



Elginconnects Information Session

Date: February 27, 2004

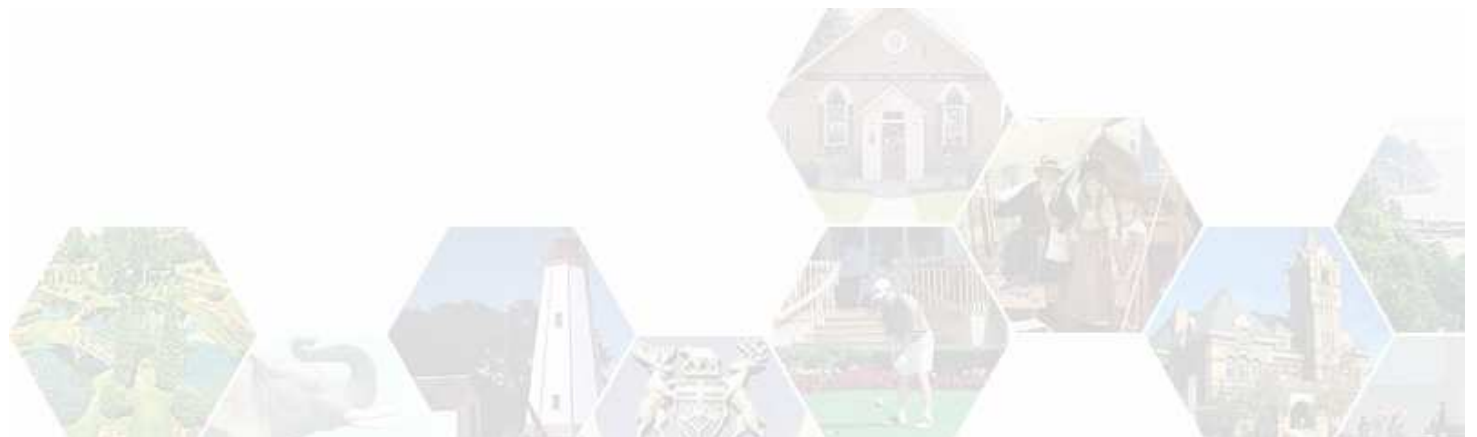


Donna Lunn – Project Manager, ECFDC

Kevin Clement – Principal, EDS Canada

Mark Dietrich – Project Manager, EDS Canada

Debbie Millar – Senior Partner, LNA



1. **Welcome & Introductions**
2. **Status Update**
3. **Introducing EDS & Lanark Network Associates (LNA)**
4. **Vision for Community Portal**
5. **Using Your Portal to Improve Service**
6. **Solution Features**
7. **Implementation Process**
8. **Wrap with Q&A**



