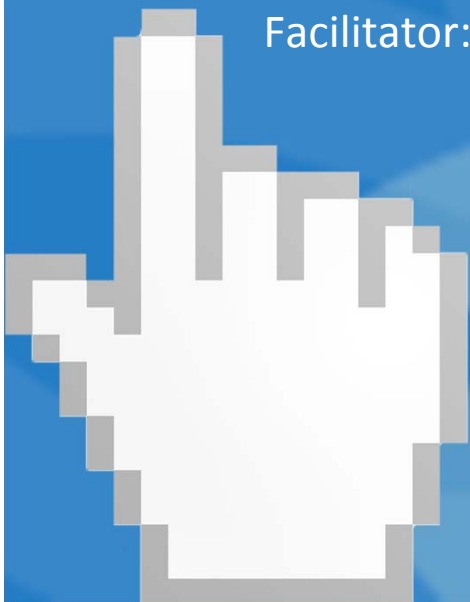


The City of Vancouver Digital Strategy Focus Group

November 28, 2012

Facilitator: Tracy Vaughan, Amanda Mitchell, Jessica Nelson



What we will be asking you today

If we could only achieve one digital improvement in the next year, what would it be?


Looking ahead 5 years, what would a more digitally-evolved Vancouver look like to you? How are you and your clients engaging with the municipal government online?

What are the challenges that you and your clients face in engaging with the municipality online? What are the opportunities for addressing those challenges?

1. Name
2. Organization
3. What is one piece of technology you couldn't live without?



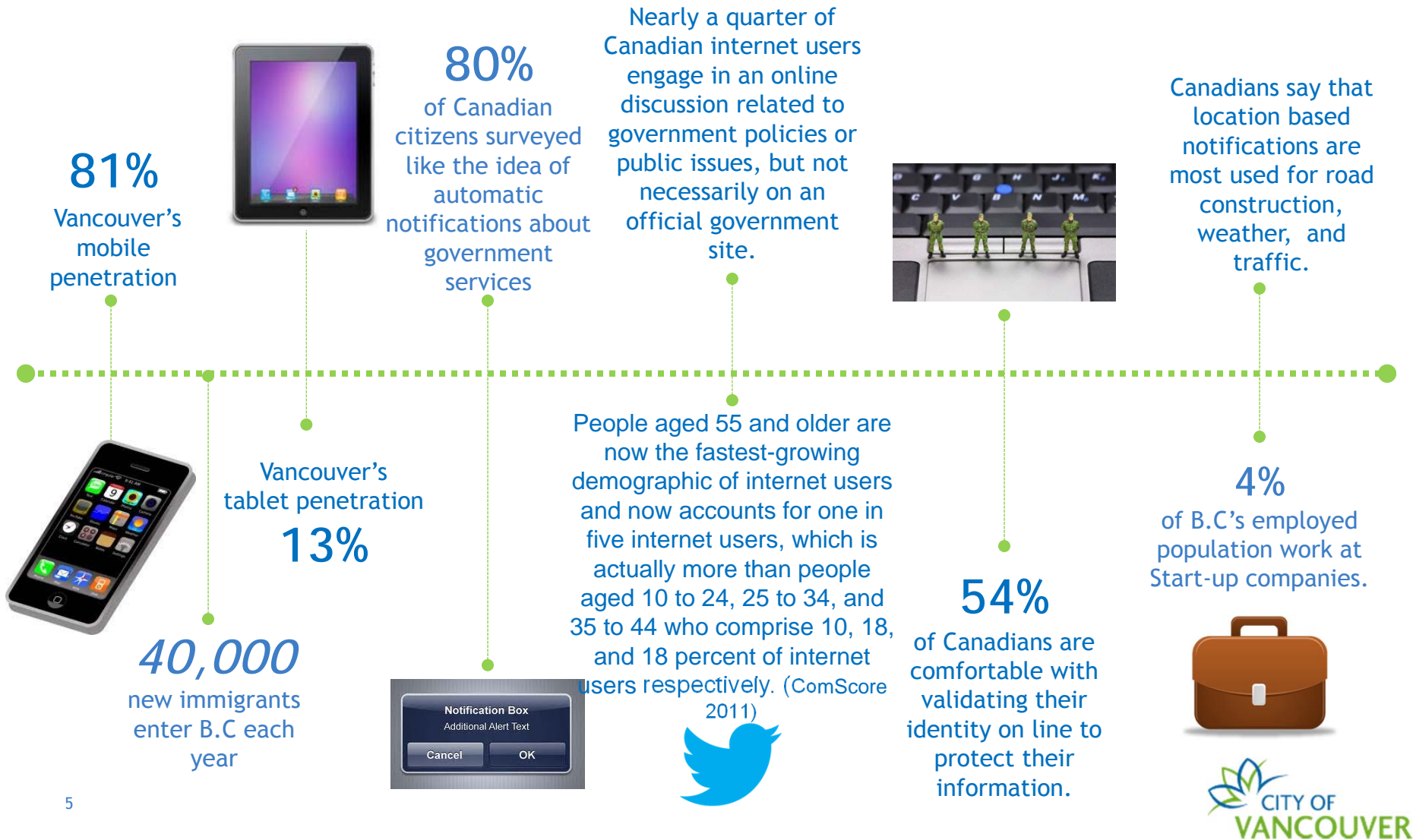
Defining “digital”



