

**Town of Drumheller**  
**COMMITTEE OF THE WHOLE MEETING**  
**AGENDA**

Monday, June 17, 2019 at 4:30 PM  
Council Chambers, Town Hall  
224 Centre Street, Drumheller, Alberta



Page

1. **CALL TO ORDER**
2. **REVIEW OF STRATEGIC PLAN WORK PRIORITIES**
  - 2.1 Communication Officer - Draft Communications Plan  
[Draft Communications Plan 2019 to 2021](#)
  - 2.2 Town App - Julia  
[RFDirection - Town App - 2019 June 17](#)
3. **DELEGATIONS**
4. **REPORTS FROM ADMINISTRATION**
  - 4.1 **CAO'S REPORT**
  - 4.2 **DEPUTY CAO/DIRECTOR OF CORPORATE SERVICES' REPORT**
    - 4.21 DRAFT Policy C.-02-19 Tax Cancellation (presented at June 10 meeting) for discussion  
[DRAFT - C-02-19 Property Tax Cancellation \(presented June 10 2019\)](#)
  - 4.3 **DIRECTOR OF INFRASTRUCTURE SERVICES' REPORT**
  - 4.4 **DIRECTOR OF EMERGENCY / PROTECTIVE SERVICES' REPORT**
  - 4.5 **MANAGER OF ECONOMIC DEVELOPMENT**
  - 4.6 **COMMUNICATIONS OFFICER**
5. **ANNUAL BUDGET REVIEW**
6. **COUNCIL MEMBERS QUARTERLY REPORTS AND ROUND TABLE DISCUSSION**
7. **IN-CAMERA MATTERS**

2019

## Town of Drumheller's Communication Plan

The Town of Drumheller's Communication Plan outlines themes, objectives and specific actions to assist the organization in connecting with citizens. Care has been taken to recognize the growing demand for open and two-way communication, particularly as it pertains to listening to citizens, gathering feedback and the expanding influence of technology in accessing information. The Plan is a living document and will be reviewed and updated annually.



# Table of Contents

Getting Started..... 3

A Communication Culture..... 4

Our Approach..... 5

Goal One..... 6

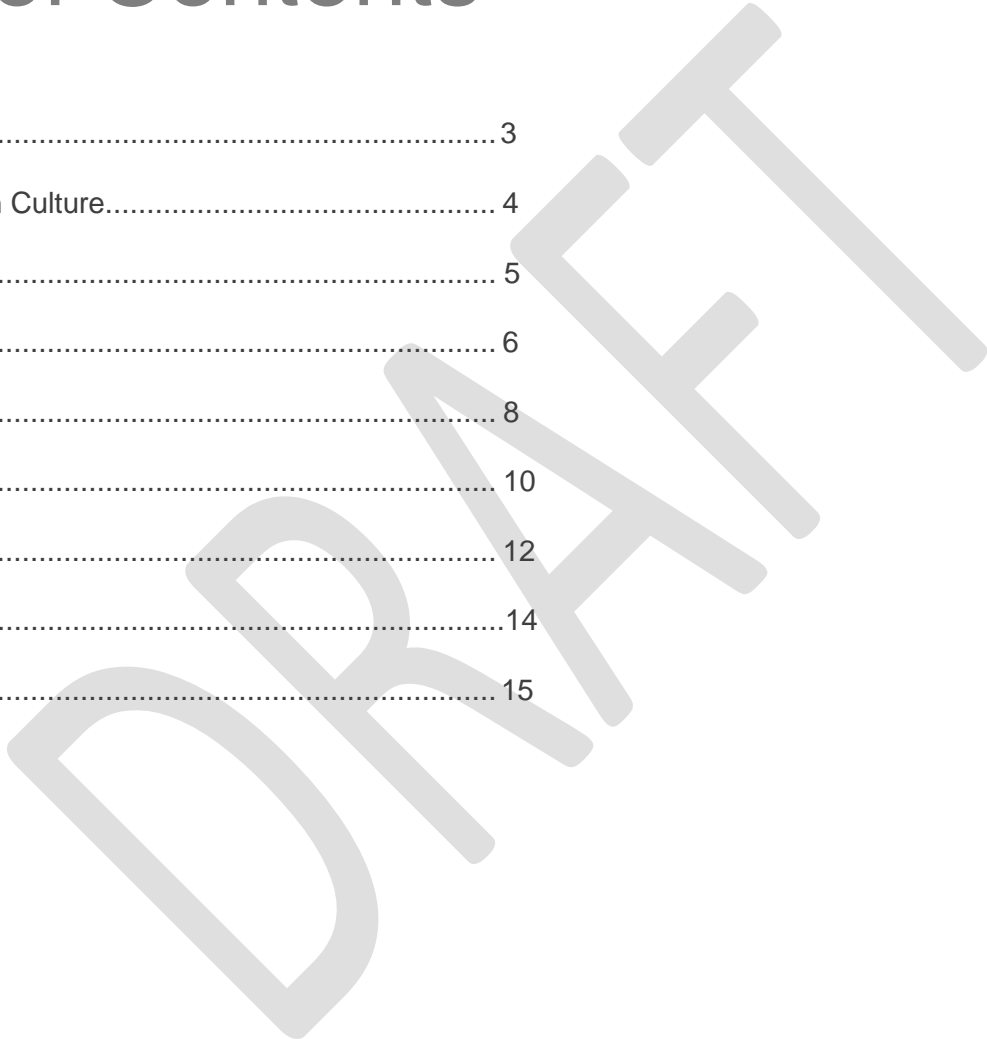
Goal Two..... 8

Goal Three ..... 10

Goal Four ..... 12

Notes ..... 14

Appendix A..... 15



# Getting Started

## Introduction

This document establishes the Town of Drumheller's coordinated approach to corporate communication. The goals, strategies and actions outlined over the following pages were drawn from feedback obtained through various sources, including:

- the results of the 2018 Public Participation Survey,
- the public participation policy
- conversations with members of Council, stakeholders and staff identifying past communication practices and future needs.

Pulled together, suggestions, survey results and conversations provide the foundation for a *Communications Plan*; a plan that facilitates the creation of an organizational culture that values open and two-way communication in how it listens to citizens, plans projects and undertakes tasks.

"A Communications Strategy will be created and implemented by the end of 2019"  
Town of Drumheller Strategic Plan  
2018-19

# A Communication Culture

## Our current state

The Town of Drumheller manages the corporate communication function using a centralized approach that places responsibility for implementing and budgeting communication activities directly with the **Communication Officer**. The approach is successful in creating centralized and consistent messaging. This approach can, however, cause a backlog and overstretching of resources

## Moving forward

By implementing this plan, the Town of Drumheller will work to create an organizational culture that values open and two-way communication in how it listens to citizens, plans projects, undertakes tasks and informs the public about them. Creating this culture requires that staff understand how their roles – both individually and collectively – impact the Town in communicating its message. Likewise, knowledge of how citizens wish to send and receive information, and with what frequency, must be recognized and supported. Town staff and Councillors need to be supported in becoming messengers.

But simply communicating and receiving information is not enough.

Building trust is a crucial element in creating the connections that lead to successful two-way communication, thus attention to how Council, staff and citizens relate to and understand one another's messages must be thoroughly considered. Similarly, as circumstances change, procedures and routines that once built understanding may now generate limited meaning, requiring the Town to recognize emerging trends and introduce new ways to connect with citizens, and in doing so, ignite open dialogue, mutual understanding and genuine confidence.

# Our Approach

## Guiding Principles

The Town of Drumheller's Communication Plan is based on an organizational culture that is guided by the following principles that support effective municipal communication.

### Taking Responsibility

Every member of Council and staff has a role to play in assisting the Town to listen to citizens, incorporate feedback and communicate its message.

### Informing Citizens

Make information available to citizens in a timely fashion, using the channels they prefer.

### Active Listening

Citizens want to be heard – communicate information that acknowledges their input.

### Measuring and Improving

Ensure Town resources are used effectively and appropriately by regularly evaluating the information the Town sends out.

## Keeping pace with change

The environment into which the Town of Drumheller distributes its messages, along with the tools that it uses, is marked by change. With the creation of socially networked channels (social media) that allow citizens to easily share their ideas, personal experiences and feedback, the desire for online dialogue has never been greater.

Opportunities to expand the current use of popular social media channels like Facebook, Twitter and YouTube are identified in specific actions throughout this plan, but their use is not limited to those actions only. It is anticipated that additional applications will quickly emerge as adoption of social media increases and evolves.

# Goal One

Keep residents informed about programs and services

## Objective 1.1

Strengthen the Town's ability to anticipate issues and prepare timely information

### 1.1.1 Be proactive in identifying public issues as well as listening and responding to community interests

#### ACTIONS

- Identify current and emerging resources for collecting citizen feedback and maintaining dialogue – including changing trends in social media – and provide training to staff
- Circulate important and timely issue updates to Council, staff and citizens

### 1.1.2 Support staff members in understand their roles in the issues management process

#### ACTIONS

- Establish procedures outlining best practices and desired outcomes
- The CAO and Communications Officer will determine in advance who will be the spokesperson on particular issues and topics, and make this information available to Council and staff

### 1.1.3 Determine issue and announcement cycles to identify and prepare public information in advance to address questions

#### ACTIONS

- Create question and answers and tip resources and update annually
- Identify spokespeople in advance of a pending issue cycle
- Identify public safety issues and plan communication accordingly

## Goal One continued

### Objective 1.2

Continuously improve the process by which citizens can connect with Council and staff

#### 1.2.1 Ensure Town staff contact directories are up to date and easy to find

##### ACTIONS

- Promote contact information using distribution methods that provide the best reception, including social media
- Create an easy-to spot “contact” icon for website and standardize these icons across all webpages

#### 1.2.2 Provide front-line staff with information and updates on topics of strong public interest

##### ACTIONS

- Brief staff on current issues in advance of them engaging citizens during regular duties
- Create a resource for staff to log feedback on comments regarding what they are hearing or being asked by citizens and the media
- Establish realistic guidelines for timely responses to citizen questions
- Prepare topical question and answers, including contact references

#### 1.2.3 Introduce new opportunities for citizen feedback on the Town’s website

##### ACTIONS

- Invite website users to rate the value of posted content
- Increase the number of gateways for supplying comments