» **Project Background:**

- » Current Uses
- » Barriers
- » Priorities

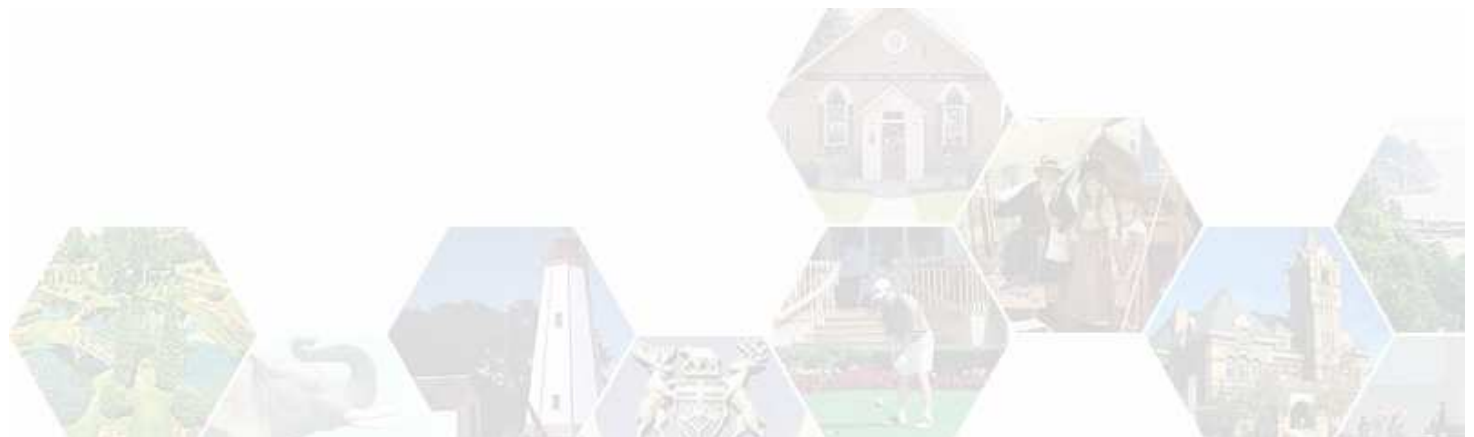
» **Infrastructure**

- » BRAND – Broadband for Rural and Northern Development
- » COBRA – Connect Ontario: Broadband for Regional Access

» **Connect Ontario: Partnering for Smart Communities**

- » Smart Services
- » Partner Selection

» **Our Process**



- » For almost 2 years, ECFDC, EDS & LNA have been preparing for this day
- » **Mission: Create an on-line community centre for the sharing of information and the extension of services to Elgin/St. Thomas' residents, businesses & visitors**
- » EDS celebrated 40 years of servicing customers in 2002

We Have Invested Heavily In Community Services through

- » Elginconnects
- » Sault Ste. Marie Innovation Centre
- » Regional ESD Models
- » Partnerships dedicated to Connect Ontario
- » Developing Connect Ontario Business Case

We're dedicated to growing services to Regional and Municipal Government

Recent Portal Experience

- City of Calgary
- Ministry of Tourism
- City of Edmonton
- Alberta Government Services
- State of Oregon

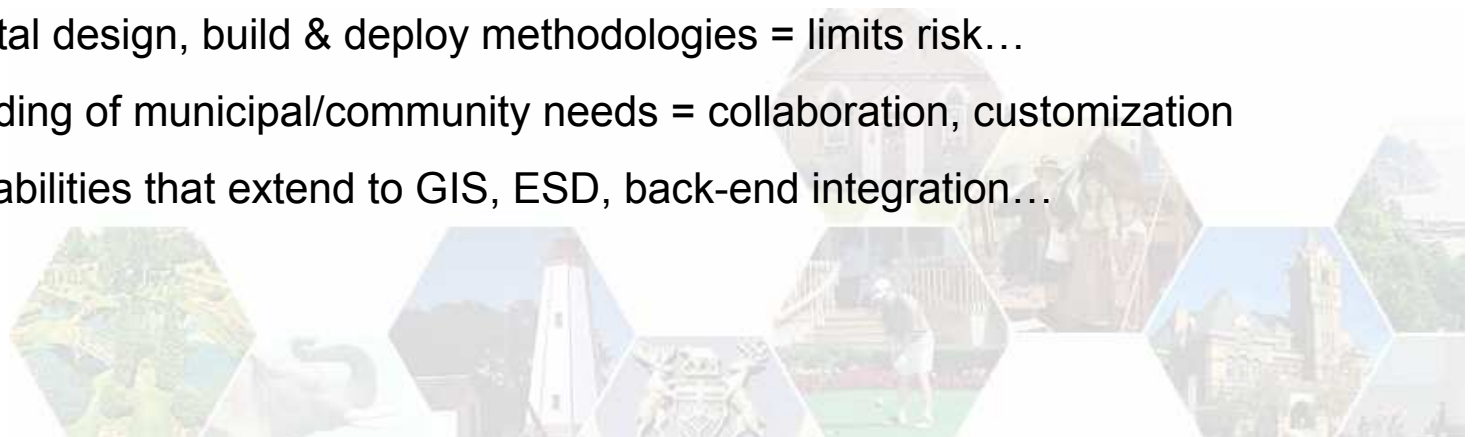
Recent Municipal Experience

- City of Saskatoon
- York Region
- City of Edmonton
- Halton GIS
- SS Marie GIS



What this means for Elgin/St. Thomas...

- Strong portal design, build & deploy methodologies = limits risk...
- Understanding of municipal/community needs = collaboration, customization
- Broad capabilities that extend to GIS, ESD, back-end integration...



