



## ***Ensuring Your Website Works for Your Municipality***

*Bob McNeil, Cape Breton Regional Municipality  
Steven Feindel, Service Nova Scotia & Municipal Relations*

*AMANS Fall Conference  
October 25, 2002*

## **e-Government Maze**

*e-Service PDF WWW e-Commerce  
e-Procurement G2E @ Chat  
Vortal ASP **Portal** XML ISP  
G2C e-Business G2B Altavista  
G2G 24x7 HTML Java  
Yahoo DSL Google MSP  
SOAP*



# The Past

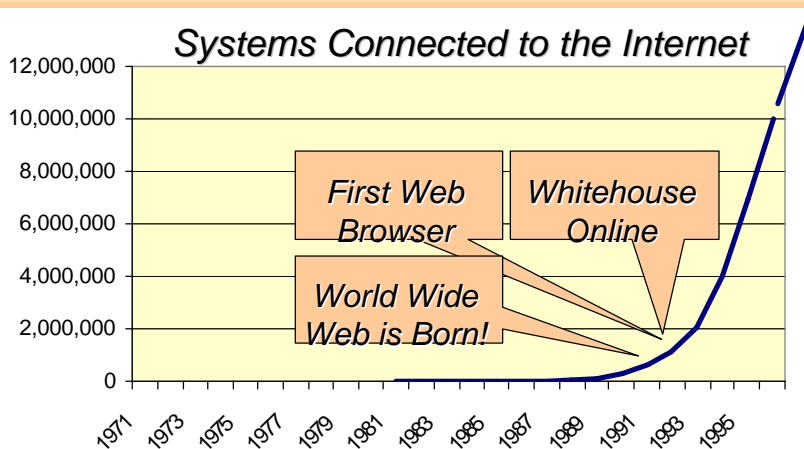
- No one will do business on the Internet
- "It's just a fad"
- 8 hours, 5 days a week
- Turnaround in days/wks

# 1992

- Program-focused
- Paper in, paper out
- Person, mail, telephone
- Information access slow



# The Past



# The Present

- *Business on the Internet*
- *24 hours, 7 days a week*
- *"It's NOT just a fad"*
- *Turnaround in hrs/mins*

# 2002

- *Client-focused delivery*
- *Electronic data*
- *Integrated channels*
- *Immediate access*



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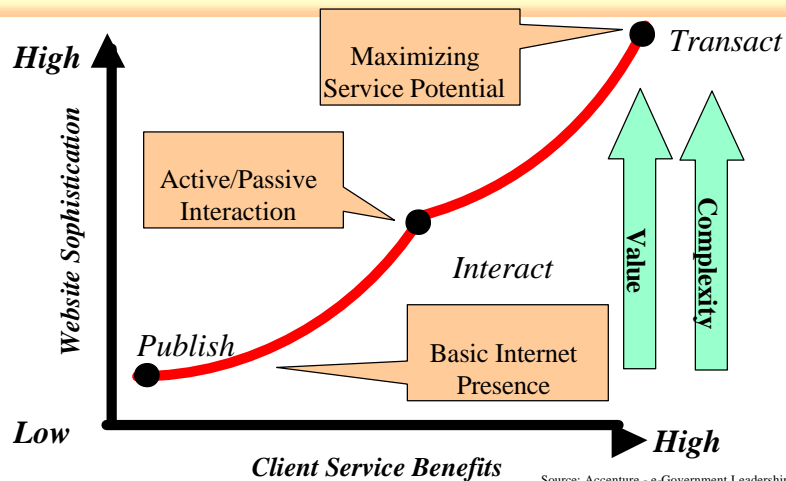
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# Website Functionality



Source: Accenture - e-Government Leadership 2001



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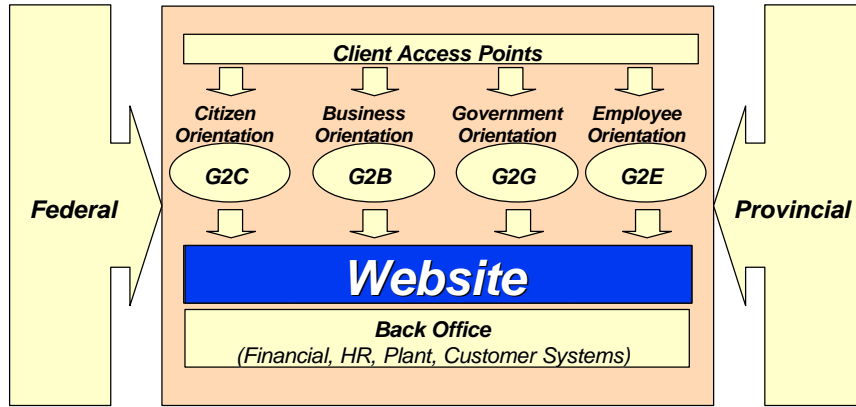
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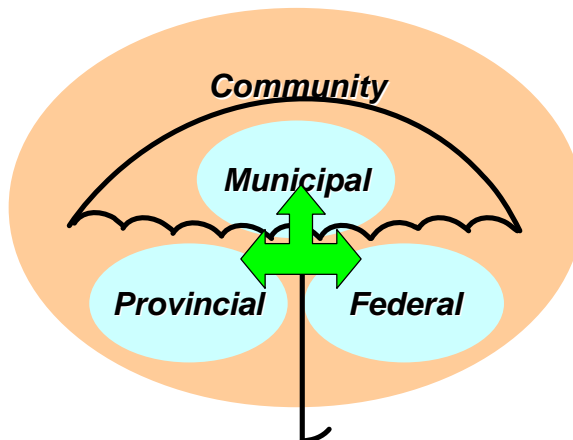
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# e-Government Environment