# Goal Two

Increase the capacity of the Town to communicate with citizens in meaningful ways

## Objective 2.1

Improve dialogue with citizens by boosting Council and staff awareness about what is taking place across the organization

### 2.1.1 Raise awareness of department responsibilities and activities

#### ACTIONS

- Create issue focused fact sheets and updates and distribute these to Council and staff using methods that provide the best reception
- Profile individual or team contributions from different departments on the Town Website
- Distribute informative department-focused news articles to Council and staff

### 2.1.2 Communicate important Council and corporate decisions to staff

#### ACTIONS

- Distribute all news releases to all staff and Council
- Host a regular “Meeting with the CAO” and invite staff from across the organization for a casual update
- Prepare a bimonthly message from the CAO and circulate to staff using methods that provide the best reception

### 2.1.3 Provide advance notice to staff highlighting the Town’s position or actions being taken on emerging developments

#### ACTIONS

- Create a monthly employee Newsletter and raise staff awareness of recent postings using methods that provide the best reception

## Goal Two continued

### Objective 2.2

Introduce planning, processes and training that supports open communication and builds quality customer service

#### 2.2.1 Create annual department communication plans

##### ACTIONS

- Work with directors and managers to identify annual communication priorities for the coming year; build actions into yearly work plans for management staff
- Determine budget and resource requirements
- Identify key audiences and decide when to listen and decide when to engage

#### 2.2.2 Standardize common operational procedures for communicating the Town's message and receiving feedback from citizens

##### ACTIONS

- Create regular patterns of work across the organization for listening to citizens, sending out messages, alerting the media, hosting events, updating the website, informing staff, etc.
- Identify best practices for communication processes in procedure documents and circulate these to staff using methods that provide the best reception
- Maintain efficient and cooperative relationships with members of the media

#### 2.2.3 Provide training to identified staff for writing and delivering public information and preparing communication planning documents

##### ACTIONS

- Host communication product writing workshops
- Establish a standard common communication products, including graphic and layout standards
- Provide spokesperson training

# Goal Three

## Boost participation in local government and the public process

### Objective 3.1

Improve the manner in which community engagement events are promoted and how feedback is obtained

#### 3.1.1 Regularly request direction from citizens regarding which channels they use to send and receive information

##### ACTIONS

- Solicit public feedback on the effectiveness of all channels used to distribute the Town's message – social media, print advertisements, news stories, website, direct mail, newsletters, utility bills, etc.

#### 3.1.2 Secure larger turnouts during community consultations

##### ACTIONS

- Coordinate events in conjunction with popular public gatherings
- Plan events in advance to access prime advertising opportunities
- Identify barriers that may exist to public participation and how these barriers influence citizen turnout

#### 3.1.3 Promote the use of online civic engagement tools and social media for contributing citizen feedback and suggestions to the Town

##### ACTIONS

- Capitalize on existing applications or develop custom applications that make providing feedback simple and convenient
- Introduce internet software that can increase citizen involvement and trust in the public process
- Identify groups within the local population who may be restricted in fully participating in the public process and explore alternative methods of reaching out to them

## Goal Three continued

### Objective 3.2

Boost awareness and understanding of local government process, policy and priorities

#### 3.2.1 Improve how information concerning public process and decision making is communicated and presented

##### ACTIONS

- Reposition sought out material to reflect common interests and concerns
- Raise the profile of popular information on website to make it easier to notice
- Using methods that provide the best reception, effectively explain details surrounding the Town's annual budget and how money is being spent
- Paint a bigger picture of what the Town is doing by describing how individual projects and initiatives support the Town's Strategic Plan

#### 3.2.2 Promote sources of information where members of the public can learn more about local government

##### ACTIONS

- Introduce annual campaign to raise awareness about local government and the opportunities and methods to participate in public processes
- Create short and informative videos outlining opportunities for participating in the public process; share these via YouTube
- Use social media to draw attention to timely aspects of upcoming municipal procedures and events

#### 3.2.3 Build partnerships that supply information to new citizens and youth

##### ACTIONS

- Work with local agencies and public sector organizations to distribute information on public meetings, key contacts and important dates

# Goal Four

Develop relationships that bridge differences and foster dialogue

## Objective 4.1

Balance the use of formal communication with opportunities for informal dialogue

### 4.1.1 Establish an annual schedule of open house events that receive and convey information on popular or annual topics

#### ACTIONS

- Host events at locations where foot traffic is high
- Plan events far enough in advance that they can be included on community calendars or upcoming event notices

### 4.1.2 Raise awareness of Town programs and initiatives by encouraging readership of social media postings.

#### ACTIONS

- Continue to promote the Town's various social media accounts and work to attract more diverse users of this channel
- Follow emerging trends concerning social media usage and implement new platforms to widen the reach of the Town's message

### 4.1.3 Create "Project Ambassadors" for certain projects for the public to contact

#### ACTIONS

- Appoint Town staff into "information ambassadors" to act as point people to take questions from the public and seek out answers concerning specific projects
- Promote these individuals as trustworthy and reliable sources of information

## Goal Four continued

### Objective 4.2

Ensure all corporate messaging is sensitive to the reception and cultural needs of a diverse population.

#### 4.2.1 Whenever possible, use plain-language for all public messaging

##### ACTIONS

- Provide checklists and general standards for staff to review prior to distributing material to the public
- Ensure agendas prepared for public Council meetings contain straightforward descriptions of what is scheduled for discussion

#### 4.2.2 Provide avenues to translate Town information into other languages

##### ACTIONS

- Obtain knowledge of how many languages are spoken locally in Drumheller and which ones are first languages spoken daily amongst family, friends and business acquaintances
- Identify citizens who may require alternatives to English and ensure provisions are made during the communication planning process
- Where opportunities exist, partner with local multicultural associations and immigrant welcome centres to help communicate the Town's message to new Canadians

# Notes

## Questions:

### **What is the timeline for carrying out the actions identified in this plan?**

The Town of Drumheller's Communication Plan is a deliverable of the Town's guiding strategy document, the *2019 Corporate Strategic Plan*. Carrying out specific actions identified throughout the Communication Plan will be realized over a three-year period. It is anticipated that some actions will be completed quickly – likely within the first year of being adopted – while other actions will take longer. A listing of the action categories, along with proposed timelines, is attached as Appendix A.

### **Who is responsible for implementing this plan?**

The Town of Drumheller's Communication Plan will facilitate the creation of an organizational culture that values open and two-way communication in how it listens to residents, plans projects and undertakes tasks. Implementing the actions identified in the Communication Plan is therefore a coordinated and joint responsibility for everyone who has a direct role to play in assisting the Town of Drumheller to listen to citizens, incorporate feedback and communicate its message. Administration of the Town's communication function is carried out by the Communication Officer and includes planning, research and measurement. A cross-departmental Communication Committee, chaired by the Communication Manager, provides additional feedback and buy-in.

### **What will be some of the tangible outcomes of this plan?**

Tangible outcomes will vary depending on the circumstances through which communication actions are applied to specific situations. General examples include: improved communication planning for events, public engagement, Town operations and departments; policies and procedures specific to communication functions and information transparency; enhanced public information products including the Town website, education materials and social media usage; and increased sharing of information, both externally and internally.

### **I have comments and suggestions concerning this communication plan; who can I send my feedback to?**

Comments and suggestions can be forwarded to [communications@dinosaurvalley.com](mailto:communications@dinosaurvalley.com)

# Appendix A

The following table lists the 22 actions identified in the Communication Plan, along with proposed timelines.

Action	Timeline
1.1.1 Be proactive in identifying public issues as well as listening and responding to community interests	ongoing
1.1.2 Support staff members in understanding their roles in the issues management process	2019
1.1.3 Determine annual issue and announcement cycles to identify and hear citizen concerns and prepare public information in advance to address questions	2019-2020
1.2.1 Ensure Town staff contact directories are up to date and easy to find	2019
1.2.2 Provide front-line staff with information and updates on topics of strong public interest	ongoing
1.2.3 Introduce new opportunities for citizen feedback on the Town's website	2020
2.1.1 Raise awareness of department responsibilities and activities	2020
2.1.2 Communicate important Council and corporate decisions to staff	2019
2.1.3 Provide advance notice to staff highlighting the Town's position or actions being taken on emerging developments	2020
2.2.1 Create annual department communication	2020-2021

Action	Timeline
2.2.3 Provide training to identified staff for writing and delivering public information and preparing communication planning documents	2020
3.1.1 Regularly request direction from citizens regarding which channels they use to send and receive information	2019-2022
3.1.2 Secure larger turnouts during community consultations	2020
3.1.3 Promote the use of online civic engagement/social media for contributing citizen feedback and suggestions to the Town	2020
3.2.1 Improve how information concerning public processes and decision making is communicated and presented	2020
3.2.2 Promote sources of information where members of the public can learn more about local government	2019-2020
3.2.3 Build partnerships that supply information to new citizens and youth	2020
4.1.1 Establish an annual schedule of open house events that receive and convey information on popular or annual topics	2020-2021
4.1.2 Raise awareness of Town programs and initiatives by encouraging readership of social media postings	2019
4.1.3 Create "Project Ambassadors" for certain	2020-2021



	plans	
2.2.2	Standardize common operational procedures for communicating the Town's message and receiving feedback from citizens	2020

	projects for the public to contact	
4.2.1	Whenever possible, use plain-language for all public messaging	2019-2022

DRAFT



**Town of Drumheller  
REQUEST FOR DIRECTION**

<b>TITLE:</b>	<b>Town of Drumheller App</b>
<b>DATE:</b>	2019 June 17
<b>PRESENTED BY:</b>	Julia Fielding Communications Officer
<b>ATTACHMENT:</b>	Proposals from three companies

**SUMMARY:**

Currently residents and visitors get information of Town activities through the town’s website and social media channels. If they would like to report a problem there is a “report a problem page” on our website. People also currently use direct messaging through social media as well as calling both general numbers and the emergency number. It was felt a Town App would be a great tool for information sharing. It was also hoped that it would increase connections with residents and improve knowledge of residents about what is happening in Drumheller.