“From a COMMUNITY of neighbourhoods to a NEIGHBOURHOOD COMMUNITY in the Global Village...full participation by all citizens in the governance of a city and the development of desirable cultural, educational and social services.”

EDS supports this vision through:

- » Delegated Community Portal Model...empowering rural and urban constituents
- » Distributed Content Management & Control
- » Robust personalization
- » Our plans for accelerated adoption of Elginconnects...success = adoption
 - Focus on partners – delegated sites and flexible branding
 - Focus on citizens – intuitively presented priority services
 - Focus on external audience – tourism and business information & services
- » Holistic portal view
 - Strategy & planning
 - Implementation
 - Attraction & adoption
 - Sustainability

**Primary Goal is to
Improve Service**

Citizens are becoming more sophisticated in their use of technology and will, in the future, simply expect to conduct all transactions on-line

Improve service to citizens:

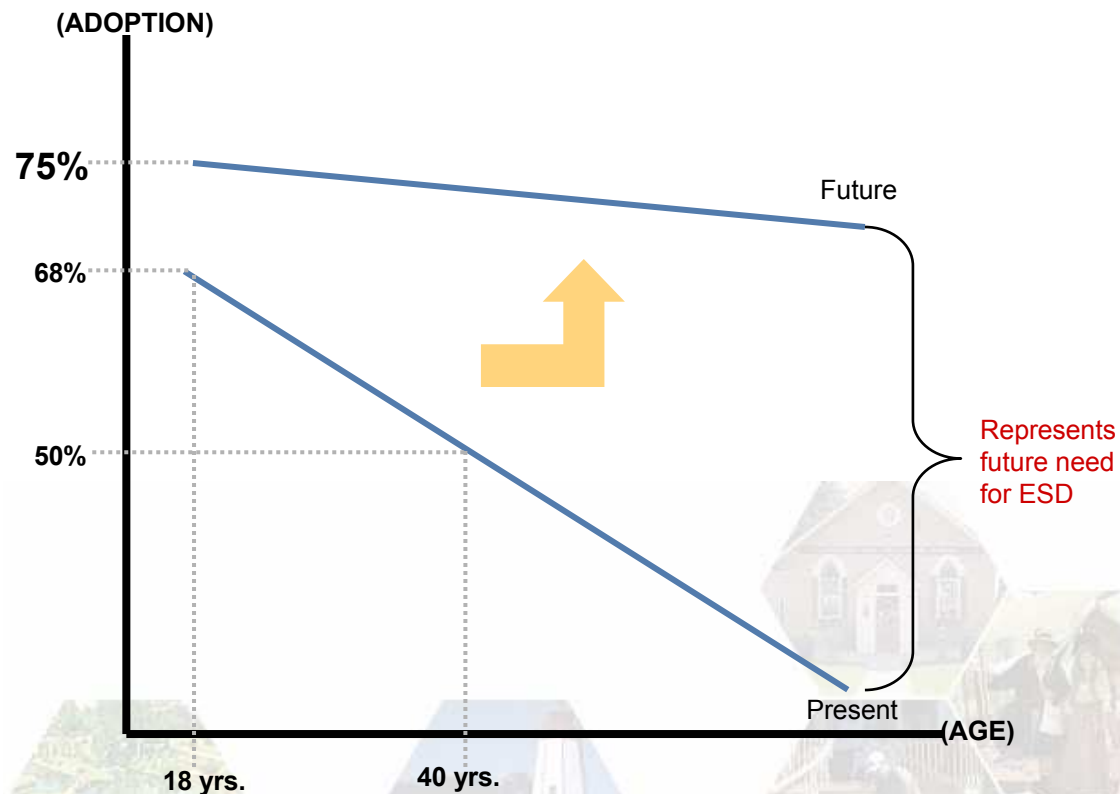
- » For the next generation – young pioneers for whom keyboards and wireless communication are part of their connective existence
- » These users are accustomed to the advantages of the way the private-sector has applied information technology, the demand will be no less when it comes to government



Why Improve Service Through the Web?

