)*
- *Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)* and,
- *Personal Health Information Protection Act (PHIPA)*

To mitigate any privacy risks of making personal information available online through this project, the City has considered all policy, procedural and technical options and determined we will:

- Reduce the amount of personal information that is collected, used and disclosed
- Ensure usage is only for the purpose for which it was obtained or compiled.
- Ensure that submitting individuals are aware of their right to seek a redaction at the time of the collection of personal information.
- Designate site content 'off limits' to search engines

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2016 - 2025 STRATEGIC PLAN

Community Engagement and Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

APPENDICES AND SCHEDULES ATTACHED

Appendix A: Hamilton Remembers site mock-up