In April and May 2019 investigations were carried out into various Apps for the Town of Drumheller. These included meetings and online presentations by four App providers. Here are outlines of these four companies and the Apps they produce. Here are the four Apps investigated so far:

**Voyent Alert!**

This is an App which creates alerts for residents. These are either emergency alerts for flood and so forth but we could also create municipal alerts for things such as snow clearing. It is very user friendly both for the end user and in the backend for creating the alerts. Users can set up important places so they can know if their child’s school is evacuated for example. The choice of communications channels is flexible. Administrators can communicate with users via mobile apps, SMS, email and direct dial using text to speech conversion for land-line users. Administrators can create internal working groups to deal with issues and manage situations. It is able to send announcements for upcoming elections, town meetings, festivals, markets, parades, and sporting events. There is not a reporting tool on this app which means residents cannot report issues such as potholes etc. However there is a “report a problem” area on the town’s website which will be put in a more prominent spot with the new website design.

Wheatland County have been using Voyent for about a year  
<https://www.wheatlandcounty.ca/voyentalert>

Here is a link to their site  
<https://voyent-alert.com/ca/everyday-communications/>

**See Click Fix**

This is a reporting mobile App where residents can report issues such as potholes. It uses the phone’s location device to locate and map issues. This can then link similar reports, from

Request for Direction  
Page 2

different users together. These issues would then be sent to the appropriate person. The complainant will get a report that the work is complete if they requested being informed. It maps issues to allow accurate monitoring.

It can be proactive and send out information regarding up-coming work such as street cleaning.

The County of Newell are using this ap. [https://seeclickfix.com/can\\_newell-county-no-4?locale=en](https://seeclickfix.com/can_newell-county-no-4?locale=en)

Here is a link to their website <https://seeclickfix.com/>

### **Civic Web- My City**

This comprehensive mobile App. The App will include the following features and functions: a People & Information module, Places & Classes module, City News; RSS feeds, Facebook, Instagram, Twitter, YouTube and photo albums, a calendar feed, and incident reporting Residents can create their own section called “MyReports” where they can monitor progress on the issue reporting.

The City of Abbotsford BC have used Civic web and here is a link to their app: [https://www.abbotsford.ca/feedback/at\\_abbotsford\\_mobile\\_app.htm](https://www.abbotsford.ca/feedback/at_abbotsford_mobile_app.htm)

Here is a link to the company’s website: <http://mycitymobileapp.com/>

### **Info Grove (14 Oranges)**

This is a fully integrated comprehensive App very similar to the civic web app. This will harvest all the info from our website including recreation schedules, and council meetings, if we wish it could also take payments. It has the capability to send out emergency messages, upcoming work such as road clearance and residents to log issues.

Some cities have the full app here you can see the town of Arnprior <https://www.14oranges.com/town-of-arnprior/>

or others like Lethbridge have one for getting active and their parks <https://www.14oranges.com/city-of-lethbridge/>

Here is a link to their website <https://www.14oranges.com/>

A comparison chart of the four companies

<b>Company</b>	<b>Price</b>	<b>Services</b>	<b>Notes</b>
Civic Web	\$4,375 set up \$5,400 annual fee	<ul style="list-style-type: none"> <li>• Council meetings</li> <li>• Recreation schedules</li> <li>• Calendars</li> <li>• RSS feed</li> <li>• Issue reporting</li> </ul>	This app encompasses all services offered by the town, an issue reporting section, a calendar and users can create "myReports" to monitor progress
Info Grove	\$15,000 set up \$1,250- \$5,000 annual fee (depending on Level)	<ul style="list-style-type: none"> <li>• Council meetings</li> <li>• Recreation schedules</li> <li>• Issue reporting</li> <li>• Upcoming events</li> </ul>	This app encompasses all services offered by the town, issue reporting and schedules
See Click Fix	\$4,800 annual fee	<ul style="list-style-type: none"> <li>• Issue reporting</li> <li>• Upcoming work such as street cleaning- can create emergency alerts as well</li> </ul>	This app is not as comprehensive as the above two.
Voyent Alert!	\$3,000 annual fee	<ul style="list-style-type: none"> <li>• Emergency alerts</li> <li>• Upcoming work notices</li> </ul>	This was by far the best for emergency alerts and could work great for upcoming work and events.

A matrix of what each company offers

<b>Company</b>	Issue reporting	Council meeting info	Emergency Alerts	Upcoming work notices	Upcoming Events	Recreation schedules
Civic Web	√	√	√	√	√	√
Info Grove	√	√	√	√	√	√
See Click Fix	√		√	√	√	
Voyent Alert			√	√	√	

**FINANCIAL IMPACT:**

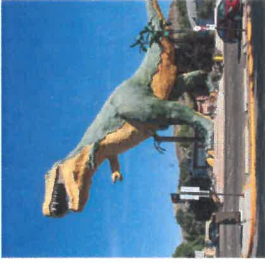
InfoGrove is the most expensive but is a Canada company and is very comprehensive. Voyent Alerts! is the least expensive but does not include all elements. The financial impact is dependent on the decision of what is wanted in an App. \$15,000 was allocated in the Capital Budget for the creation of the Town App and \$7,500 allocated in the operating budget for the hosting and updating of the App.

**RECOMMENDATION:**

That Council determine the main elements required of the town App and request administration to use these elements to create a RFP for companies to provide an App for the town of Drumheller.

**STRATEGIC POLICY ALIGNMENT:**

A Town App is one of the strategic priorities for council for 2019.



# DRUMHELLER + SEECLICKFIX

Getting the most out of **Public Services** while building **trust** with **residents** and **staff** one request at a time.

**PRESENTED BY:**

JOSH NELKIN



We live in a Connected world.




INTELLIGENT CONNECTIONS

Expectations grow while budgets remain the same.




Citizens' & Employees' Expectations are Skyrocketing.





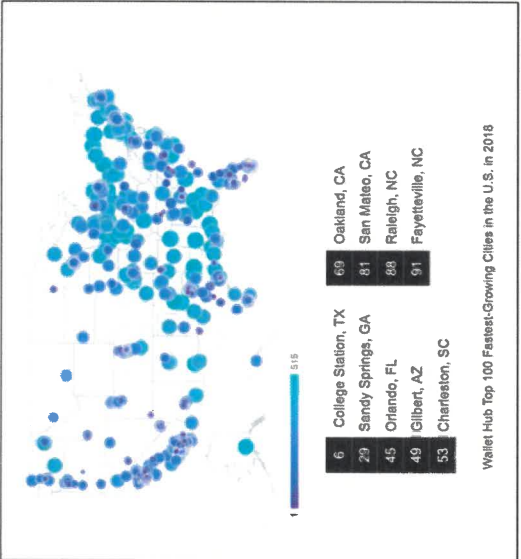
**56% of mayors say that aging infrastructure is a top priority.**

INFRASTRUCTURE



**82% of those under 34 decide where to work based on an employer's technology.**

Future Workforce Study 2016



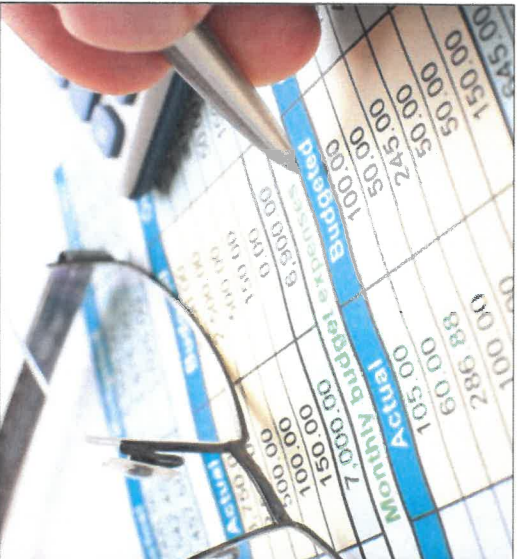
**58% of mayors say that economic development is a top priority.**

ECONOMIC DEVELOPMENT

Good jobs, schools, roads, and housing are tied to high quality public services.

6	College Station, TX	69	Oakland, CA
29	Sandy Springs, GA	81	San Mateo, CA
45	Orlando, FL	88	Raleigh, NC
49	Gilbert, AZ	91	Fayetteville, NC
53	Charleston, SC		

