Digital Strategy Update

CITY OF VANCOUVER

April 29, 2015

Jessie Adcock, Chief Digital Officer
Sandra Singh, Chief Librarian

1. Moving the Dial on Digital Maturity
   Jessie Adcock, Chief Digital Officer

   – Digital Strategy Context

   – 2012 vs. 2015

   – Review of achievements by digital capability area

2. VPL Inspiration Lab –
   Sandra Singh, Chief Librarian

3. Closing Remarks

1. Moving the Dial on Digital Maturity
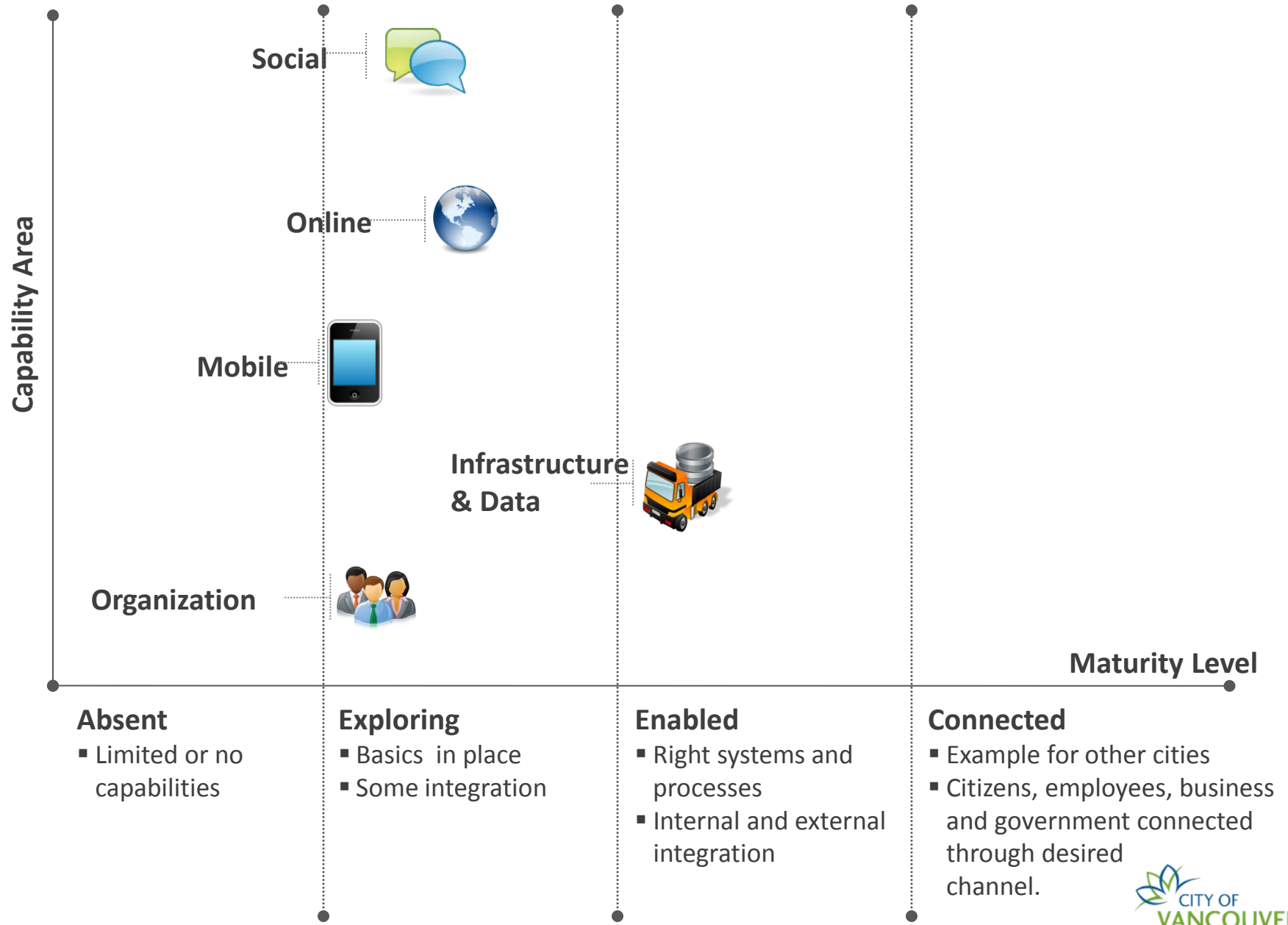
Background and Strategic Context

Innovation **outside government** is changing citizen expectations

Current business models face resource constraints and cost realities

Data Concerns
Industry Pressure
Pace of Technology

Business case for end to end citizen experience

The City's Digital Maturity in 2012

Capability Area

Maturity Level

Social

Online

Mobile

Infrastructure & Data

Organization

Absent
- Limited or no capabilities

Exploring
- Basics in place
- Some integration

Enabled
- Right systems and processes
- Internal and external integration

Connected
- Example for other cities
- Citizens, employees, business and government connected through desired channel.

