VAUGHAN

memorandum

DATE: October 29, 2013

TO: Hon. Maurizio Bevilacqua, P.C., Mayor
Members of Council
Senior Management Team

**FROM:** Gary Williams, Director of Corporate Communications

RE: COUNCIL MEETING – OCTOBER 29, 2013
COMMITTEE OF THE WHOLE (WORKING SESSION) REPORT 45, ITEM 1
CORPORATE COMMUNICATIONS STRATEGY

The purpose of this memorandum is to address the recommendation from the Committee of the Whole (Working Session) held on October 22, 2013:

> **"That staff report to the October 29, 2013 Council meeting with an organizational chart for Corporate Communications and comments from Information and Technology Management (ITM) on the use of Vaughan On Line (VOL)."**

Corporate Communications organizational chart:
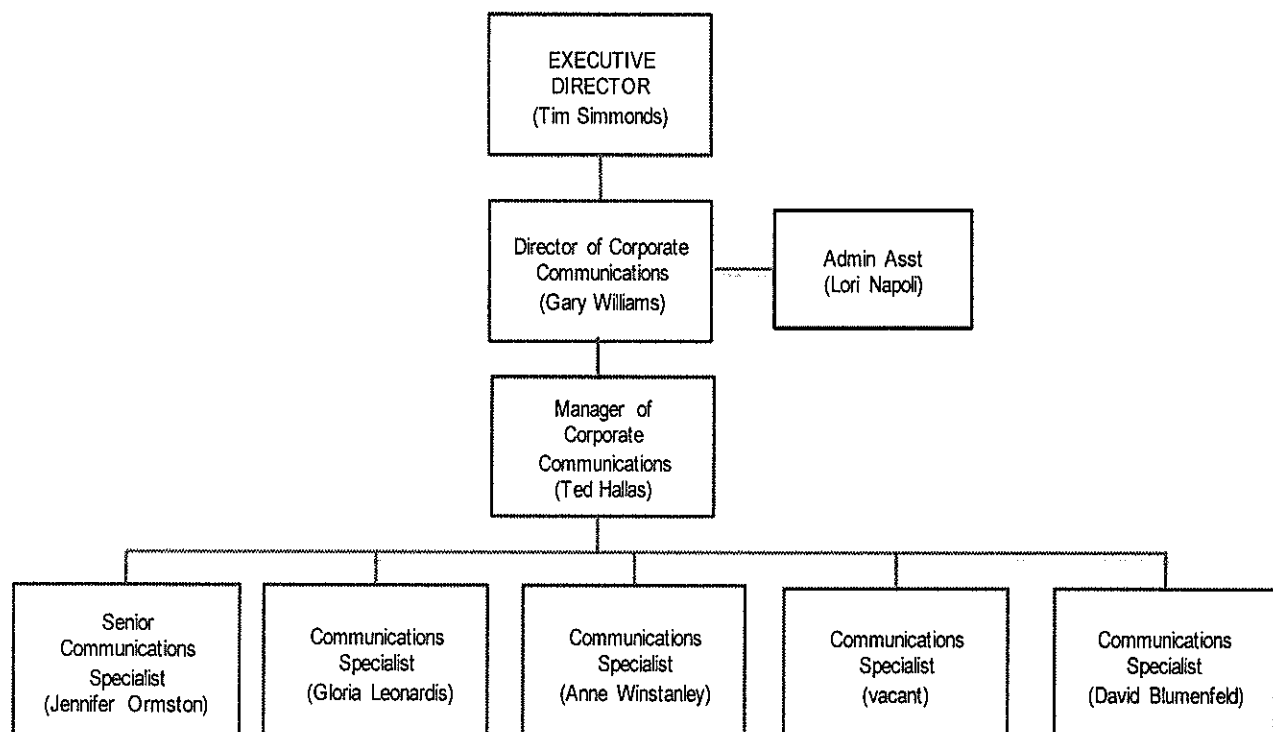
Use of Vaughan On Line:

Vaughan On Line (VOL) refers to the City's official website. As the City's primary communications vehicle, the *vaughan.ca* website is an important piece of City infrastructure in communicating municipal service standards and up-to-date information on City programs and initiatives, as well as generating revenue through online services. In fact, a majority of communications generated by the City directs residents, businesses and visitors to the website as a primary source of information.

The City's new website, which was launched in January 2013, is the result of a four-year investment in the complete redesign and restructuring of the City's online presence.

In consultation with the Chief Information Officer and the Information & Technology Management (ITM) department, the current roles of the respective departments in managing the City's website are as follows:

ITM is responsible for providing and maintaining the technology infrastructure for the website and other eCommunications tools such as eNewsletters. This role is focused on the technical function of the website, including navigation tools and embedding functions such as video and multi-media.

Corporate Communications is currently responsible for the homepage content of the website, including the "look and feel", artwork, photos and videos. Other sections of the website that Corporate Communications updates include City News, Events Calendar, major projects index, and Disruptions and Closures. With the launch of the new website and its decentralized content management system, each City department is responsible for creating, posting and updating their own website content.
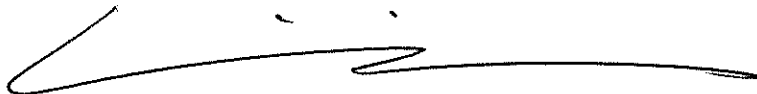
vaughan.ca statistics:

	2010	2011	2012
# of visits	1,036,058	1,222,317	1,341,763
Avg # of Pages per visit		3.12	2.92
Avg visit duration		1:42 (min)	1:36 (min)
% usage increase (2010 base)		+17.9%	+29.5%

Since the launch of the new website, the amount of posted information has increased dramatically. In the last eight months, the number of webpages has increased 46 per cent and the number of documents has increased by 45 per cent.

Currently, Corporate Communications has a recognized additional resource request (ARR) for a new full-time position of Communications Specialist, Website Content Management. As part of the budget process, a request has been made to move this previously-recognized ARR from 2016 to 2014.

Requests have been made to Corporate Communications from several departments for assistance in creating and updating their website content.

Currently, Corporate Communications does not have the staff resources to provide website communications support to all departments, or review all content for brand consistency and effectiveness of user engagement. This new position will support all departments that maintain a major presence on the City's website and utilize e-communications.

Gary Williams, Director
Corporate Communications

c.c.   Barbara Cribbett, Interim City Manager
         Tim Simmonds, Executive Director, City Manager's Office
         Dimitri Yampolsky, Chief Information Officer