Waller Hub Top 100 Fastest-Growing Cities in the U.S. in 2018



**49% of mayors say that budgets and management is a top priority.**

BUDGETS & MANAGEMENT

# Provide the e-commerce level experiences that staff and residents expect.



Easy to Use



Instant Gratification



Feedback Loops



24 X 7 x 365



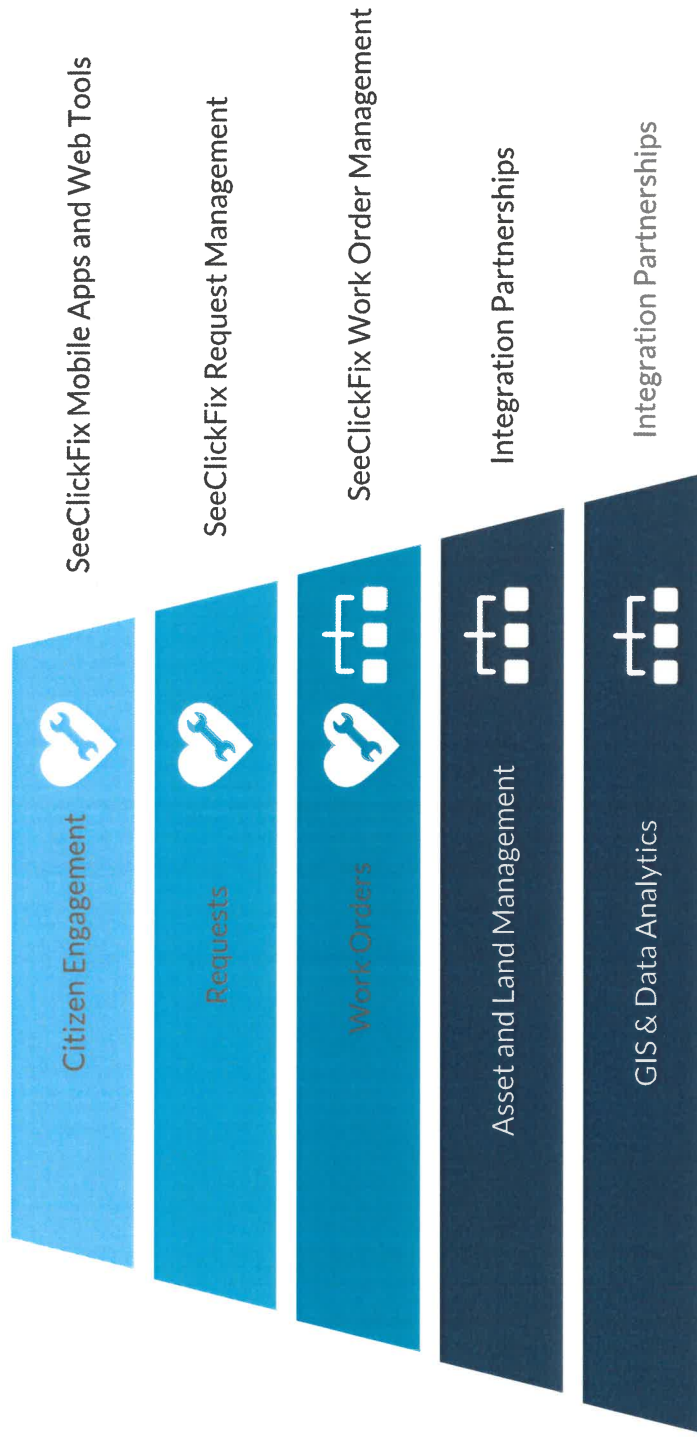
Support Data-Driven Decisions



Operational Visibility

Do more with the resources you have while building trust.

# Public Services Technology Stack







SECLICKFIX

SLIDE 6

# Citizen & Staff Public Service Experience

TRADITIONAL EXPERIENCE WITH SEECLICKFIX

Request Routing 	Hit or Miss	Smart Request Assignment
Request Tracking 	None	Instant Feedback Loops
Work Management 	Paper / Email based	Online Work Order Management
Operations 	Invisible	Visible
311 	Underutilized Call Takers	Web-based & Distributed
Public Service Data 	Little to None - Mostly Opinions	Facts to Support Budget Requests
Staff and Resident Relationship 	Unappreciated Staff and Unheard Residents	Staff and Residents are Collaborators

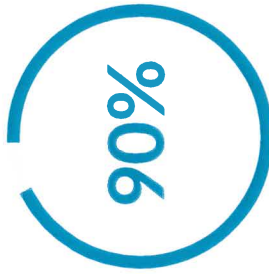
SLIDE 7

SEECLICKFIX

# The best CRM is the one that gets used by local governments and their citizens.

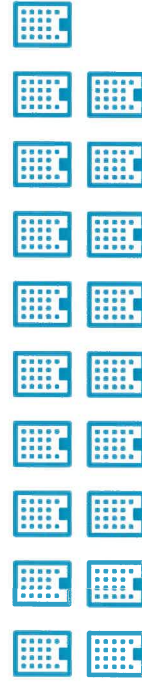
5 MILLION REQUESTS

4.5 MILLION RESOLUTIONS



Request Close Rate

WHAT WORKS CITIES



Bloomberg Smart City Initiatives

CITIZEN ACTIVITY



LOCAL GOV ACTIVITY

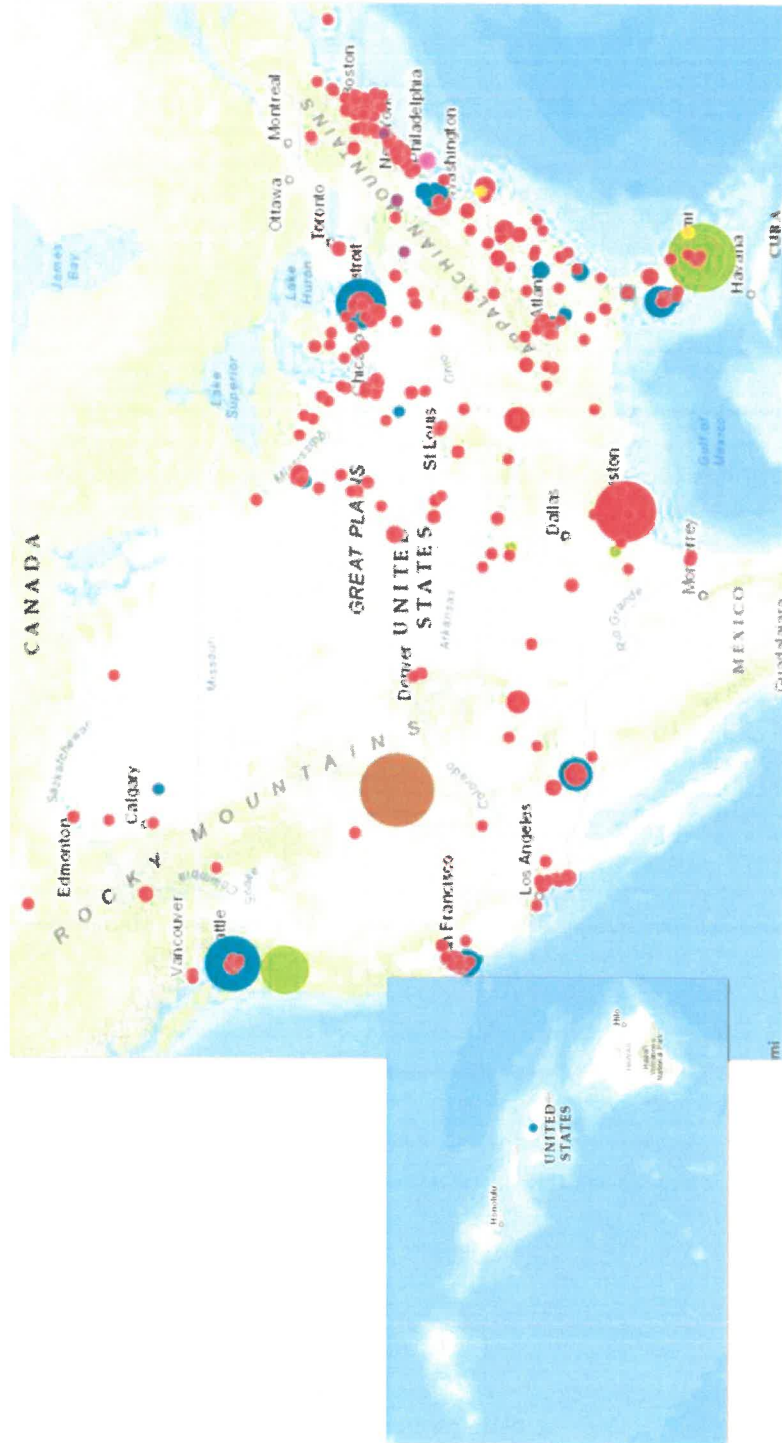


\*Q3 2018 Year over Year

SEECLICKFIX

SLIDE 8

# 350 Partners



SLIDE 9

INTERACTIVE PARTNER MAP

SEECLICKFIX

# EASY FOR RESIDENTS



**Dumping on Cunningham at Davenport** ★★★★★  
by **Fast Pickup Response** - Sep 18, 2018  
Wow! Pickup within 24 hours of reporting on SeeClickFix!  
Now that's how it works! Much appreciation!

**Great tool for the community** ★★★★★  
by **Newmommy ny** - Sep 4, 2018

This is app is easy to use and allows you to put additional information to help explain the situation. Very helpful and creates a quick turn around time with the county while also providing feedback in a timely manner.

**Love this app** ★★★★★  
by **Johndee510** - Aug 27, 2018

No more calling since my daughter downloaded this app. Now I take a picture of the trash that others dump in my neighborhood and magically the fairy angels come and pick it up. Like magic, poof it's gone, but there has been one time that I had to resend. Thank you for this app City of Oakland.



**Nightwing** ★★★★★ **September 17, 2018**  
Truly amazing app, issue reported was solved in a matter of days. Truly made me realize how proactive and attentive the officials of my city actually are.

**Andy N.** ★★★★★ **August 25, 2018**

I live in CA. I wish all cities in CA utilize this great app. This is 2018, not 1980's, we see something bad, to improve our city, just launch the app on cell phone to report.

**Bobby M** ★★★★★ **June 29, 2018**

Great way to report issues, especially after hours when 311 is not available!

# EASY FOR EMPLOYEES

"It is easy to use and the dashboard for us inspectors is great."

Code Enforcement  
Hammond, IN

"Simple to use for public and staff. Easy to track stats on what is working well in our city and what needs work."

Director of Code Enforcement  
Burlington, VT

"I am in charge of reporting out street lights to the power provider. It is easy to use and has great filtering tools."

GIS - Newman, GA

"Easy to deploy and manage; it's a great tool for a city that desires to fully engage their business owners and resident spaces."

Pembroke Pines Technology Services  
Fort Lauderdale, FL

"SeeClickFix is pretty easy to use. The customer support is fantastic. Each time I've had questions, the customer service folks were very friendly and patient."