CITY OF VANCOUVER

2012 PWC Digital Maturity Assessment

Online

Mobile

Social

Infrastructure & Data

Absent **Exploring** **Enabled** **Connected**

Vancouver
Boston
Chicago
London
Manchester
NYC
Portland
San Francisco
San Jose
Seattle
Wellington
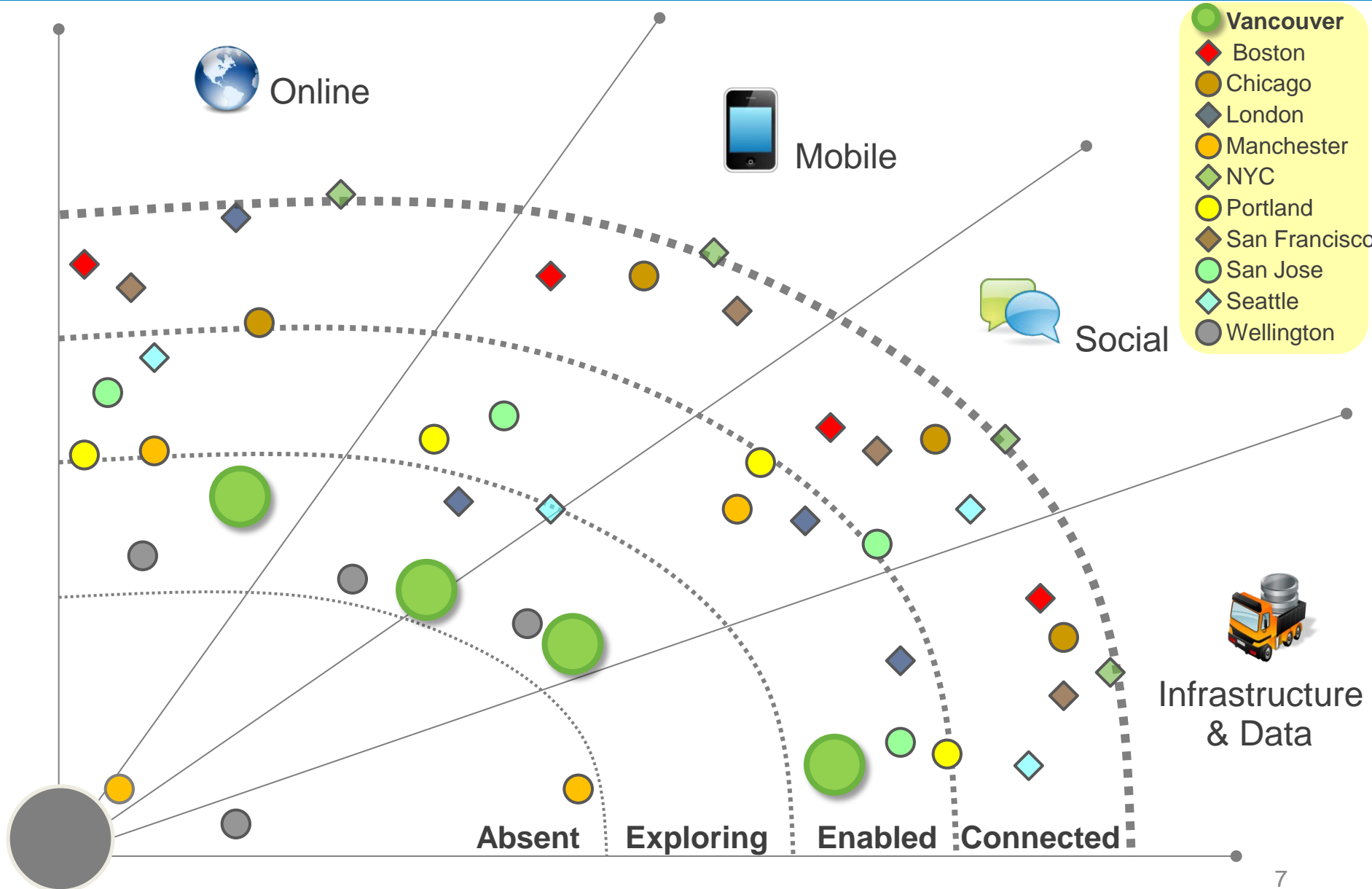
4 Pillar Digital Strategy Framework

