

REPORT

COUNCIL MEETING

MEETING DATE: JANUARY 30, 2017

FROM: Commissioner of Community Services

DATE: January 17, 2017

SUBJECT: Corporate Digital Strategy Update

LOCATION:

WARD: Town wide

Page 1

RECOMMENDATION:

That the report dated October 12, 2016 from the Community Services Commission regarding the Corporate Digital Strategy attached as Appendix A to the report dated January 17, 2017 from the Community Services Commission be received, and that the strategy be approved.

KEY FACTS:

The following are key points for consideration with respect to this report:

- The Corporate Digital Strategy was presented to the CSC meeting of November 7, 2016. Consideration of the strategy was deferred until staff have provided a Council workshop on the strategy. Funding for the strategy was referred to the 2017 budget process.
- The purpose of the workshops was to provide Council with context and more detail about the development of the strategy, best practices currently being used by digital leaders that are embedded in the vision, the benefits of a comprehensive strategy for the town, the desired impacts of the strategic directions, and how the strategy can better leverage town projects already included in the ten year capital forecast.
- All Ward Councillors were offered an opportunity to attend a workshop on the digital strategy in January 2017.

BACKGROUND:

Since the report was first considered in October 2016, two key actions have taken place. Ten out of 13 members of Council attended the workshops on the Digital Strategy held in January 2017 to provide staff with feedback, insights and issues for consideration. The workshops are now complete. Also the request for \$250,000 for

small pilot projects and research was considered through the 2017 budget review and approved.

COMMENT/OPTIONS:

Oakville is very well positioned for a digital transformation and to thrive in an increasingly digitally driven world. It is very important that the town take a strategic approach rather than review each opportunity individually to maximize positive impacts for the community and the organization. The strategy identifies four key areas to move our digital transformation forward:

- Adopt a citizen-centred service design approach;
- Better utilization of data and analytics as a valuable community asset and in decision making;
- Support an internal digital-first culture to improve efficiency and effectiveness; and
- Establish a partnership framework to maximize efficient use of external expertise, resources and funding.

Ongoing digital transformation is vital to future business and employment growth and sustainability, and to overall citizen satisfaction. The strategy directly supports our “Most livable town in Canada” vision.

Through the Ward Councillor workshop discussions, it was suggested that the strategy also consider the following:

- the development of a public wifi strategy that would include transit;
- expansion of the partnership discussion to include local telecommunications providers;
- expansion of the public beta test site mandate to include library technology projects; and
- linkage to a potential innovation hub with digital partners.

Staff will report to Council on these opportunities over the course of 2017.

CONSIDERATIONS:**(A) PUBLIC**

The town will introduce a beta website as an official town test site which allows the public to see the projects that are underway and provide feedback at different stages of development. This site will be live early in 2017.

(B) FINANCIAL

\$250,000 was approved in the 2017 budget process for small pilot projects and research to better manage potential risks and address lessons learned before recommendations for implementation.

(C) IMPACT ON OTHER DEPARTMENTS & USERS

The Director Digital Strategy had extensive interviews with department directors on data analytics, future planned service improvements, and other related initiatives that could help move the digital strategy forward.

(D) CORPORATE AND/OR DEPARTMENT STRATEGIC GOALS

This report addresses the corporate strategic goal to:

- continuously improve our programs and services
- be innovative in everything we do
- be the most livable town in Canada

(E) COMMUNITY SUSTAINABILITY

Digital transformation enables staff to understand our community better, and therefore serve citizens more effectively with relevant services.

Communities that do not prioritize digital transformation risk losing future economic opportunities to those that do. Positioning Oakville as the GTA's most connected community, and aligning our resources behind that goal, makes us more appealing to knowledge based businesses, organizations, and to knowledge workers.

Our digital strategy includes engaging with the business and academic communities at the partnership level, so that digital transformation is accelerated with the skills, knowledge and capital of dedicated partners.

APPENDICES:

Appendix A – Digital Strategy report dated October 12, 2016 and presented to CSC on November 7, 2016.

Prepared by:
Ian Barker, MBA
Director, Digital Strategy

Submitted by:
Colleen Bell
Commissioner Community Services