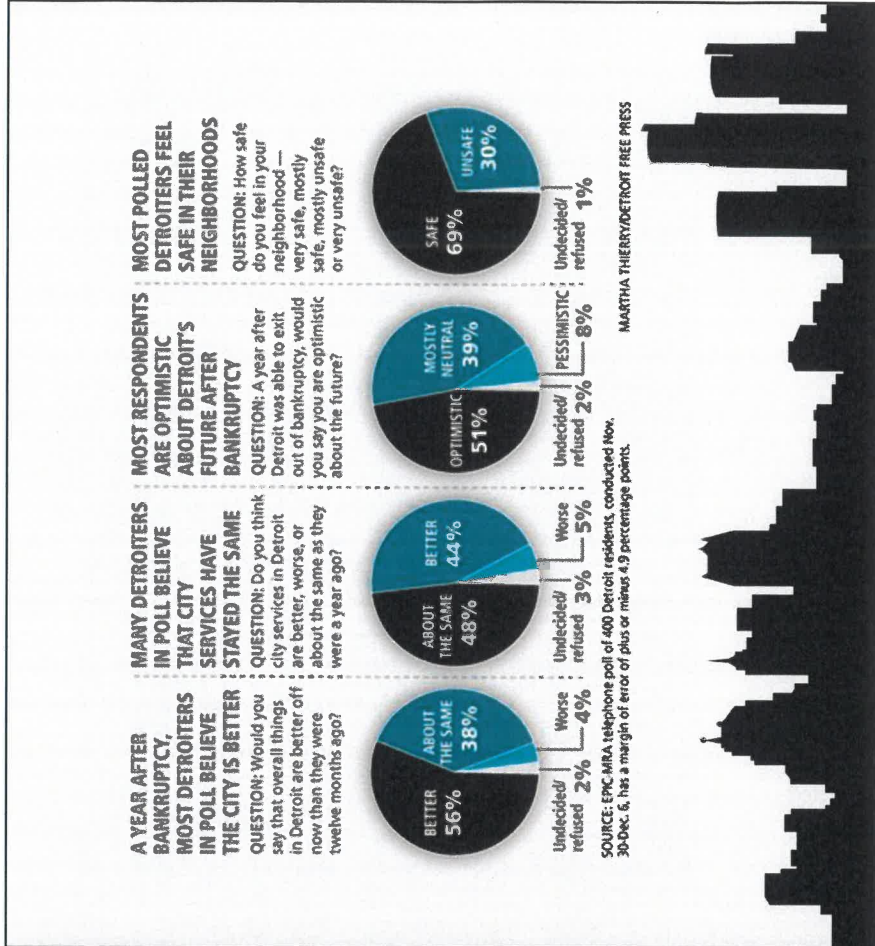
Office of the City Manager  
Portage, MI





“It has never been easier for Detroiters to get their voices heard and their complaints taken care of.”


Mayor Mike Duggan  
City of Detroit, MI



SEECLICKFIX

SLIDE 12





“We needed to do a whole lot more with a whole lot less. SeeClickFix is a force multiplier.”

Frank Carmody, Deputy Director of Operations, Administration and Regulatory Affairs  
City of Houston, TX

SEECCLICKFIX

The Houston, TX 311 Call Center needed to decrease hold times while coping with a 25% staff reduction.

2,100,000 TRANSACTIONS / YEAR



26K TOUCHES PER EMPLOYEE IN 2011



34K TOUCHES PER EMPLOYEE IN 2016

from 81 to 61

130% ROI WITH SEECCLICKFIX

252k FEWER REQUESTS GOING TO 311 STAFF

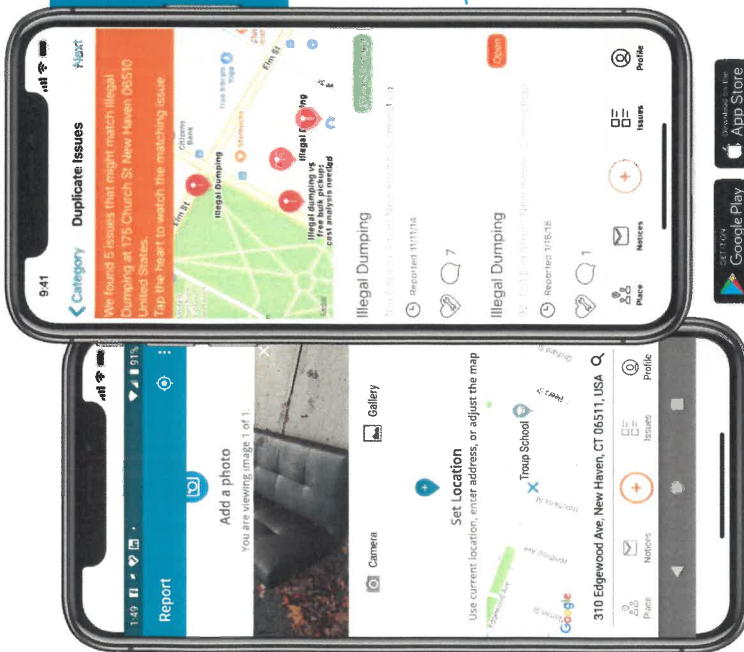


LIKE ADDING ANOTHER MEMBER TO THE TEAM

SLIDE 13

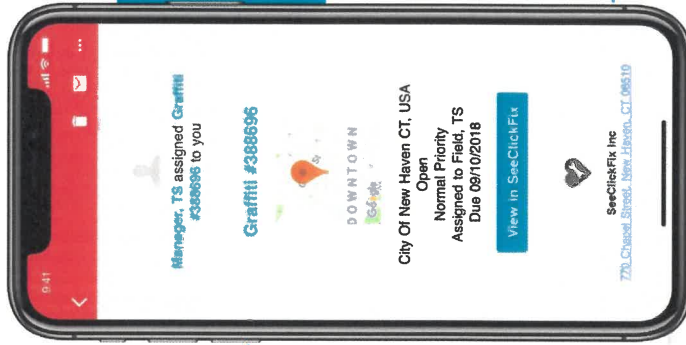
### Accept Service Requests

- Mobile app
  - Call taker interface
  - Portal for your website
  - Facebook widget
- All feature:
- An easy-to-use interface
  - Duplicate detection
  - Feedback loops



### Smart Request Routing

- Custom workflows for how you operate
- Auto-route issues by location and type
- Handle overlapping jurisdictions

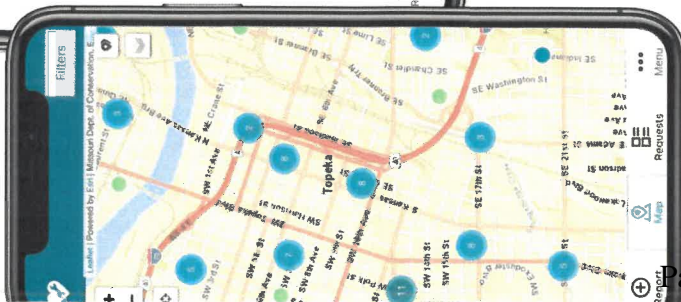
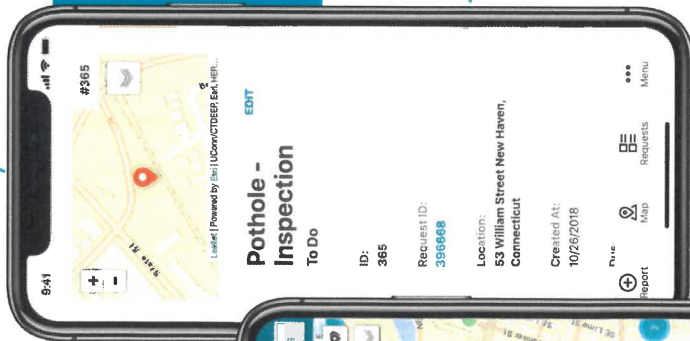


SLIDE 1/4

SEECLICKFIX

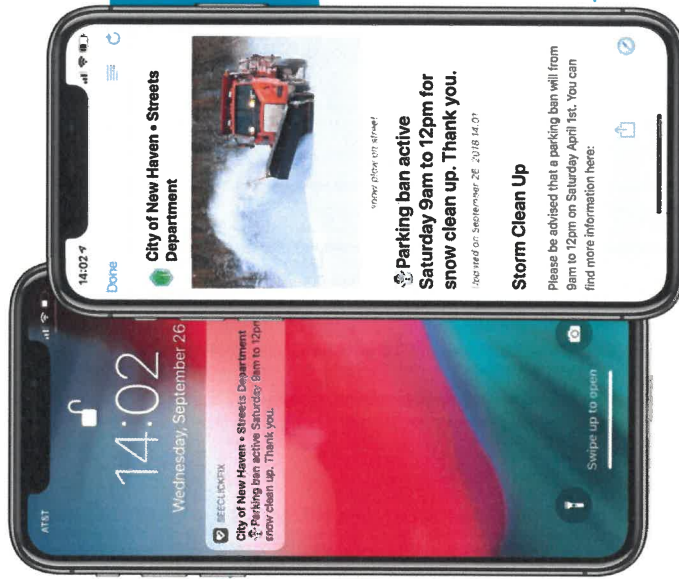
### Assign Work Orders

- Assign work orders to individuals
- Discuss external requests - internally
- Associate multiple work orders with one request, for multi-stage fixes
- Discover nearby issues



### Citizens Communications

- Send push notifications
- Create visually rich notices
- View an archive of past notices



SEELICKFIX

SLIDE 15

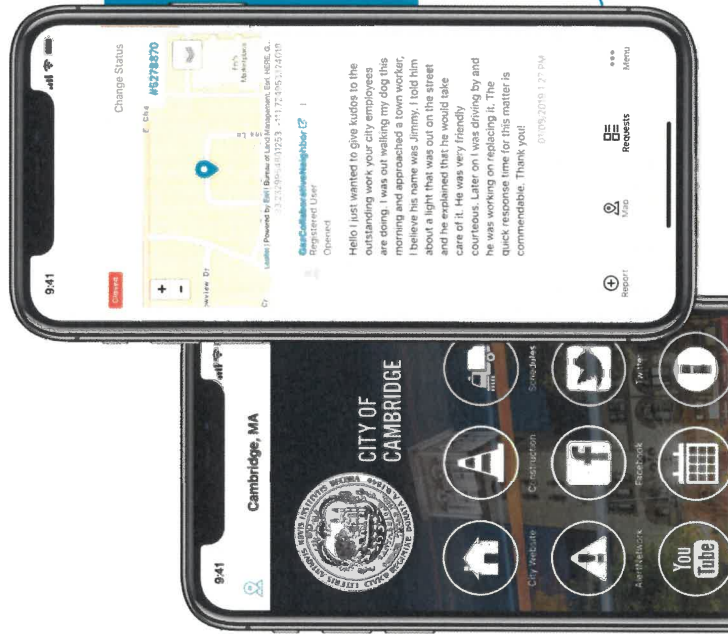
### Integrate with Tools You Use

- 2-way integrations keep staff in the tools they use and send information to SeeClickFix
- Integrations to popular asset management, work order, P.L., and code enforcement tools



### Build Trust Between Citizens and Staff

- Provide a branded gateway to the city
- Enable residents to thank staff
- Have staff feel valued
- Tell your story with data



SEECCLICKFIX

SLIDE 16

## What's Included

### GET IMPLEMENTED IN 8 WEEKS OR LESS

- Turnkey implementation
- Dedicated implementation and partnership managers
- Regularly scheduled check-in calls
- Comprehensive training
- Knowledge base
- Regional workshops

“SCF is an excellent citizen engagement product, supported by outstanding staff - St Petersburg wouldn't use anything else!”

