

To: City of Burlington Members of Council

From: Deb Caughlin, E-Government Program Manager ext 7504

Cc: Senior Management Team

Date: June 25, 2014

Re: E-Government Program Update June 2014

Overview

The E-Government Program is focused on 'enhancing our customers' online experience and shifting our business's services delivery channels to internet first when it provides improved availability and efficiency. The program's first two years have been filled with great discoveries in what can be done online and delivering a number of new internet-based services in the following areas:

- Public Involvement – community engagement forums and surveys, one stop web portal
- Finance – tax bill presentment
- Parks and Recreation – online Live & Play guide, Tyandaga tee time bookings, program registration management (waitlists, receipts, memberships), facility / fields - map location, availability and booking request
- Public data offerings through Open Data – many datasets and apps such as transit schedules
- RPM – online service requests for potholes, traffic signals, signs and street lights
- Mapping – improved visualization and usability for the community's assets e.g. heritage, zoning
- Search ability for web based information

As well, the team has been adapting to the continually changing technology environment such as the shift to smartphones and tablets as the primary devices for internet access to meet the community's desire to have information and service access whenever and wherever they are. The technology industry has introduced many offerings in the cloud that have been considered in developing our service offerings.

What customers are saying and doing

With the delivery of each new online service enhancement we seek to find out what our community thinks of the service and how we can continue to improve to meet their needs. Here are just a few of the customer's comments we have received and the service's impacts:

- Online service requests – 'Thank you for coming out so quickly!!', 'Wow, very fast service, thanks so much!'
- Open data – 'This is great news, and we're excited that you've decided to release your GTFS (transit schedule) data to the public, This information is great!'
- Recreation – 'I found the online registration to be easy and fast. I will definitely use it from now on. No more waiting in line and you can register at your own convenience!'
- Public Involvement – Mindmixer has provided great options for community comment e.g. over 225 interactions on a topic where an open house would have had only 10 – 15 people attend

- Tyandaga mobile and online tee bookings – positive feedback from customers with over 250 bookings occurring online weekly (This has reduced staffing needs by 2 hours/day who handled phone calls for bookings.)
- Tax bills – almost 1,300 customers have chosen this service (+2% of our tax accounts) which means less bills printed and mailed, saving customers time and the city money.
- Web search – ‘I have just visited your site and found it so easy to use. I will recommend it to others to find information about our community.’

Next 6 months

E-government project activity will be high in the next half year. Watch for the following service launches:

- **Customer service counter iPads pilot** (summer) - to provide our community and staff with easy access to: translation services, our web site for information, online surveys to capture customer satisfaction and a few accessibility service enhancements. This pilot will test the community’s utilization, the service’s ease of use for the community and staff to validate the need for expansion to more areas. They will be piloted at Service Burlington and select P&R locations.
- **Calendars** (August) – Online calendars are one of the most used services on our web site. Soon we will offer customers the ability to customize what they want to see by category, time period and interest along with sending them notices when activities change. Our new calendar will make it easier for the submission of events by the community and our partners as well as reducing the time needed for calendar management by staff.
- **Online mapping** – Watch for more information to be offered with a location-based visualization to our community with the option to view additional details with the click of a mouse e.g. capital projects, additional P&R facilities with availability viewing
- **Website** – A new look and feel is coming to our web site along with the ability to put more service requests online and enhanced commerce services by the end of 2014. Throughout the summer there will be focus groups held to validate what our community and staff want to make our web site ‘their’ place to go for service and information.

For an overview on what the projects have been working on in the past quarter and a complete program deliverable list please review the attached ‘June 2014 E-Government Update’.

Budget and Timelines

The E-Government Program is entering the last year of its three year program plan in July. With the major contract negotiations almost complete for the key application platforms we are pleased to report that the program will be:

- On budget for delivery of the program’s objectives and
- On time to complete the work by summer 2015.

As well, the projects are leaving a legacy of identifying opportunities for continuous improvements as technology becomes available to meet these needs. This will provide for the ongoing enhancement of our customers’ online experience.

Please feel free to contact me regarding any questions or ideas you have for the E-Government Program.

Deb Caughlin, E-Government Program Manager, deb.caughlin@burlington.ca or 905-35-7600 ext 7504

June 2014 Update



Enhancing our customers' online experience!

