

**To:** Mayor and Members of Council

**From:** Brent Stanbury, E-Government Program Manager

**Cc:** Corporate Customer Service Steering Committee  
E-Government Team

**Date:** April 12, 2013

**Re:** Upcoming E-Government Service Launches

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The purpose of this memo is to inform Council about three upcoming launches of new E-Government services.

**Online Live & Play Guide (target April 18)**

The Online Live & Play Guide provides our customers with a true digital community publication with the opportunity to directly register for the recreation program(s) of their choice. Several features of this guide include:

- Customers can search, bookmark & tag favourite pages.
- Mobile access is supported as the guide, and RecExpress, works well on tablets.
- The guide can be shared by email or on a number of social media sites including Facebook & Twitter
- Usage analytics will provide useful data such as page views, and number of transfers to advertisers web sites

**Property Tax Bill Presentment (target April 22)**

This service provides our customers with the ability to view and pay their tax bills online through Canada Post's epost digital mailbox. Several features of the tax bill presentment service include:

- Ability to receive final and interim billing with an option to pay via on-line banking
- Ability to receive statements electronically for those who have selected other payment mechanisms such as pre-authorized. Ability for taxpayers to store, view and retrieve their tax bills online for seven years
- Ability to view bills from mobile devices
- Ability to receive notifications of bill delivery and bill due dates

**Online Tee Time Bookings (target end of May)**

Online tee time bookings offers both members and public tee time customers the ability to view and book tee times for Tyandaga golf course. This is an extension of the Golf Now service started in 2012. Several features of this new customer service include:

- Enhanced promotion of Tyandaga golf course through exposure on GolfNow.com, TeeTimes.com, OntarioGolf.com and TravelGolf.com

- A mobile app with features such as mobile tee time booking and instant weather
- an improved inventory management system enabling Tyandaga staff to quickly identify under booked tee times and develop appropriate sales strategies
- Measurement & analytical tools that provide useful data such as number of tee times booked online, revenue generated, and site usage statistics

The launch of these new on-line services support and advance the key goals of the E-Government Strategy including; responding to the growing expectations of our citizens for online service delivery, addressing existing online service gaps, taking a customer first focus, and ensuring the enhancements to service delivery are sustainable.

Key to meeting the goals is getting the message out and keeping the conversation going. Communications, engagement and marketing activities are planned for each of these launches.

Further information on these and other E-Government services will be provided at an upcoming Budget and Corporate Services Committee meeting.