### 100+ PARTNER INSPIRED ENHANCEMENTS IN 2018

SECLICKFIX

SLIDE 17



# Proposal for Town of Drumheller, Alberta

Written by Gerald Arksey at Civic LLC

SECTION 1

# Introduction

## **Software Solutions to Connect Your Community**

**We make technology and communication simple**

**We tailor your city's app based on your unique needs and branding, and implement quickly, in a pain-free, fully supported development and integration process in which we are partners in achieving the same goal - a more connected community that runs efficiently.**

We understand that the unknowns may make the process seem daunting, but we are here to simplify it and to help you learn everything you need to know, providing ongoing support whenever you need us.

*The Town of Drumheller has expressed to us a need for a improved workflows and better communication between staff members as well as a desire for increased citizen engagement.*

### **Proposed Solution**

*We have suggested implementing our comprehensive Work Management system with Staff App as well as deploying our custom branded citizen-facing mobile app and notifications system.*

**MyCivic has the solution you need to get you where you want to go.**



## SECTION 2

# Your City App

## Your MyCity Custom Mobile App

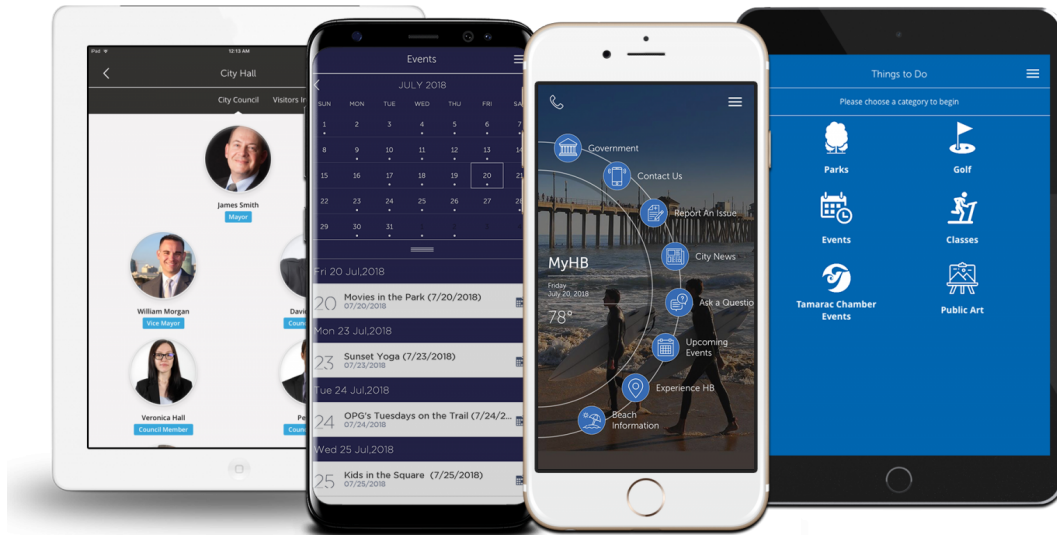
### Project Scope

This is a basic overview to communicate our understanding of the fundamental needs of this project. We propose to develop a mobile app that will work on iPhones, iPads, Android phones and tablets, operated from a simple web based Content Management System (CMS)

**The App will include the following features and functions at launch:**

- Custom Appearance
- People & Information module(s)
- Places & Classes module(s)
- City News; RSS feeds, Facebook, Instagram, Twitter, YouTube and photo albums
- Calendar feeds
- Incident reporting In-app & web plugin
- Citizen facing MyReports
- Content Management System allowing dynamic content additions, changes, & updates

# AGENDA ITEM #2.2



SECTION 3

# Work Management

## Work Management

### 311 System

#### Project Scope

We propose to implement a Work Management System that will be controlled from our web based Citizen Relationship Management (CRM), as well as accessible from our Staff App available on iPhones, iPads, Android devices.

**The Work Management System will include the following features:**

- CRM (Customer Relationship Management)
- Staff App
- Custom Workflows
- Real-Time Updating
- Custom Analytics & Reports
- 3rd Party Integration
- Web plugins
- Facebook plugins
- Whole city mobile app

# AGENDA ITEM #2.2



## SECTION 4

# The Process

## The **Process**

So, you've seen our demonstration of what is possible and what is available to you. You've made the **smart** (city) decision to move **forward**. The total time of getting your app from proposal to the **App Store** is approximately 30-45 days. The process is outlined below.

### **First Look**

Within one week you will receive access to what we call the "**First Look**" app, with your city's information and branding already in place. This is a **test app** containing all of the features that we offer, developed and polished over the years as we've learned best practices through our experience and our client's feedback. You can go through the app, see how it functions, decide what you like, and make note of any changes that you want made.

### **Kick-off Meeting**

After having access to the First Look app and having the chance to test it out, we will have a **kick-off** meeting with our team and yours. This is where you give us **feedback** from using the test app, have any and all questions answered, and we lay out a **project roadmap** to move forward. We also ask that you submit your application to Apple for your **developer account** as soon as possible. We never want their approval process to be a reason for a delay of your launch! And don't worry, we will tell you exactly how to get your account set up.

### Weekly Call

During this testing and building process, you will have a **weekly meeting** between our team and yours. This is the time that you can address any concerns or issues that have come up during development, and provide us with your feedback and **requests**.

### Daily Email

You will also receive a **daily email** from your project manager, **updating you** on what progress has been made in the last 24 hours, list out what is still outstanding from our side, as well as what we may be waiting on your team to deliver. Of course, you can respond to these emails with any questions or requests and we will attend to them immediately.

### Go Live Marketing

As we near the project completion and the go live date, we will address a **marketing strategy** with you. We will inform you of learned best practices, what has been effective for other cities and how to stretch your marketing dollars in the most efficient way possible. For example, you may choose to use the power of social media in the last weeks before launch to **build awareness and anticipation**, posting every couple of days about one of the features or benefits of using the app.

### Launch

Once everything is **complete** and you have given the okay to **launch**, we will submit your app to the app stores. It is usually a few hours to a day or two before they are actually **live**. We will receive notifications once the app is **available for download**.

### Ongoing Support

Our relationship doesn't end here. We actually think of this as just the

## **AGENDA ITEM #2.2**

beginning. As well as the maintenance and service of the software, we are here for you moving forward, to address any issues that come up or any questions you ever have. You can always reach out to your project manager via phone or email, connect with us via our live chat through our website, call our main business line at 714)786-6264 or email us at [info@mycivicapps.com](mailto:info@mycivicapps.com).

**You did it! You're official! On your way to improved productivity and higher citizen engagement!**

SECTION 5

# References

## Our References

### References:

**City of Aliso Viejo, CA**

David Doyle

City Manager

P: 949-425-2512

E: [doyle@cityofaliso Viejo.com](mailto:doyle@cityofaliso Viejo.com)

**City of Tyler, TX**

Benny Yazdanpanahi

Chief Information Officer

P: (903) 531-1122

E: [byazdanpanahi@tylertexas.com](mailto:byazdanpanahi@tylertexas.com)

**City of Compton, CA**

Van Wilson

Director General Services Department

E: [vwilson@comptoncity.org](mailto:vwilson@comptoncity.org)

**Town of Ajax, ON**

Matthew Norton

Office of the CAO

P: 905-619-2529, ext. 3375

E: [matthew.norton@ajax.ca](mailto:matthew.norton@ajax.ca)

**City of Huntington Beach, CA**

Nicole Arms

Senior Information Technology Analyst

P: 714-374-5366



E: nicole.arms@surfcity-hb.org



This is what Matthew Norton, of The Town of Ajax, Ontario, Canada had to say:

*"MyCivic not only offers a very affordable & quality app, regular updates, & additional features at no additional cost, they also give excellent customer service. If you haven't had a demo with them & are looking for a mobile reporting or municipal app, get in touch with them today!"*

Matthew is the Digital Media Specialist in the Office of the CAO.

## Your Pricing

---

000 SETUP <b>Mobile App</b> Project Management; Professional Services; Basic Integrations; Quality Assurance and Remote Training	\$4,375
001 ANNUAL MAINTENANCE Hosting, Maintenance & Updates	\$5,400 /year

---

**One-off Total** \$4,375

**Annual Total** \$5,400/year

Subsequent years will be billed on the anniversary date of the first yearly invoice.

How Much is **not** taking advantage of beneficial technology already costing you?

SECTION 7

# Our Guarantee

## Our **Guarantee**

Here is our promise to you:

### **THE 10 COMMITMENTS**

1. Committed to putting people & product over profit
2. Committed to customer service
  - a. Solutions Consultant
  - b. Client Success Coordinator
  - c. Live Chat
  - d. Accessible CEO
3. Committed to fair pricing
4. Committed to listening to our client's needs and desires
5. Committed to taking responsibility for our mistakes
6. Committed to fixing our mistakes and bugs promptly
7. Committed to innovation
8. Committed to educating our clients & sharing best practices
9. Committed to security
10. Committed to our team

## We're committed to you

We want you to be happy. We want you to have the software you imagined, in a timely manner. We will do everything in our power to exceed your expectations, and if you're not happy, we will always make it right.