**Younger generations have grown up with transacting on-line...
overtime, 75% of the population, at all ages, will regularly transact on-line**

Internet Adoption Rates:



A time study conducted by the province of Alberta has shown significant process improvements by offering vehicle registration over the internet

Study:

- » A comparative study of the Province of Alberta's vehicle registration renewal process "in-line" verses online
- » Option1: Over the Counter Renewal
 - **TOTAL TIME ELAPSED**
= 2 hours, 32 minutes
- » Option 2: On-line Renewal
 - **TOTAL EFFORT TIME ELAPSED**
= 9 minutes





Vision of Calgary on the Web:

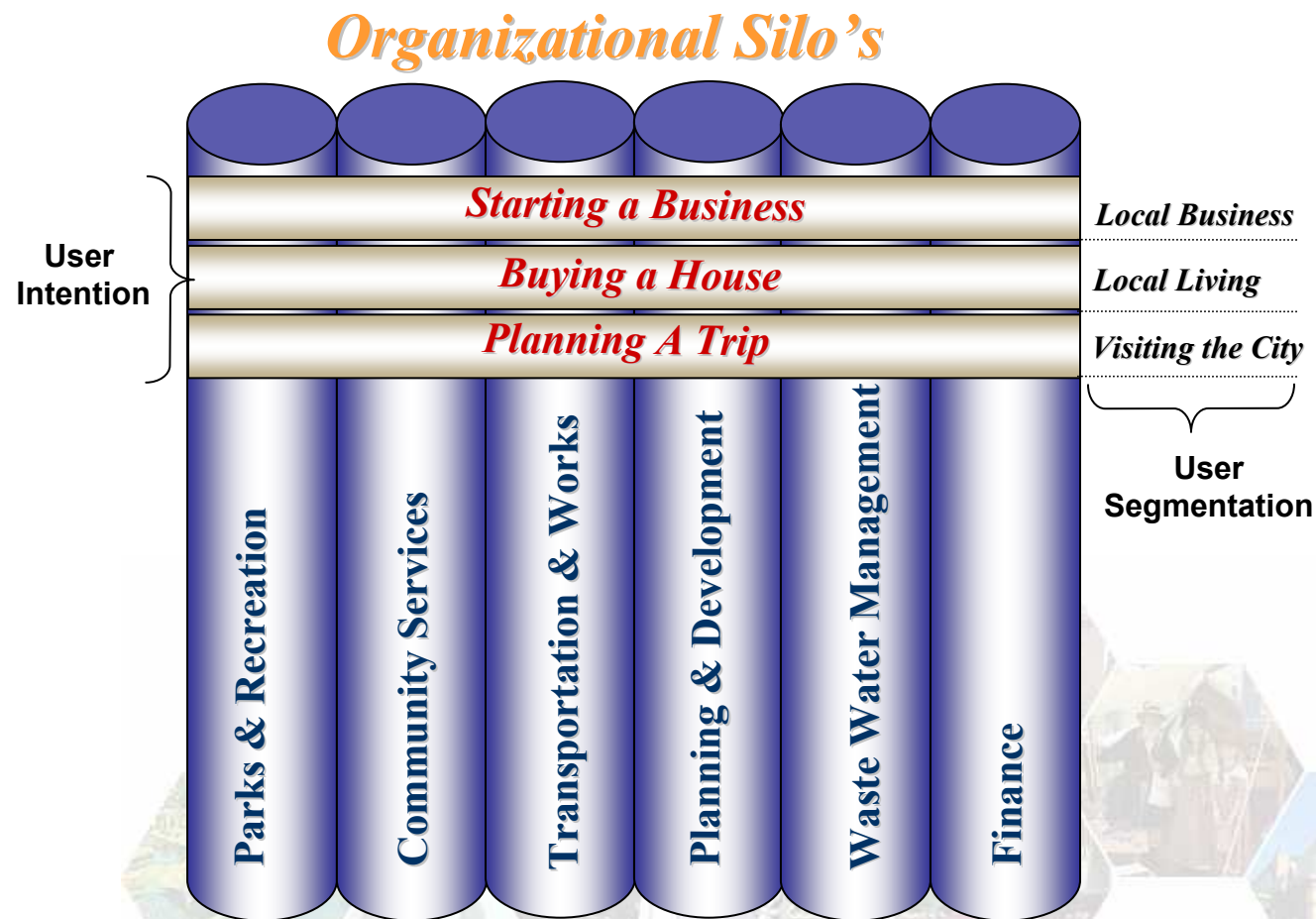
Convenient access to the City information and services you want and need !