Latest activities:

- Tablets pilot at select customer service counters
 - Piloting iPad tablets at Service Burlington and select P&R counters to provide electronic translation service, access to the city's web site for information provision and customer satisfaction surveys.
- Web Platform Services; WCMS (Web Content Management System), E-Forms, E-Commerce and Calendar
 - Calendar; vendor selected and contract completed, building the project for launch in early August
 - E-Forms; vendor selected and contract negotiations near completion, targeting launch September for migration of electronic forms prior to new web content management system (WCMS)
 - WCMS; vendor selected and contract negotiations near completion, developing engagement plan for navigation / look and feel, targeting migration for October, soft launch for mid-November, and community promotion launch January
 - E-Commerce; vendor selected and contract negotiations near completion, assessing design and programming support needs
- Online Mapping
 - Migrating existing external web online maps (zoning, official plan, vacant land, downtown parking, address locator) to new software platform
 - Creating new customer focused web portal page and implementing new mapping services for facility availability, polling stations and wards, heritage story maps, and road closures.
 - Promotion to SMT in May and all staff in September for new opportunities.
 - Project wrap up in September with media releases and promotion to community.
- Development Services
 - Established four project teams - Licensing and Enforcement, Permits Services, Committee of Adjustment and Development Services
 - Confirming each project's scope, have started BPMs to detail process design needs and investigating application options implemented in other municipalities to determine procurement needs.
- Transit – Handi-van and regular schedules available through web and phone along with real-time bus location and trip planning deliverables confirmed and timelines being developed with vendor.
- Open Data – 2014 Capital budget and projects' GIS layer, election polling stations

For more info on the E-Government program visit our web page at [E-Government](#) or contact Deb Caughlin at deb.caughlin@burlington.ca

E-Government Program Status Overview June 2014

Project	Plan Launch	Current Status	Actual Launch
Coming Soon			Notes
Customer Service counter iPads	Summer	Pilot test	
Web Site: New online calendar service	Aug 2014	Build	
Online mapping: enhanced views and services	Q4 2014	Build	Public launch in Sept.
Online Service Request – Graffiti, Coyotes	New	Plan	Investigating viability
Open Data – 2014 Capital budget and election	Q2 2014	Build	
Futures			
New Web Site with current functionality migrated and new services launched <ul style="list-style-type: none"> • E-Forms • E-Commerce • WCMS 	Q1 2015	Design	Target soft launch dates: Fall 2014 Fall 2014 November – December /14
Open Data citizen usability tools	Q1 2015	Plan	
Development Services online <ul style="list-style-type: none"> • Licensing and Enforcement • Permits Services - Development Services • Committee of Adjustment 	Q2 2015	Plan	phased launch for projects in 2014 & 2015
Transit Services online	2015	Design	
Launched			
Online public engagement pilot - Mind Mixer	2013	Complete	Q1 2013
Electronic Live & Play Guide	2013	Complete	Apr 2013
Epost; tax bill presentment & payment	Q2 2013	Complete	May 2013
Tyandaga Tee Time online & mobile bookings	2013	Complete	July (web), Aug (mobile)/13
Recreation Programs waitlist notifications	Aug-13	Complete	Aug 2013
Recreation Programs electronic receipt printing	Oct-13	Complete	Nov 18, 2013
Recreation memberships (by program area)	Dec-13	Complete	Seniors Jan., others Feb./14
Recreation Facility availability (launch by type)	Dec-13	Phased	April 2013
Open Data and Apps <ul style="list-style-type: none"> • Transit Routes and Apps • Road Centre line & parcel points • Cycling network, Planning communities • City and Ward boundaries, Recreation facilities, fields & courts • Current approved Budget plus 4 years history and Zoning By-law 2020 layers 	Start Fall 2013	Completed	Sep 2013 Jan 2014 Feb 2014 March 2014 April 2014
Public Involvement; web portal for all opportunities	Q1 2014	Completed	Feb 2014
Web Site enhanced google search	Q2 2014	Complete	April 2014
RPM online Service Requests: Potholes, Traffic Signals, Signage, Street Lights	Q2 2014	Complete	April 2014
Online Mapping's new platform	Q4 2014	Complete	May 2014
Sport Field availability using online mapping and booking request		Complete	May 2014
Building permits, Heritage story new maps	Q4 2014	Complete	June 2014