# Mobile-First Citizen Communications for Governments

March 2019



# Government Engagement Challenges

- Changing demographic - Millennials & Generation Z
- Need for a faster and simpler way to serve the public
- Changing technological landscape
- Back-end integration (legacy systems, cloud)
- Scarce resources & expertise
- Multiple content sources (internal, 3rd parties, regional)
- Private vs. hosted public cloud services, Canadian & US hosting.
- Need to maintain the digital channels expenses (website & mobile)



## AGENDA ITEM #2.2



# Info Grove Vision

**Simplify the deployment and  
managemens of mobile  
applications for government  
to improve citizen service**

**AGENDA ITEM #2.2**

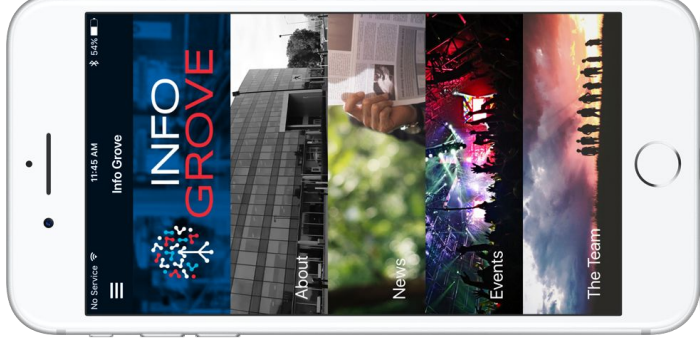




# Info Grove

Town App - Julia

- Mobile-First Communication Service
- Web CMS + Native Mobile Apps
- Modules = Building Blocks
- Branded to Your Specification
- Rapid Deployment
- 3rd Party Integration
- Custom Modules
- Push Notifications
- Multiple Layout Options
- Available in English, French, and Spanish



**AGENDA ITEM #2.2**

# Features

• Contact List	• Push Notifications	• Geofence and Beacon
• Schedule List	• Payments	• Grid Menu
• Schedule Sync	• Startup Questions	• Dashboard Menu
• Locations List	• Self-Assessment	• Slideshow on Startup
• Plain List	• Favourites	• Footer
• PDF List	• Location Links	• Custom Fonts
• RSS Feed	• Membership Card	• Login from launch (private access)
• Content HTML	• Simple Form	• Analytics
• External URL	• Local Access	• Staging Server
• App Link	• Data Sources	• Map Overlay
• Youtube	• External Data Sources	• Weather
• Voting/Survey	• SMS Features	• Weather Canada
• Company Confidential	• Content update notification	

## AGENDA ITEM #2.2

# Why an App?

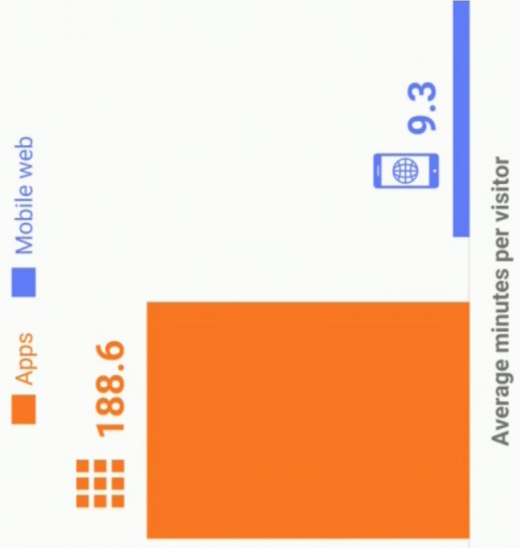
- Faster than a website
- More convenient and accessible
- Offline support
- Better access to onboard services:
  - GPS
  - Camera & Libraries
  - Contacts
  - Native Calendar
  - Bluetooth and NFC
- Social media integrations
- Targeted push notifications



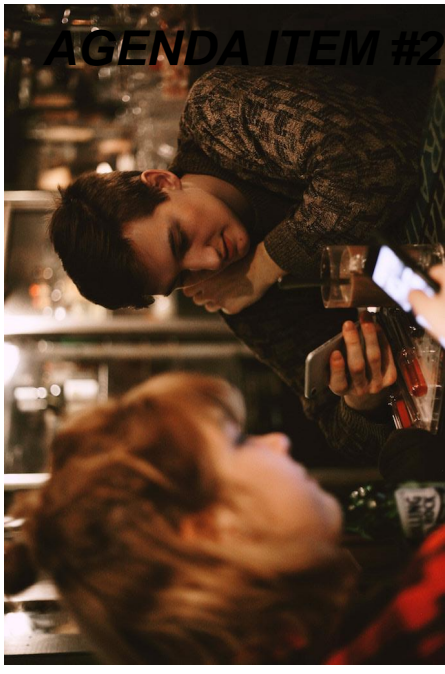
# Why an App? (continued)

## Mobile web engagement

Top 1000 mobile apps vs. top 1000 mobile web properties



It is all about the engagement!!

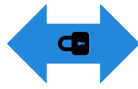


Source: comScore Mobile Metrix, U.S., Age 18+, June 2016

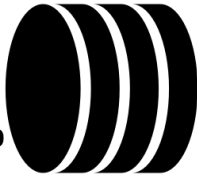
# System Overview

## Content Management System

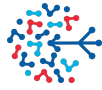
User Profiles & Logins  
Self-Managed Content  
Updates  
Push Notifications



3<sup>rd</sup> Party  
Integrations



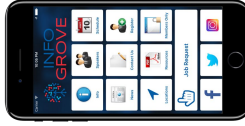
CRM, ERP, Websites  
RSS Newsfeeds  
Additional Web services



INFO  
GROVE



Native Clients



## AGENDA ITEM #2.2

# Simple Content Management

Canadian Honey Council

Views

+ Add View

Name	Type	Is Private	Other Names	EN	FR
About CHC	Parent	N	EN About CHC FR About CHC	<input checked="" type="checkbox"/>	
About Us	Content Html	N	EN About Us FR About Us	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contacts	Contact List	N	EN Contacts FR Contacts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Events	Wordpress Events	N	EN Evénements FR Evénements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Save Our Bees	Content Html	N	EN Save Our Bees FR Sauver nos abeilles	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsors	Content Html	N	EN Sponsors FR Commanditaires	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Beekeeper's Handbook	Parent	N	EN Beekeeper's Handbook FR Le Cahier de l'apiculteur	<input checked="" type="checkbox"/>	
Introduction	Content Html	N	EN Introduction FR Introduction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FAQs	Content Html	N	EN FAQs FR FAQs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Food Safety/Producer Manual	Content Html	N	EN Food Safety/Producer Manual FR Manuel des producteurs pour la sécurité des aliments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Beekeeper's Bee Biosecurity Handbook	URL	N	EN Beekeeper's Bee Biosecurity Handbook FR Guide de l'apiculteur pour la sécurité biologique des abeilles	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BK Full Handbook Downloads	PDF List	N	EN BK Full Handbook Downloads FR Télécharger tous les guides des apiculteurs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BK Template Downloads	PDF List	N	EN BK Template Downloads FR Télécharger les guides modifiés des apiculteurs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

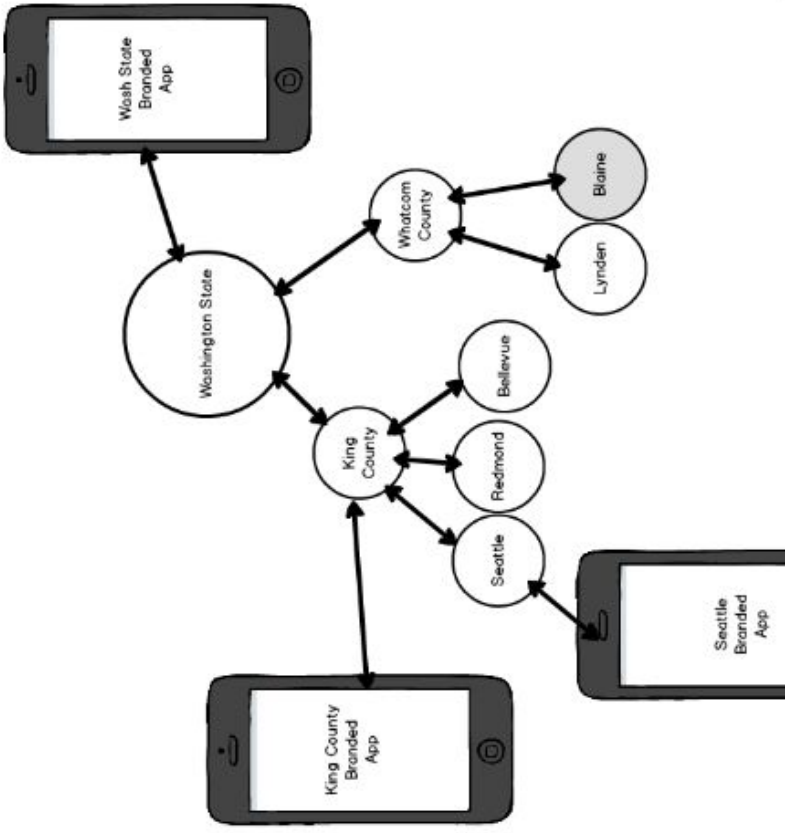
- Hosted content management system
- Manage multilingual content into the website/apps
- Update text, pictures and links
- Very intuitive content management for the website/apps
- Manage multiple content authors for various levels of the website/apps

## AGENDA ITEM #2.2

# Co-ordinating Multiple Content Authors

## AGENDA ITEM #2.2

- Multiple governmental or departmental entities contributing official content
- Mint one, or multiple apps with content
- Delivers a unified set of information to citizens at their current interest and location



# Info Grove Applications

- Report-a-problem/ 311 services
- Road conditions / 511 services
- Government inspection services
- Part-time/full-time staff scheduling
- Public safety and emergency notifications
- E-Health
- School contacts and notifications
- Parks & recreation schedules
- Parking locations
- Public transit schedules
- Neighbourhood watch and crime prevention
- Recycling and garbage collection
- Festival and event applications
- Tourism and economic development
- Whistleblowing & fraud prevention
- Pet adoption and shelter management
- Election registration, notification and polling station lookup