Specific Goals of the Project:

- Communicate Calgary's Image
- Provide and receive information
- Offer customers convenient services
- Introduce operational efficiencies
- Enrich the community of Calgary

Leading e-government practitioners and thinkers all agree that e-service success comes when silo's are removed from the face to the citizen

Intention Based Delivery Model:





Tourism Vision:

Market Ontario as the premier four-season destination... world-wide !

Specific Goals of the Project:

- Communicate the breadth & depth of Ontario
- Be partner-focused...access to destinations
- Lay a self-service foundation
- Allow user flexibility & customization
- Create a vehicle for launching and evaluating marketing programs

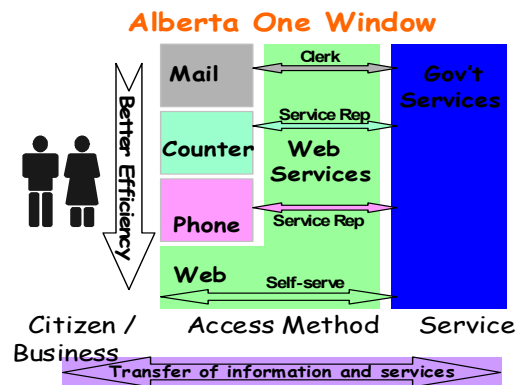


AGS Vision:

Maximize service delivery in an environment of shrinking budgets !

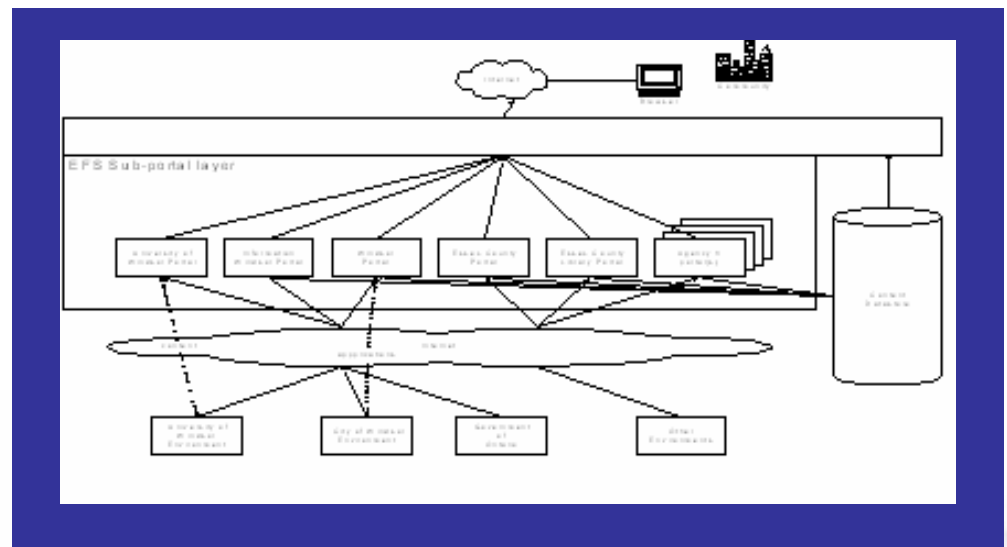
Specific Goals of the Project:

- Consolidate delivery channels
- Stream-line cost of delivering services
- Upgrade old applications
- Enhance customer service
- Time Study conducted...Service time through ESD from 2 hours off-line to 9 minutes on-line



- » The Community Portal will act as a single repository of information and services for all residents of the region as well as for visitors and interested parties.
- » The portal will leverage and enhance the pre-existing web presences of government agencies and community stakeholder groups.
- » Each agency, group and municipality that is associated with the Elginconnects portal will maintain its distinct image...
 - Custom design of municipal sites (leveraging common navigation)
 - Web-connect to existing partner sites to be viewed through portal lens.
 - Delegated administration and content model
- » Sharing a common platform for delivery of electronic services

Overview of Portal Structure



The following screen-capture demonstration represents the mocked-up design used for Elginconnects

The screen-shots model the following use cases...

