

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON MARCH 30, 2016
FROM:	MARTIN HAYWARD MANAGING DIRECTOR, CORPORATE SERVICES AND CITY TREASURER. CHIEF FINANCIAL OFFICER
SUBJECT:	MOBILE USER EXPERIENCE

RECOMMENDATIONS

That, on the recommendation of the Managing Director, Corporate Services and City Treasurer, Chief Financial Officer the report entitled "Mobile User Experience", dated March 8, 2016, BE RECEIVED for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
--

None

BACKGROUND

Municipal Council, at its meeting held on November 24, 2015 resolved:

"That the Civic Administration BE REQUESTED to review and report back to the Corporate Services Committee with suggestions for improving access to the City of London's website elements for mobile devices, and for enhancing the user experience by exploring the feasibility of using various platforms such as, but not limited to, "YouTube"."

This report will provide an overview of projects undertaken by the Civic Administration that will improve the mobile user experience and deliver on the identified elements of the *2015 – 2019 Strategic Plan for the City of London*.

Section 1 – Strategic Connection

Leading in Public Service – 1. Open, Accountable and Responsive Government	
What are we doing?	How are we doing it?
C. Improve the City of London website so people can find what they want, when they want it, and how they want it.	<ul style="list-style-type: none"> • Mobile Friendly Website • Multiple Language Availability

www.london.ca update

The goal of this project is to update www.london.ca to provide an improved user experience on all devices, with particular attention paid to the mobile experience. The updated site will dynamically adapt to the display characteristics of the user's device and present content in a manner that improves viewing, navigation and usability. In addition, the homepage will be designed to feature more information about City and Council initiatives, increase the visibility/usability of our social media platforms and include new visual elements featuring London locales. The current target for delivery of this project is second quarter 2016.

Council and Standing Committee Streaming Improvements

To improve the streaming experience for users when viewing Council and Standing Committee meetings, two projects were undertaken. The first project provides users of most modern mobile devices, through the use of a locally installed video player, with the ability to live stream Council and Standing Committee meetings. This functionality is currently available on www.london.ca.

The second project will deliver live streaming for Council and Standing Committee meetings through a City of London branded YouTube webpage. This live stream will be provided in parallel with the stream presented through traditional means via the SIRE application and will support the viewing of meetings on most modern devices. This project will also allow users to access historical meetings of Council and Standing Committees through the familiar YouTube interface. The current target for delivery of this project is mid April 2016.

Service London Self Service

A key deliverable of the Service London Implementation Plan is the development and launch of an online self-service portal. Work will be focused on providing seamless access to online services through a common access point and to increase the number of transactional City services available online. This will be achieved through a phased approach, beginning with high volume services where the Customer Relationship Management system has been implemented (Roads and Transportation, Solid Waste, Construction Administration, Parks Operations, Wastewater and Drainage Engineering, Sewer Operations, Stormwater Engineering).

Multiple Language Availability

Multiple language availability is currently supported on www.london.ca through the Browsealoud accessibility tool. To improve the user experience and deliver on the identified Council Strategy, Microsoft Translator will be added to www.london.ca. Microsoft Translator is built on over a decade of natural language research and incorporates a user friendly 'translate this page' functionality. This project will be delivered concurrently with the www.london.ca update, offering translation services to both desktop and mobile users.

City Map Upgrade

The City of London City Map mobile experience has also been improved as a sub project of the larger City Map upgrade program. This project has delivered an upgraded and more user friendly City Map on desktop and mobile devices presenting geographically integrated information including: recycling and garbage collection, bike routes and walking trails, heritage districts and buildings.

Section 2 - Strategic Connection

Leading in Public Service – 1. Open, Accountable and Responsive Government	
What are we doing?	How are we doing it?
B. Implement Plain Language writing in all City documents, reports, agendas, websites, signs and notifications	• Plain Language Policy

The obligation to inform the public, includes the obligation to communicate effectively. Information about government policies, programs and services should be clear, objective and presented in a manner that is understandable.

Plain language improves community engagement and makes the intentions and decisions of the City more open, transparent and accessible.

Benefits:

- Plain language gets our message across in the shortest time possible.
- More people are able to understand our message.
- There is less chance that our document will be misunderstood.
- And if our document gives instructions, readers are more likely to understand them and follow them correctly.

Plain language for the web avoids jargon, bureaucratese, avoids or explains technical words, uses acronyms carefully, uses simple, everyday words; in short, plain language writing emphasizes the use of the clearest words possible to describe actions, objects and people. That often means choosing a two-syllable word over a three-syllable one, a familiar term instead of the latest bureaucratic expression and sometimes, several clearer words instead of one complicated word.

SUBMITTED BY:	SUBMITTED BY:
MAT DALEY DIRECTOR, INFORMATION TECHNOLOGY SERVICES	ROB PAYNTER DIRECTOR, COMMUNICATIONS
SUBMITTED BY:	CONCURRED BY:
ROSANNA WILCOX MANAGER, SERVICE LONDON	CATHY SAUNDERS CITY CLERK
RECOMMENDED BY:	
MARTIN HAYWARD MANAGING DIRECTOR, CORPORATE SERVICES & CITY TREASURER, CHIEF FINANCIAL OFFICER	