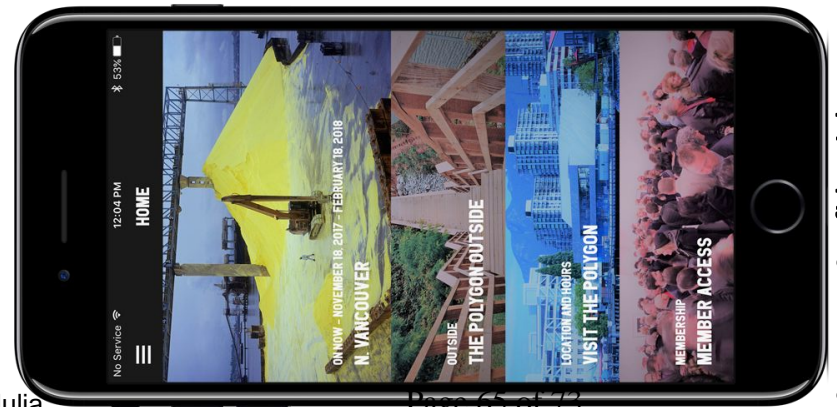
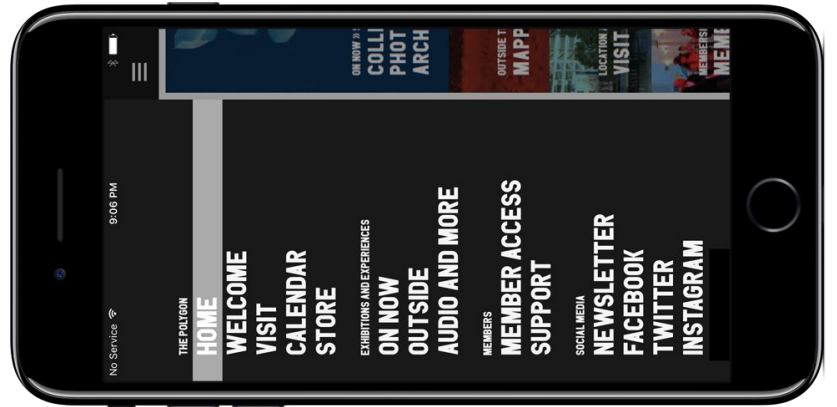
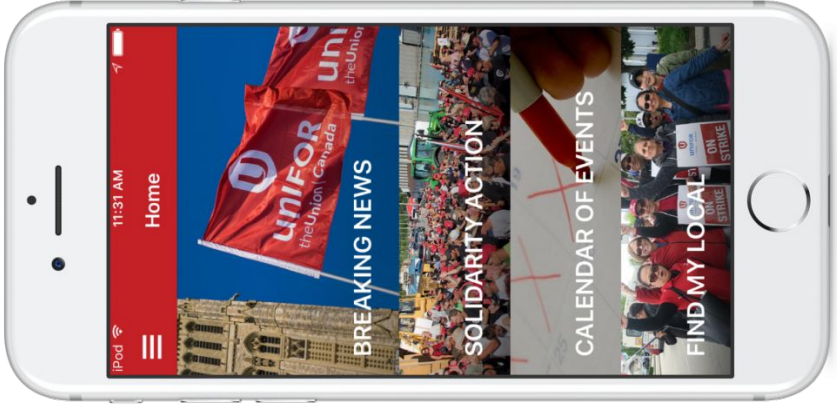
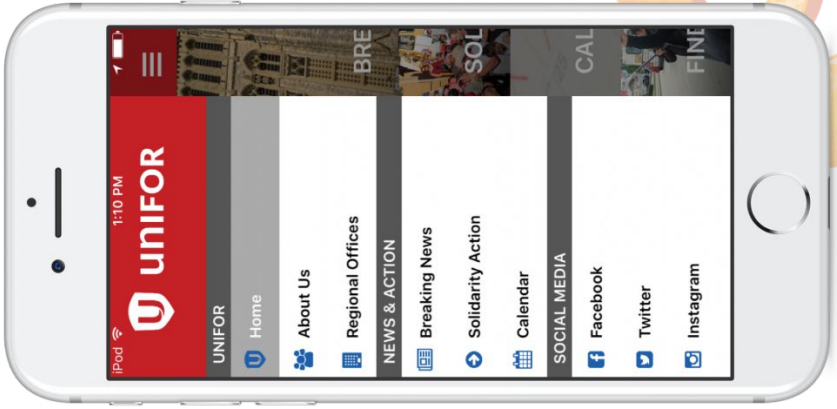


## AGENDA ITEM #2.2



# Samples

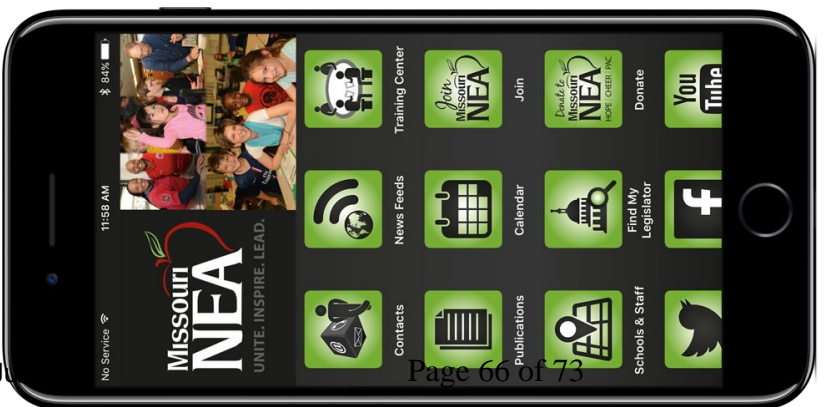
## AGENDA ITEM #2.2



# Samples (continued)

Town App - J

## AGENDA ITEM #2.2



# Samples (continued)

Town App - Julia

## AGENDA ITEM #2.2



Page 07 of 170

Company Confidential

# About 14 Oranges

Town App - Julia

- Founded in 2009, based in Richmond, B.C.
- Bootstrapped firm; no external VC or investment
- Team mix of highly skilled developers, designers, graphic artists and entrepreneurs
- Acquired Delta Small Business Services in May 2014 adding additional web and server development skill sets
- Approach: Agile-based development, UI/UX Design principles
- Experience: iOS, Android, PhoneGap
- Client Skills: C / C++ / Objective C / Swift / Java / HTML / HTML 5 / Java Script
- Server Skills: PHP / Python / Twitter / Bootstrap / Angular JS / Wordpress
- Selected for Wavefront Entrepreneurship Program 2011
- Named 2014 Small Business of the Year by Richmond Chamber of Commerce
- Named One of the Top 100 Most Profitable firms in BC in 2014
- Ranked as 2018 Western Canada Top Mobile App Development Company

## AGENDA ITEM #2.2

Page 68 of 73

# Current Info Grove Customers



**aea**

ARKANSAS EDUCATION  
ASSOCIATION



National Education Association  
**New Mexico**

*my* **OEA**  
OHIO EDUCATION ASSOCIATION



*Manitoba  
Egg Farmers*

**MEA**

Michigan Education Association



CANADIAN AGRICULTURAL  
HUMAN RESOURCE COUNCIL  
CONSEIL CANADIEN POUR  
LES RESSOURCES HUMAINES  
EN AGRICULTURE

**WSPA**

WASHINGTON STATE PHARMACY ASSOCIATION



**Hamilton**



**UNIFOR**

the Union | lesyndicat



**PITTSBURGH**



**AGENDA ITEM #2.2**



ARNPRIOR  
WHERE THE RIVERS MEET.



- Questions?
- Feedback

# Info Grove Demo



# **DRUMHELLER**

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**COUNCIL POLICY**

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**COUNCIL POLICY # C-02-19**

**Relief of Municipal Property Tax on Destroyed Improvements**

**1.0 Policy Statement**

- 1.1 Improvements that have been destroyed or rendered uninhabitable or unusable as a result of extenuating circumstances may be considered for relief against municipal taxes levied in the year of destruction.

The granting of municipal property tax relief is at the sole discretion of Council.

**2.0 Purpose of Policy**

- 2.1 The purpose of this policy is to provide guidance for Council when exercising its discretionary power under Section 347(1) of the Municipal Government Act in response to a request for the cancellation of property taxes as a result of the destruction of improvement(s); to ensure that requests for tax cancellation, reduction or refund are dealt with in a fair and consistent manner.

**3.0 Policy Guiding Principles**

- 3.1 Council will take into account the following guiding taxation principles whenever consideration for cancellation of municipal property tax is being given
- Fairness and equity to taxpayers
  - Stability and predictability of revenue
  - Transparency, simplicity and efficiency
  - Accountability

**4.0 Definitions**

Throughout this Policy

- 4.1 “*Act*” means the Municipal Government Act RSA200, c M-26 as amended
- 4.2 “*Council*” means the council that has been elected to represent the citizens of the Town of Drumheller
- 4.3 “*Municipal Tax Relief*” means municipal tax relief under Section 347 of the Act and can include a cancellation, deferral, reduction or refund.
- 4.4 “*Requisitions*” includes but is not limited to, the Alberta School Foundation Fund (ASFF) and requisitions pursuant to ss 359, 359.1 and 359.2 of the *Act* and designated industrial property requisitions pursuant to s 359.3 of the *Act*



**5.0 General**

- 5.1 All requests for relief of municipal property tax must be submitted in writing to the Director of Corporate Services who will prepare and present a Request for Decision to Council.
- 5.2 All property types are eligible for municipal tax relief consideration against destructed improvements.
- 5.3 Properties under consideration for municipal tax relief remain subject to the due date as per the Notice of Assessment and Property Tax. Late penalty charges are not eligible for relief.

**6 Property Tax Levy Cancellation, Reduction, Refund or Deferral**

- 6.1 Section 347(1) of the Act provides that  
If a council considers it equitable to do so, it may, generally or with respect to a particular taxable property or business, do one or more of the following, with or without conditions:
  - a) cancel or reduce tax arrears;
  - b) cancel or refund all or part of a tax;
  - c) defer the collection of tax
- 6.2 Buildings and/or improvements that become uninhabitable, unusable or destroyed as a result of extenuating circumstances such as fire may be eligible for relief by way of municipal property tax levy cancellation. When considering a request for relief under this policy, Council will
  - a) restrict any cancellation of taxes granted to the municipal tax levy only. Affected property owners will remain responsible for all requisition portions of the tax bill
  - b) apply any consideration given to the assessed value of the building/improvement(s) only. Vacant land assessment will remain fully taxable
  - c) pro-rate any consideration granted due to extenuating circumstances from the date the damage occurred to the end of the taxation year, rounded to the nearest month, to a maximum of \$x,xxx

**Date: June xx, 2019**

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**Chief Administrative Officer**

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**Mayor of Drumheller**