1 ENGAGEMENT & ACCESS

Citizens and businesses can easily interact with the City through digital channels

2 INFRASTRUCTURE & ASSETS

A robust digital infrastructure built through strategic investments and partnerships
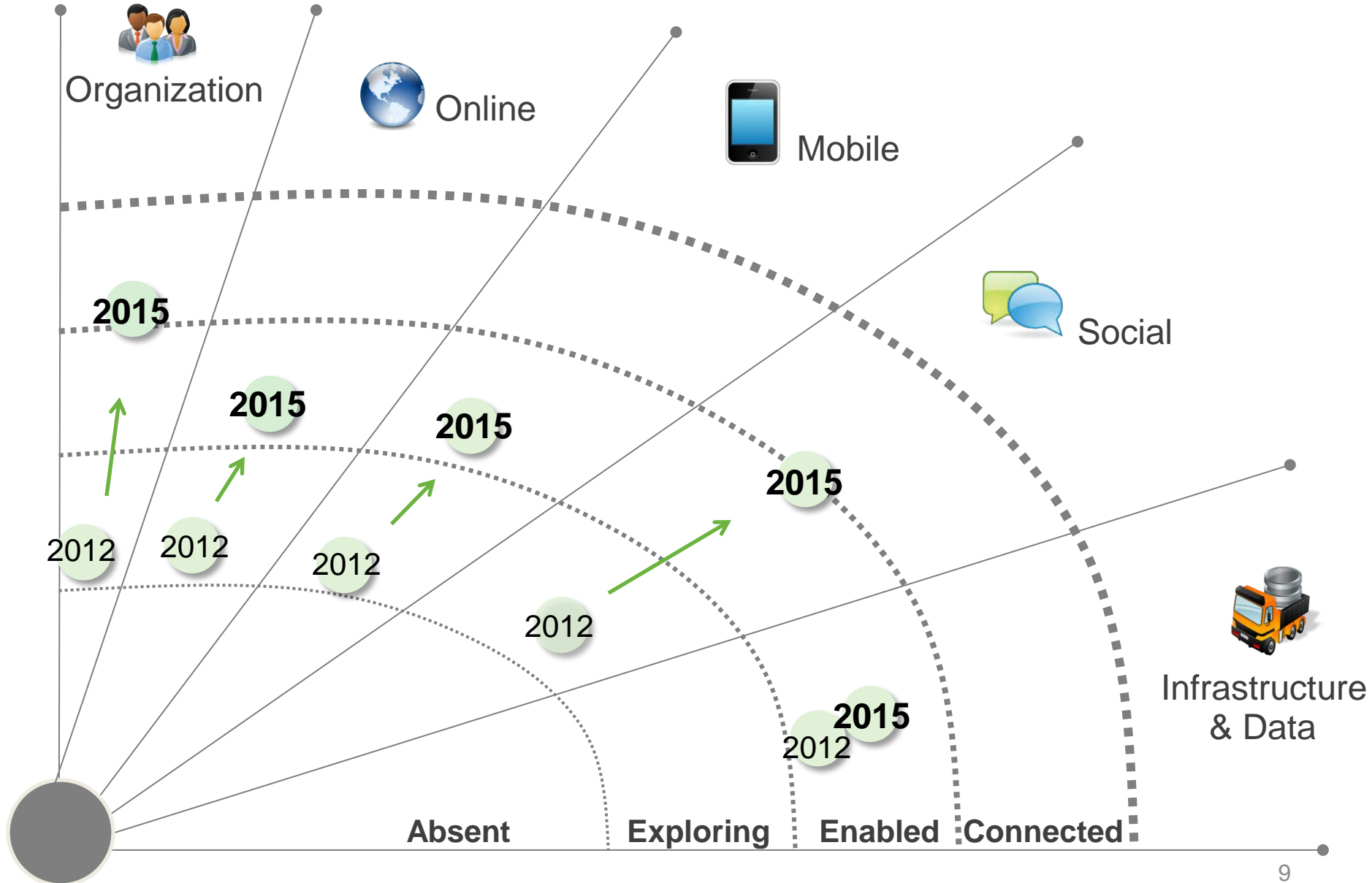
3 DIGITAL ECONOMY