# Citizen Access



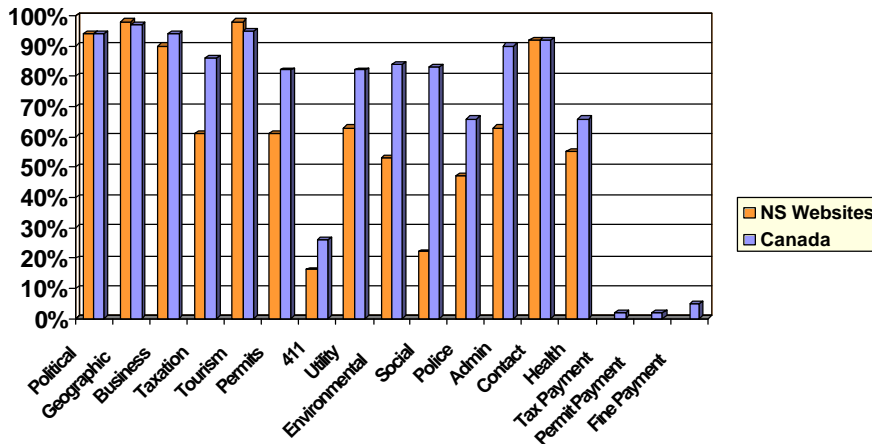
# Municipal Status in Nova Scotia

- Every municipality has some web presence
- Varying degrees of capability
- Our situation is not unique



# Nova Scotia Website Overview

Data from Municipal e-Government Survey 2001



## The Future

- e-Democracy
- Collaborative Gov't
- Full service, all the time
- Service excellence

# 2007

- Citizens in command
- No wrong place
- Online voting
- 13 year old today, will vote tomorrow



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## The Triple “W”

- **World Wide Web**
  - **Whatever** service citizens want...
  - **Whenever** they want it...
  - **Wherever** they may be...

[www.municipalcitizenservice.now](http://www.municipalcitizenservice.now)



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## Why Should You Care?

- *Key tool for getting the message out on issues & “value” – cost effective*
- *Use to engage your citizens – they’re better informed and so are you*
- *Increasing client expectations*
  - *Comparisons with other public and private sector*
  - *Impact on elected officials*
- *“Total” electronic world – getting prepared*
- *The “Municipal Advantage”*



## Key e-Service Considerations

- *Client needs & adoption rates*
- *Accessibility standards*
- *Process change & evolution*
- *Authentication & security*
- *Privacy & client confidence*
- *Transaction integrity & auditability*
- *Employee communication & involvement*
- *Measurement*



## What Citizens Are Saying...

- Majority of Canadians would conduct business online if given the chance\*
- Governments that offer information and services online make government itself more accessible to citizens\* (71%)
- 70% of Nova Scotians think it's important that web-based municipal services be made available to citizens\*\*

\* - CF Group – Digital Canada Pulse - 2001

\*\* - Corporate Research Assoc. – Atlantic Omnibus Survey - 2001



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## Website “Top 5”

- **Content** → What clients want to know
- **Searching** → How clients find it
- **Interacting & Transacting** → How they request/pay for it
- **Security** → How you ensure it's safe
- **Client Service** → What makes them happy



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# Website Content

- **Relevant** → *Do clients want it*
- **Identifiable** → *What does it relate to*
- **Accurate** → *Does it say what it should*
- **Timely** → *Is it there when it needs to be*
- **Maintained** → *Who looks after it*
- **Archived** → *When do you remove it*



# Key Municipal Content

- *Contact information*
- *Available services*
- *Council activities*
- *Municipal issues*
- *Bylaws*
- *Forms and applications*
- *Tourism*
- *Permits & licenses*
- *Taxation*
- *Property & geographic information*
- *Recreation*
- *Police Services*
- *Fire Services*
- *Community events*
- *Utility*
- *Links to:*
  - *Health*
  - *Social*
  - *Education*
  - *Regional development*
  - *Surrounding communities*
  - *Businesses*