A broad range of technology that enables new methods of engagement and service delivery – technology including online, social, mobile, cloud and analytics.

Vancouver's Digital Movement

The consumerization of technology is driving both private and public organizations to rethink the way they engage with their stakeholders



Where is the City today?

Examples

CITY OF VANCOUVER
Vancouver votes
 November 19, 2011
 8 am - 8 pm

Where to Vote?

WHAT DO YOU PICTURE? WEST END PHOTO CONTEST

re:THINK HOUSING

AN OPEN IDEAS COMPETITION



< Previous Submission Return to Gallery Next Submission >

Vibrant Neighbourhoods - Submission #17

This proposal addresses the need for affordable housing adjacent to the Drake Hotel on Powell St.

The programme is designed to foster relations providing opportunities to participate in skills training kitchen and market provide employment residents.



Areas of the city

- Green Vancouver
- Your Government
- News, Calendar
- Parks, Recreation, and Culture
- Home, Property, and Development
- People and Programs
- Streets and Transportation
- Doing Business



Enjoy our world-class parks, beaches, and gardens

Vancouver Events

Global Civic Policy Society: Public Salon
 Wed, Nov 7, 7:30pm-9:00pm

Multicultural Advisory

Latest news



From mischief to theft, Vancouver's crime data for 2003 to 2011 now available for download
 Nov 06, 2012 - Using statistical data extracted from the Vancouver Police Department's computer systems, the public can now access and download Vancouver crime data for 2003 to June 2011.

Ask, Tell, Connect.

Phone 3-1-1
 Outside Vancouver:
 604-873-7000

Speak your own language

9-1-1 Emergencies 7-1-1 TTY

More ways to contact us →

Follow the City's social media



I want to...

Apply for a job →

Find garbage schedules →

Play a round of golf →

Get a fireworks permit →

Register for a class →

Thumbnail View Map View

Category: All Categories

English Bay

Hidden Park

Kits Point

Museum of Vancouver

Sunset Beach

David Village

Wesley Square

Coal Harbour

English Bay

6

Follow the City on social media

SHARE

Gets news from the City about what you're interested in through social media. Follow a City department, program, or group through the social media you use. Stay informed, join the discussions, ask questions, post photos and video.

