Hamilton

WEB REDEVELOPMENT AND SERVICE CHANNEL SUB-COMMITTEE
MINUTES 13-004
9:30 a.m.
Wednesday, May 29, 2013
Room 264
Hamilton City Hall
71 Main Street West

Present: Councillor R. Powers (Chair)
Councillor C. Collins (Vice Chair)
Councillor M. Pearson

Absent with Regrets: Councillor J. Partridge – Personal

THE FOLLOWING ITEMS WERE FORWARDED TO THE GENERAL ISSUES COMMITTEE FOR INFORMATION:

(a)   CHANGES TO THE AGENDA (Item 1)

None

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

(b)   DECLARATIONS OF INTEREST (Item 2)

None

(c)   APPROVAL OF PREVIOUS MINUTES (Item 3)

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

(d)   PRESENTATIONS

4.1   Web Redevelopment Project Update
4.2   Call Handling Project Update

Jay Adams provided a PowerPoint presentation, which addressed the following:

Web Redevelopment Project Update (Item 4.1)

- Project Status
    - Information report to GIC on June 19 updating on project components
    - Sufficient funds to complete scheduled work to end of 2013
    - Will be reviewing project needs for 2014 Capital Budget process
    - Working toward the business case coming by the end of the year

- Public Consultations
    - Two sessions held on April 29, facilitated by IBM, as part of the Web Technology Assessment
    - Participants included: citizens, local web development businesses and entrepreneurs, representatives from community groups, faculty/staff from colleges/universities

- Public Consultations Themes
    - Aspirations
    - Local talent and expertise
    - Colleges, universities and students
    - Open City
    - Procurement

- Next Steps on Community Input
    - Input from consultation was very informative and valuable to the project
    - Staff will be looking at incorporating the feedback: short-term considerations; implementation considerations
    - Colleges, universities and students
    - Open City

- Short-Term Considerations – want to proceed with as soon as possible
    - Continue community information and involvement in Web Redevelopment Project
    - Review procurement process for project
    - Engage skilled co-op placement students in the fall and winter to support the web redevelopment project

- Working with Clerk's, assess opportunities to improve on-line service delivery and information access for citizen-requested information

- Implementation Considerations
  - Open data
    - Explore open data opportunities through the City Manager's Office
    - When new technology is being acquired in the future, require vendors to consider openness and accessibility to support collaboration with the community
  - Utilize learning institutions on project work:
    - Engage "communication" programs within colleges and universities on projects that may improve service delivery through innovation and long-term collaboration

Staff are working toward regulatory requires relative to AODA deadline of January, 2014 and working toward set timeline for redevelopment of web home page. Staff working with HSR on bus scheduling initiative.

Call Handling Review Project Update (Item 4.2)

Beth Goodger provided a PowerPoint Presentation which addressed the following:

- Completing data gathering process by end of May
- Assessment criteria developed
- Analyzing data and applying criteria in June with Project Team

- Call Handling Assessment Criteria
  - Developed by the Project Team (representatives from each of the areas that have a call queue)
  - Approved by Service Delivery Strategy Team (SDST) and senior Management Team (SMT)
  - Purpose is to assess if a call can be considered to be transitioned to the customer contact centre or a managed call environment
  - Project Team will be applying criteria in a workshop to generate the recommendations

- What is being assessed?
  - Calls coming into call queues; hours of operation, timing of peak loads; annual budget; 2012 contact statistics; staffing; time spent on non-queue activities; planned changed in the next six to twelve months; focus on top 5 calls; process maps of work flow

- Assessment Criteria Overview
  - 32 criteria in four categories:
    - Ease of providing service (5)
    - Service impact (6)
    - Operational Impact (11)
    - Ease of Transition (10)

- Call Quality Standard
  - Developed by staff team
  - Scorecard for calls coming into the City
  - Recording, monitoring and coaching
  - Training will be taking place in June
  - Staged implementation in call queues and roll out to all City staff by end of 2014

- Next Meeting: September 12, 2013: will provide updates on Web Business Case and Call Handling Recommendations and Implementation Plan

4.3   Open Data and Social Media Update

Mike Kirkopoulos provided the following update:

Social Media:

- Working internally and externally with stakeholders
- Having discussions that City will be on social media
- Doing training for communications team as required and will be beginning to put together an editorial calendar
- Resource discussions ongoing, will be allotting time from individual(s) from organizations that will be able to focus on social media
- Will be in a better position to provide additional information at next meeting in September – i.e. resource, metrics, launch, etc.

Open Data:

- Internal working group, comprised of staff from Information Technology, Clerk's Office, Legal Department et al, preparing a report to be presented to the Audit, Finance & Administration Committee in June/July
- Continue to dialogue with external stakeholders

(Collins/Pearson)
That the presentations respecting the Web Redevelopment Project, Call Handling Project and Open Data and social Media Update, be received.
                                                           CARRIED

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

(i)   Outstanding Business List

Councillor Powers requested that staff provide due dates for the items listed on the Outstanding Business List.

(ii)   Face on Web Page

Councillor Powers requested staff to consider and report back to the Sub-Committee with respect to changing the mast head on the City's web page and other changes to include the inclusion of various scenes of the City on the City's current web site.

(f)   ADJOURNMENT

(Collins/Pearson)
That there being no further business, the Sub-Committee meeting adjourned at 10:45 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