Vancouver is a global leader in supporting innovation and growth in the digital economy

4 ORGANIZATIONAL DIGITAL MATURITY

The City of Vancouver has a mature, citizen-centric digital culture

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Organization

Online

Mobile

Social

2015

2015

2015

2015

2012

2012

2012

2012

2015

2012

Infrastructure & Data

Absent   **Exploring**   **Enabled**   **Connected**

2012: Exploring

2015: Early Connected

- Digital Services, 311 and IT Alignment

- 1st Remote Agent 311 program in Canada

- Inspector Mobility

- Staff Collaboration Tools

- Mobility Strategy

CITY OF VANCOUVER

2012: Exploring

⬇

2015: Enabled

Vancouver.ca
26M
Web page views in 2014

8.6M	4.6M	30%
Visits to vancouver.ca	Unique Visitors from single device	Phone/Tablet
+6%	+4%	+4%

- Complex business transformation projects

- Usability enhancements

- Plan your Vote Tool

- <u>Most visited day in history</u> was November 15, 2014 with **134,156 visits** vs. normal range of 20,000-35,000

- **21% of visits** to vancouver.ca viewed election-related content

Goals	*Total*
Saved election plans	5,973
Searched voting locations	35,585
Registered to vote	16,065
Checked voter registration	13,688
Viewed election results	79,723

Over 1.1 M Digital Interactions

Channel	Interactions
Vancouver.ca	1,101,739
3-1-1	6,264
Social	10,198

Channel Synergy

- Channels are complementary

- Social referred 12% of election related visits to vancouver.ca

- Vancouver.ca provides content and additional context for social posts

- 3-1-1 uses vancouver.ca to answer user questions

- 3-1-1 provides vancouver.ca with information on frequently asked questions.

- Dynamic and flexible relationship

  - E.G. Featuring voting locations on homepage after 3-1-1 saw spike in voting location interactions

2012: Exploring

2015: Enabled

iParks
Explore parks and green spaces around Metro Vancouver

VPL Mobile
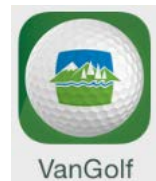Find and discover titles, manage account, branch information

VanConnect
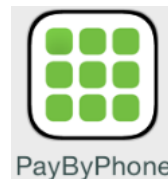New way to connect to the City of Vancouver 24/7/365

VanCollect
Waste Wizard (new!) Garbage, Green Bin and Recycling collection schedules and reminders

VanGolf
Find and book a tee time, interactive score card and GPS for all Vancouver golf courses

PayByPhone
Simple, secure and quick way for you to pay for parking throughout the City of Vancouver

Responsive Web Design
Vancouver.ca optimized for mobile citizens

Social

2012: Exploring

2015: Early Connected

- Social is a primary communications channel for citizens
  - In 2014, City Twitter acct grew 69%, & FB acct grew 93%

- Most critical communications tool in Emergency Response
  - Tweets and Facebook promptly reached hundreds of thousands
  - Our social messages are directly quoted in media articles
  - Allowed us to respond to citizen issues and dispel myths quickly