Main City of Vancouver agencies

If you want to follow

Click one of these

City of Vancouver



City of Vancouver Archives



Vancouver Board of Parks and Recreation



Vancouver Fire and Rescue Service



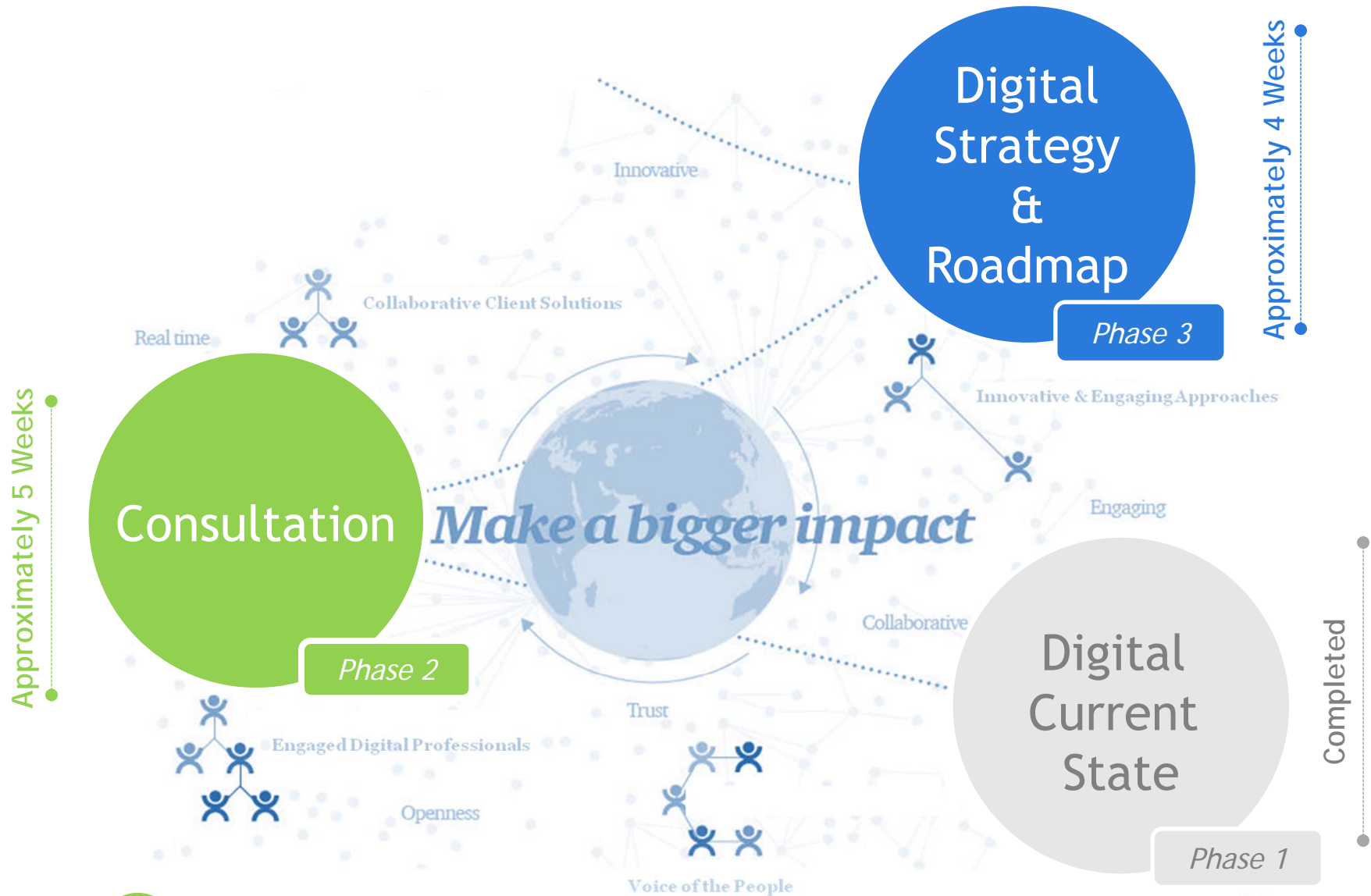
Vancouver Police



Objectives of the Digital Strategy

Build a roadmap which the City can then use to successfully reach its target future state of an open, connected and digitally enabled city.

Digital Strategy Project Overview



We are here

Focus Areas of the Digital Strategy

Engagement + Access

1. Provide more accessible services and information to increase citizen and community participation.
2. Improve government accountability and transparency.
3. Include the city's (citizens, employees, business, and government) needs and perspectives for ongoing evolution of the Digital Strategy.

Infrastructure & Assets

1. Provide and optimize the use of digital infrastructure and physical assets that support the city.
2. Develop strategic alliances with key public and private stakeholders to co-create and deliver services.
3. Create an evolving infrastructure plan to anticipate and promote digital growth.

Organizational

1. Promote a culture that empowers City staff to use digital technologies.
2. Create an environment that enables citizens, business and employees to increase their digital maturity through the use of City services.
3. Develop and agree on a strategic vision and governance model for the City's digital strategy that is supported by public and private stakeholders.

Economy

1. Improve the City's competitive advantage by implementing attractive policy, digital infrastructure and innovative systems that can easily be leveraged by business.
2. Attract and retain talent through the support of higher education, digital hubs and the celebration of the digital sector.
3. Create a regulatory environment that encourages innovation, provides opportunities and embraces digital pioneers.

The Guiding Principles

As the City assesses initiatives for the Digital Strategy, guiding principles will further refine those that are selected and how they are executed.

Based on leading practices

Has the initiative already been executed successfully somewhere?