# Searching

- *Once you've got the content, clients must be able to find it*
- *Search Mechanisms*
  - *Browsing – navigating the site (e.g. site map)*
  - *Site Search – tools to search your information & services*
  - *External Searching – others searching your site*
- *Results must be...*
  - *Relevant (key words, synonyms)*
  - *Accurate and maintained*



# Google.com Searching

- *Bringing the power of Google to Nova Scotians*
- *Community opportunities in the future*



- Search Government of Nova Scotia
- Search Education
- Search Halifax Regional Municipality
- Search WWW



# Interacting and Transacting

- **Interacting (non-financial)**
  - *Completing applications*
  - *e-mail*
  - *Discussion forums*
- **Transacting (usually financial payment)**
  - *Service request or application*
  - *Payments methods*
    - *Credit Cards and Online Banking today*
    - *Future includes “debit”, electronic funds transfer*



# Payment Challenges

- **Maintaining security**
- **Credit card services**
  - *Cost of business – is it more?*
  - *Decision process – client service requirement?*
- **Client processes**
  - *Refund policy*
- **Back office fulfillment**
  - *Do clients get what they paid for?*



# Key Municipal e-Services

- **Payments for...**
  - *Water & sewer*
  - *Fines*
  - *Licenses*
  - *Taxes*
- **Requests for service**
- **Recreation program notification, registration and payment**
- **Address changes**
- **Building permits**
- **Zoning requests**
- **Business permits & licenses**
- **Online procurement**
- **Future**
  - *Voter registration*
  - *Tax sale bidding*



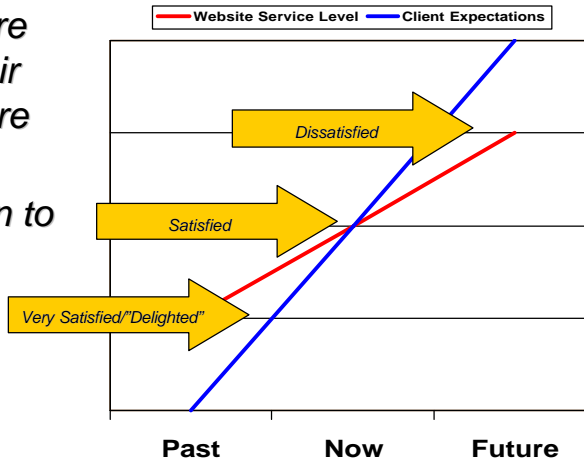
# Security

- **Client Perspective**
  - *Is my information safe?*
  - *How is my information used?*
  - *“Once bitten, twice shy”*
- **Your Perspective**
  - *How do we maintain client confidentiality?*
  - *What’s the risk of a security breach?*
  - *How do we mitigate the risks?*
  - *How do we build citizen confidence?*



# Client Service

- Client needs are simple, but their expectations are increasing
- Want a solution to their problems



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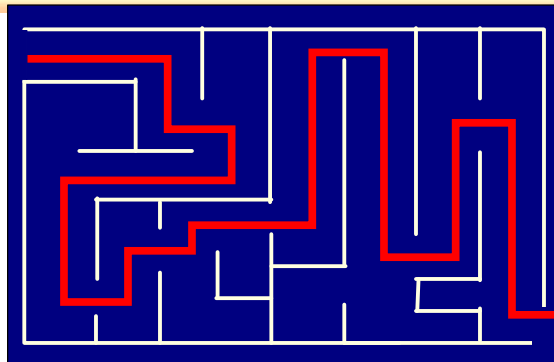
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# e-Government Maze

Client Information or Service Request



Information or Service request Fulfilled

## Client Service!



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## Marketing Your Website

- *How do clients know its there?*
- *Prominent placement on brochures & documents*
- *Promote heavily to internal audience*
- *Cross-promotion with other jurisdictions*
- *Make sure it's a satisfying experience*
- *Consideration for the future*
  - *Payment process can draw them repeatedly to your site*



## Know Your Clients

- *Ask them what they think about the site and the service they receive*
- *You'll be astounded by what they tell you - right & wrong!*
- *Should be cross-channel*
  - *How well does your website do compared to other service channels (in-person, phone, mail, etc...)*



# A Municipal Example

- *Burlington, Ontario introduced their new website earlier this year*
- *Result of a planned, methodical approach*
- *Involved internal & external stakeholders*
- *Established measurements*