2012: Early Enabled

2015: Enabled

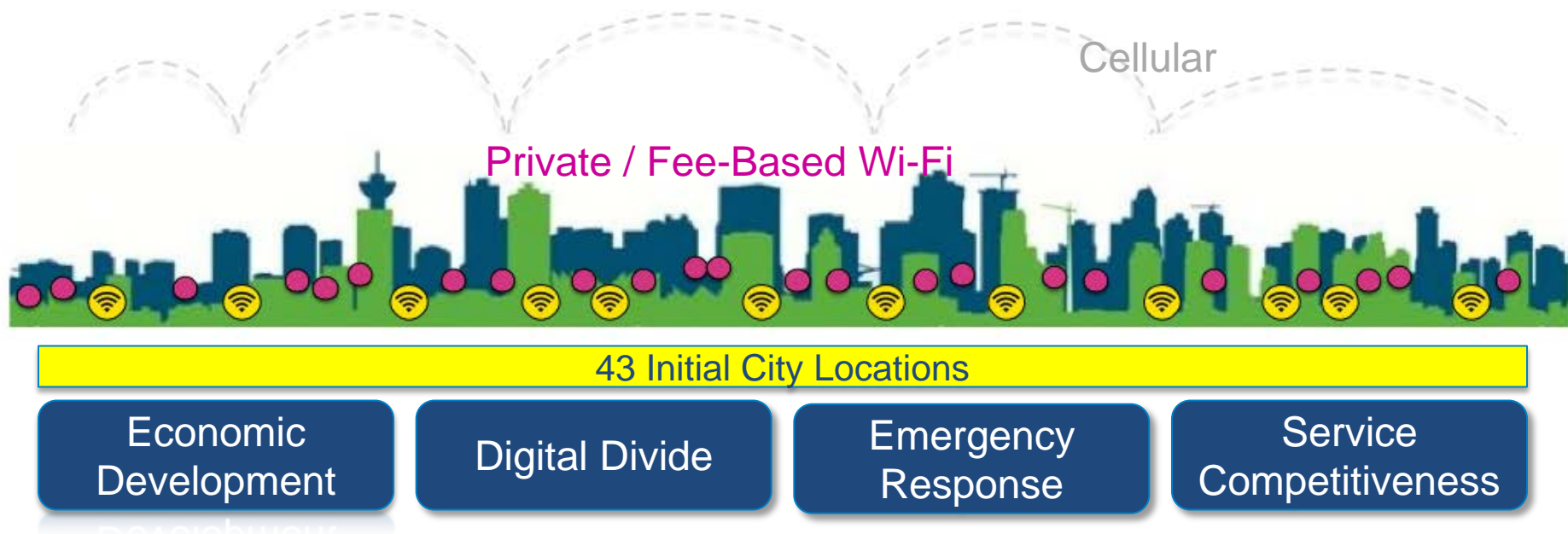- BCNET Fibre Exchange Agreement

BCNET

- PUBLIC ACCESS Wi-Fi

Wi-Fi

- Improve City Services
  - Build network capacity
  - Reduction of single points of failure

- Help support City Strategies & Initiatives
  - Fosters and enables connections
  - Enabling next generation digital infrastructure for post-secondary institutes and associated research organizations

- Save the City money on network operating costs

2015 City of Vancouver Public Wi-Fi

Cellular

Private / Fee-Based Wi-Fi

43 Initial City Locations

| Economic Development | Digital Divide | Emergency Response | Service Competitiveness |

Solicit applications from telecommunications service providers:

1. Provision of public wireless internet access at one or more City facilities/locations

   - 43 CoV sites plus 2 street locations identified in RFA

2. Inclusion on a list of prequalified firms to provide public wireless internet access at additional CoV sites in the future

VPL Managed

COV Managed

VPL Managed

COV Managed

Target Locations

CITY OF VANCOUVER

	Community Centre's (26 Locations)
	Name
1	Britannia Community Centre
2	Carnegie Center
3	Champlain Heights Community Centre
4	Coal Harbour Community Centre
5	Creekside Community Recreation Center
6	Douglas Park Community Centre
7	Dunbar Community Centre
8	Evelyne Saller Center
9	False Creek Community Centre
10	Gathering Place Community Centre
11	Hastings Community Centre
12	Hillcrest Community Center
13	Kensington Community Centre
14	Kerrisdale Community Centre
15	Killarney Community Centre
16	Kitsilano War Memorial Community Cntr
17	Marpole-Oakridge Community Centre
18	Mount Pleasant Community Center
19	Ray-Cam Co-op Community Centre
20	Renfrew Community Centre
21	Roundhouse Community Centre
22	Strathcona Community Centre
23	Sunset Community Centre
24	Thunderbird Community Centre
25	Trout Lake Community Centre
26	West End Community Center
27	West Point Grey Community Centre

	Civic Facilities (4 Locations)
	Name
1	Vancouver Aquatics Center
2	VanDusen Botanical Gardens (Visitors Centre)
3	Kerrisdale Arena
4	Bloedel Conservatory

	Civic Outdoor Pools (4 Locations)
	Name
1	New Brighton Park Pool
2	Maple Grove Park Pool
3	Kitsilano Pool
4	Second Beach Pool & Kiosk

	Public Golf Courses (3 Locations)
	Name
1	Fraserview Golf Course Club House
2	Langara Golf Club Club House
3	McCleery Golf Course Club House

	Civic Theatre's & Cultural (3 Locations)
	Name
1	Orpheum Theatre
2	Playhouse Theatre
3	Queen Elizabeth Theatre

	Civic Marina's (2 Locations)
	Name
1	Burrard Marina
2	Heather Marina

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RFA Key Requirements

- <u>No cost to CoV</u> for hardware, installation or operation of public Wi-Fi (other than power supply)

- <u>No cost to users</u> (i.e. general public) for access to Wi-Fi service, subject to vendor proposed restrictions, if any (e.g.: bandwidth, transmission speed, free data volume, time or location usage limits, number of concurrent users, etc…)

- Service implemented within 6 months of individual location agreements, following Master Agreement signing

- Adherence to Health Canada Safety Code 6 (RF radiation) and other applicable regulation

- No integration/dependence on CoV IT infrastructure

- Ongoing audits of service quality

RFA Evaluation Process

- RFA was posted for 7 weeks on BC Bid and City of Vancouver website.