Leverages Strategic Alliances

Will the initiative utilize existing partnerships or nurture and define new partnerships?

Citizen Adoption & Impact

Does data (evidence) back up the expectation that the initiative will work in Vancouver. Is there a demonstrated need in Vancouver?

Financial Feasibility

What is the level of investment needed by the City to execute the initiative?

Nurtures Organizational Agility

Can the initiative be successfully executed in an Agile or iterative fashion? Will the solution allow the City to be more agile in it's service delivery?

Government as a Platform

Will the initiative enhance the open data ecosystem, provide new APIs or support an open standard that drives innovation by 3rd parties?

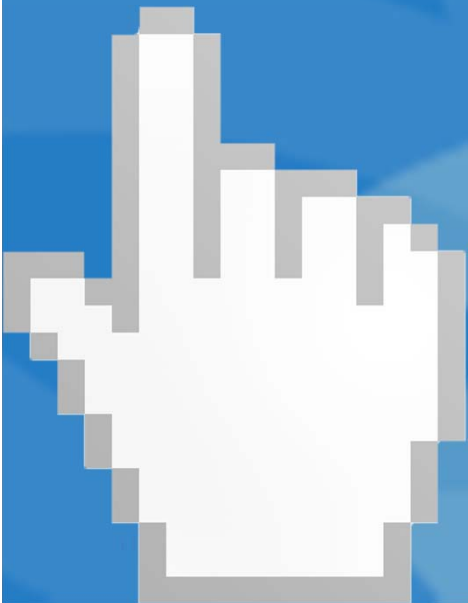
Advances Social Inclusion

Will the initiative target the digital divide?

Aligns with City priorities

Does the initiative directly address a specific City priority? Such as open data, City mobile app, ...?