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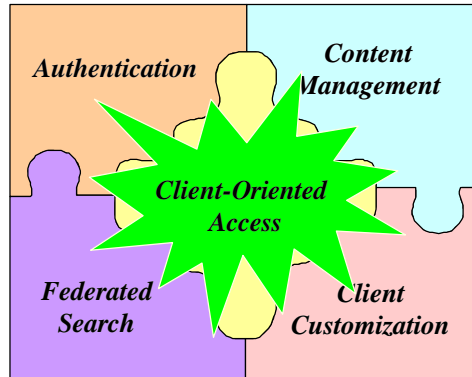
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# Portal Functions

- **Application Integration**
  - *Investment Protection*
- **Authentication**
  - *Coordinated & integrated with new and existing applications*
- **Content Management**
  - *Content, workflow and approvals managed by the business*
- **Federated Searching**
  - *Client ease of access & vertical integration*
- **Client Customization**
  - *To present what they want and how they want it*



# Are You Ready?

- *Does your site offer what your clients want, the way they want it?*
- *Do your employees view the website as a service to them and your clients?*
- *Have you put place the necessary pieces to enable growing your website?*
- *Is there a strong organizational commitment to the web service channel and your site?*





## How To Get Ready

- *Build internal awareness*
- *Develop a strategy*
- *Assess organizational needs and impacts*
- *Consider the people factor*
- *Fine-tune business processes for the web*
- *Establish a secure technology environment*
- *Pool resources with others*
- *Consult with your clients*

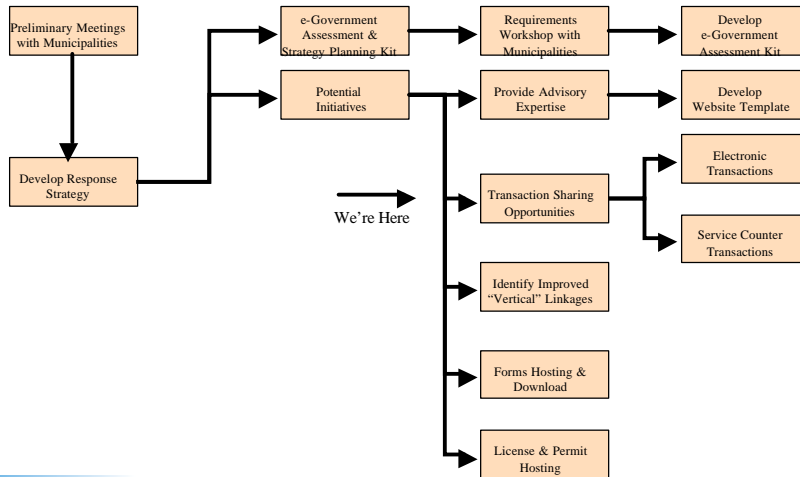


## For More Detail...

- *Local Government Resource Handbook*
  - *Section 6.4 - Transition to Single Window e-Government*
- *Addresses the municipal perspective of...*
  - *The issues related to e-Government*
  - *Developing the strategy and plan*
  - *The major considerations (business processes, technology)*
  - *Assessment tool*
- *Available from...*
  - *[www.gov.ns.ca/snsmr/muns](http://www.gov.ns.ca/snsmr/muns)*



# Municipal e-Gov Roadmap



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# Municipal e-Gov Joint Venture

- 14 municipal units interested in joint ventures
- Pilot projects being considered
- RFP to be sent out
- Payment of taxes
- Purchasing recreation programs, licenses and planning documents
- Zoning and assessment inquiries
- Building and development permits
- Application forms
- Municipal web page templates
- Payment for water, sewer, parking



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## *A Municipal Perspective...*

- *Content Ownership*
- *Online Payments*
- *Hosting Services*
- *Client Service Benefits and Impacts*



## *Content Ownership*

- *CBRM needs to revamp our website*
- *Decided to take a planned approach*
- *SNSMR offers website help*
- *CBRM formed cross-functional committee to review and provide input to website content & design*
- *It's not as easy as we think...*



## Online Payments

- *Subsequent phase of website design*
- *Policy change required to support (i.e. credit card payments)*
- *Cost vs. benefit*
  - *The costs are not what they seem*
- *Client demand will be a key factor in moving forward*



## Hosting Services

- *Presents challenges for many municipalities*
- *Where do want to live?*
- *Let's not duplicate what we don't have to*
- *Those that are good at hosting should do it (security, systems, networks, etc...)*



# Client Service Benefits

## ■ Benefits

- *Meets an area of growing demand for clients*
- *Ease of information access (timeliness)*
- *Improve cash flow – better service*

## ■ Impacts

- *Citizen Service Centres*
  - *Helps offload common services, but employees need to be involved up front*
- *Council*
  - *Improves timeliness of information, but increases scrutiny*



# Other Challenges

## ■ Technology adoption

- *How do we keep up with client requirements and market trends*
- *Portals are an emerging requirement, but need to pool our resources*
- *More technology in our future*



# Questions

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