- A vendor information meeting was held on January 9, 2014

- City received 3 proposals

- Proposals evaluated by a cross departmental evaluation team on the basis of:

  - Minimum requirements (Pass/Fail)

  - Technical Requirements

  - Business Proposal

  - Vendor Short List Interview

- Bid Committee approved staff evaluation team recommendation.

Recommendation

1. **Award Initial Locations**

   – Award 43 locations to TELUS (5 year term)

     • Better overall proposition for City

       – Keeps initial priority location launch simple, reduces lead time, same experience across highest volume locations

     • Better overall proposition for citizens

       – User experience, no marketing contact, no need to create an account, no data caps

     • Simplifies agreement structure

   – Defer the 'streets pilot' due to technical challenges
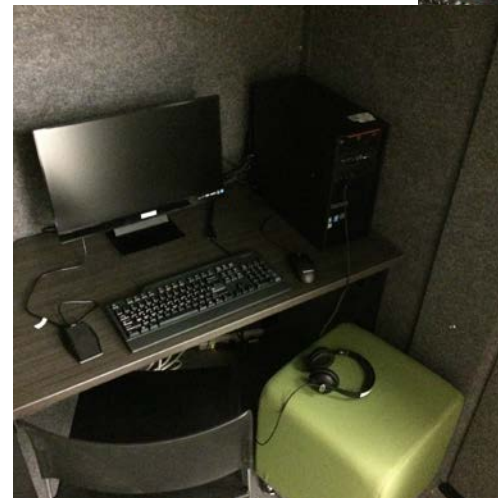
2. **Establish pre-qualified list for future locations**

   – Refresh period: 3 years or sooner

2. VPL Inspiration Lab

Opening Tuesday, May 5

Enabling creativity,

collaboration and storytelling

through digital media

- 5 sound booths for recording

- 12 digital media stations

- 8 digitization stations

Vancouver Public Library

CITY OF VANCOUVER

Expanding Digital Literacy

- Small group programs

- One on one by appointment

- Partnerships with Vancouver's digital creative industry for program delivery

CREATE

INSPIRATION LAB

SHARE

VPL

Vancouver Public Library
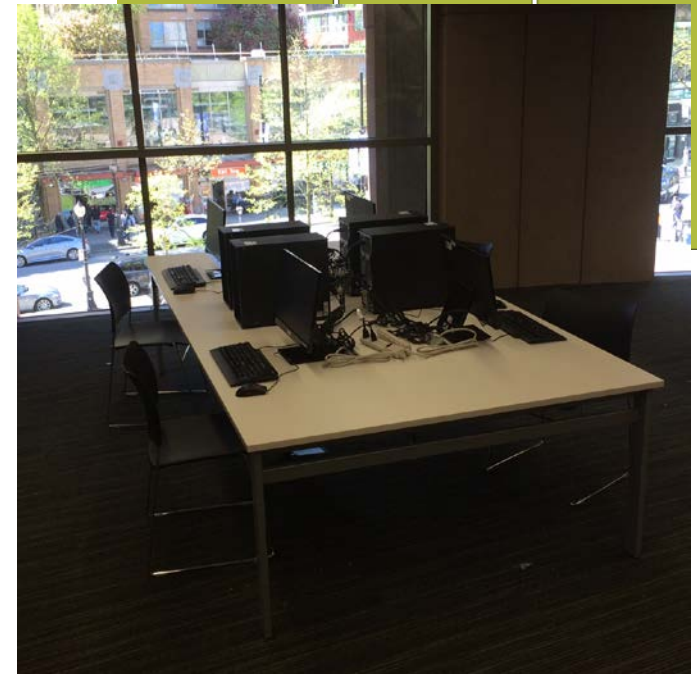
$200,000   City of Vancouver Innovation Fund

$200,000   VPL Foundation donors

$200,000   VPL Reserves from gifts

$600,000   Budget

3. Closing Remarks