Examples from leading digital cities around the world

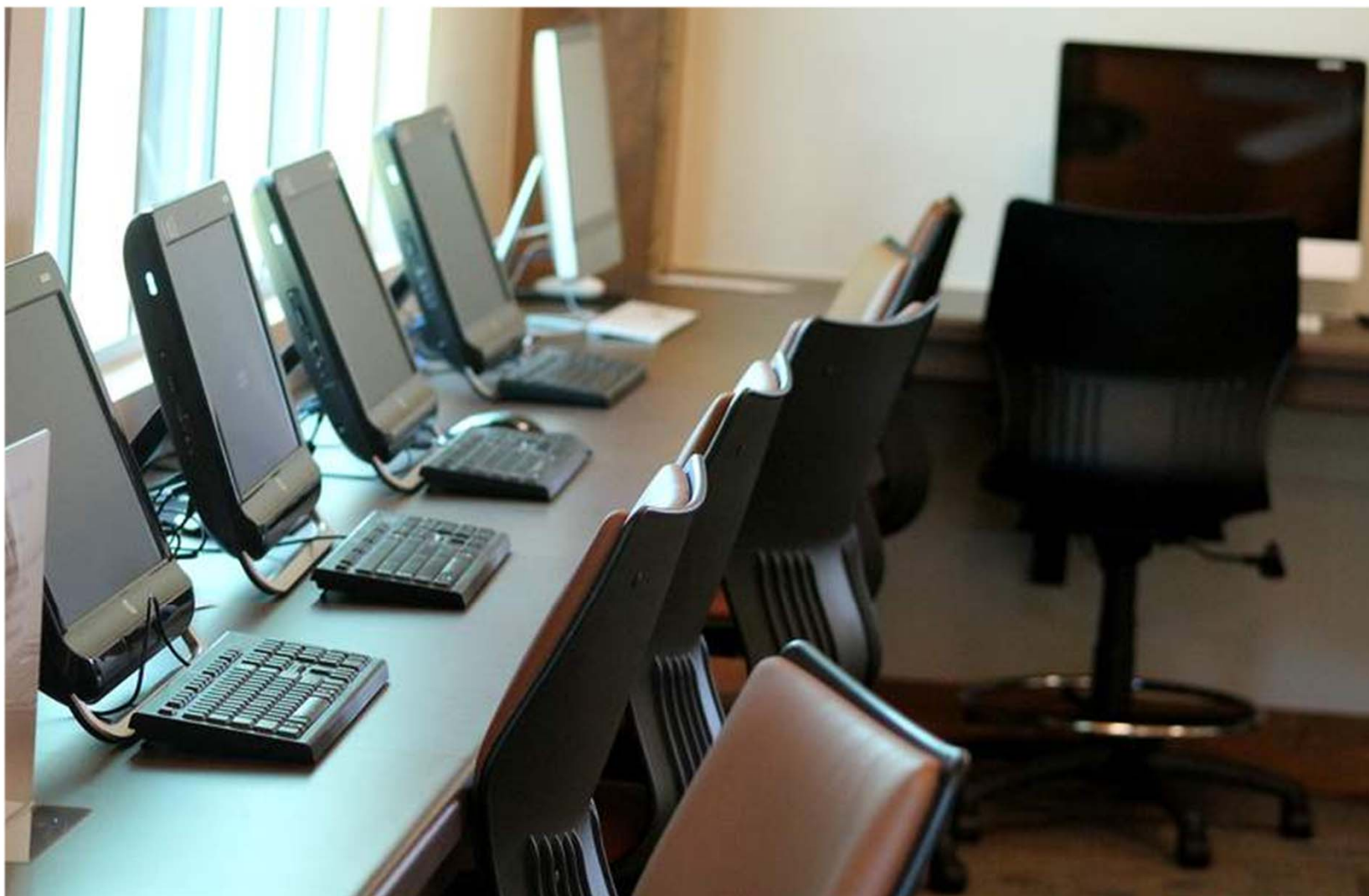


Connecting The Underserved

Digital Inclusion Grant Program •.....•



City of Chicago



Digital Multiculturalism

@NYCJOB (Gobierno de NYC)



523
TWEETS

117
FOLLOWING

1,351
FOLLOWERS

Follow



Gobierno de NYC @nycgob

21h

El alcalde Bloomberg y la comisionada de Transporte anuncian servicio de ferry desde Great Kills al Bajo Manhattan.
nyc.gov/html/om/sp/htm...

Expand



Gobierno de NYC @nycgob

21h

El alcalde Bloomberg y el canciller Walcott reabren 12 escuelas dañadas por el huracán Sandy en Rockaway y Brooklyn.
nyc.gov/html/om/sp/htm...

Expand



Gobierno de NYC @nycgob

20 Nov

Para recuperar los días escolares perdidos por #Sandy, Feb. 20-22 y Jun. 4 serán días escolares completos para todos los alumnos @NYCSchools

Expand

Internet Access For Everyone

Free Wi-Fi Hotspot Access Across the City •••••



Manchester City



CITY OF LONDON



City of Chicago

THE CITY OF
Edmonton



wireless Edmonton
Public Wireless Internet Connection



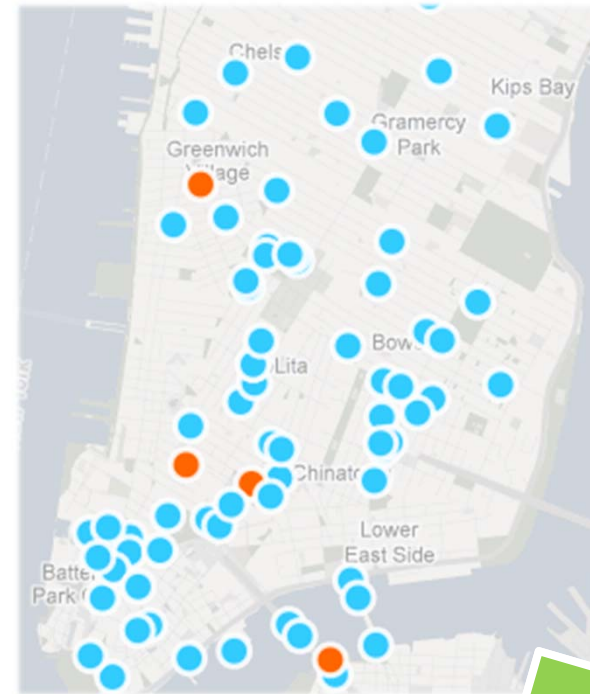
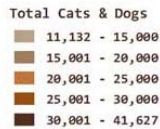
Open Data For The Masses

NYC Data Visualizations on Tumblr



How many cats and dogs live in NYC?

New York City Cat & Dog Population



Where are crews filming in NYC?

Enabling Digital Citizens

Civic 2.0



City of Chicago



A Visual Expression Of Digital Culture

Supporting Digital Art



Government as a Platform

NYC 311 Open API



Digital Vancouver – In your view

Looking ahead 5 years, what would a more digitally-evolved Vancouver look like to you? How are you and your clients engaging with the municipal government online?