- » Personalizing a user experience
- » Initiating a transaction through the portal
- » Navigating as a user external to the Elginconnects community



Community Groups - Microsoft Internet Explorer

File Edit View Favorites Tools Help Send

Back Forward Stop Home Search Favorites Media Print Mail News RSS Feeds

Address http://nysun1.dnsalias.com/portal/site/elgin/ Go

Welcome

Area Municipalities at a Glance...

- Aldborough
- Alymer
- Belmont
- Dunwich
- Dutton
- Former Malahide
- Port Burwell
- Port Stanley
- South Dorchester
- Southwold
- Springfield
- St. Thomas
- West Lorne
- Vienna
- Yarmouth

Community Groups News Government Services Health & Caring Education Libraries

Help Search MyElginPortal.com

Login Register

elginconnects connecting communities to each other & the world

Local Business

ELGIN COUNTY BUSINESS DIRECTORY

Area Municipalities Visit

Agriculture

Port Burwell Lighthouse

Area Municipalities Visit

Tourism

ELGIN COUNTY A Place to Love

Area Municipalities Visit

Internet

elginconnects Register - Microsoft Internet Explorer

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Address <http://nysun1.dnsalias.com/portal/site/elgin/index.jsp?epi-content=REGISTER> Go

Welcome

Help Search MyElginPortal.com

Login Register

Community Groups News Government Services Health & Caring Education Libraries

elginconnects Register

Please provide us with some information about yourself. Your postal code helps us determine local sports teams, TV listings, and weather. Birthday determines the horoscope.

* Denotes Required Fields

* **UserName:**

* **New Password:**

* **Confirm Password:**

* **E-mail:**

* **First Name:**

* **Last Name:**

Gender: ☒ Male ☐ Female

Timezone:

Resident Of:

Date of Birth:

Postal Code:

Area Municipalities

- Dunwich
- Dutton
- Former Malahide
- Port Burwell
- Port Staley
- South Dorchester
- Southwold
- Springfield
- St. Thomas
- West Lorne
- Vienna

Done Internet

Default User Message - Microsoft Internet Explorer

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Address http://nysun1.dnsalias.com/portal/site/elgin/index.jsp?epi-content=USER_MESSAGE

Help Search MyElginPortal.com

Logout M

Welcome Han Solo

Elgin Municipalities

- Aldborough
- Alymer
- Belmont
- Dunwich
- Dutton
- Former Malahide
- Port Burwell
- Port Stanley
- South Dorchester
- Southwold
- Springfield
- St. Thomas
- West Lorne
- Vienna
- Yarmouth

Community Groups News Government Services Health & Caring Education Libraries

New User Registration: Confirmation

Welcome!
Your account has successfully been created.

Edit Page Content: Select a Page to Edit

or

Go to Site

- Select a Page to Edit
- News
- Government Services
- Health & Caring
- Education
- Libraries

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Done Internet

Community Groups - Microsoft Internet Explorer

File Edit View Favorites Tools Help Send

Back Forward Stop Home Search Favorites Media Print Mail News RSS Feeds

Address http://nysun1.dnsalias.com/portal/site/elgin/ Go

Welcome Han Solo

Help Search MyElginPortal.com Logout My Account My Colors

Community Groups News **Government Services** Health & Caring Education Libraries

City Council
City Departments
City Hall Directory
St. Thomas Police Services
Links to Affiliate Services

Edit Content

Use this view to add or remove modules and categories. Select to preview an individual module. Arrange modules by going to [Move Content](#)

Business

- ☐ **Business in St. Thomas**
What you need to know to start, own, and operate a business in St. Thomas.

Community

- ☐ **eCouncil Meetings**
View archived and live Council Meetings.
- ☐ **Message from the Mayor**
A message from the mayor of your community.
- ☐ **Tourism in St. Thomas**
Learn more about St. Thomas and what it has to offer to its visitors.
- ☐ **Welcome to Downtown St. Thomas**
Information on downtown St. Thomas

Government Services

- ☐ **Elgin County Administration**
Information about the Elgin County Administration office.
- ☒ **Government Services Menu**
Services offered by the municipal governments within Elgin County.
- ☐ **Pet License Registration Form**
Mandatory form for pet owners.

Learning

- ☐ **Taxation**
Learn about municipal tax rules.

Personal

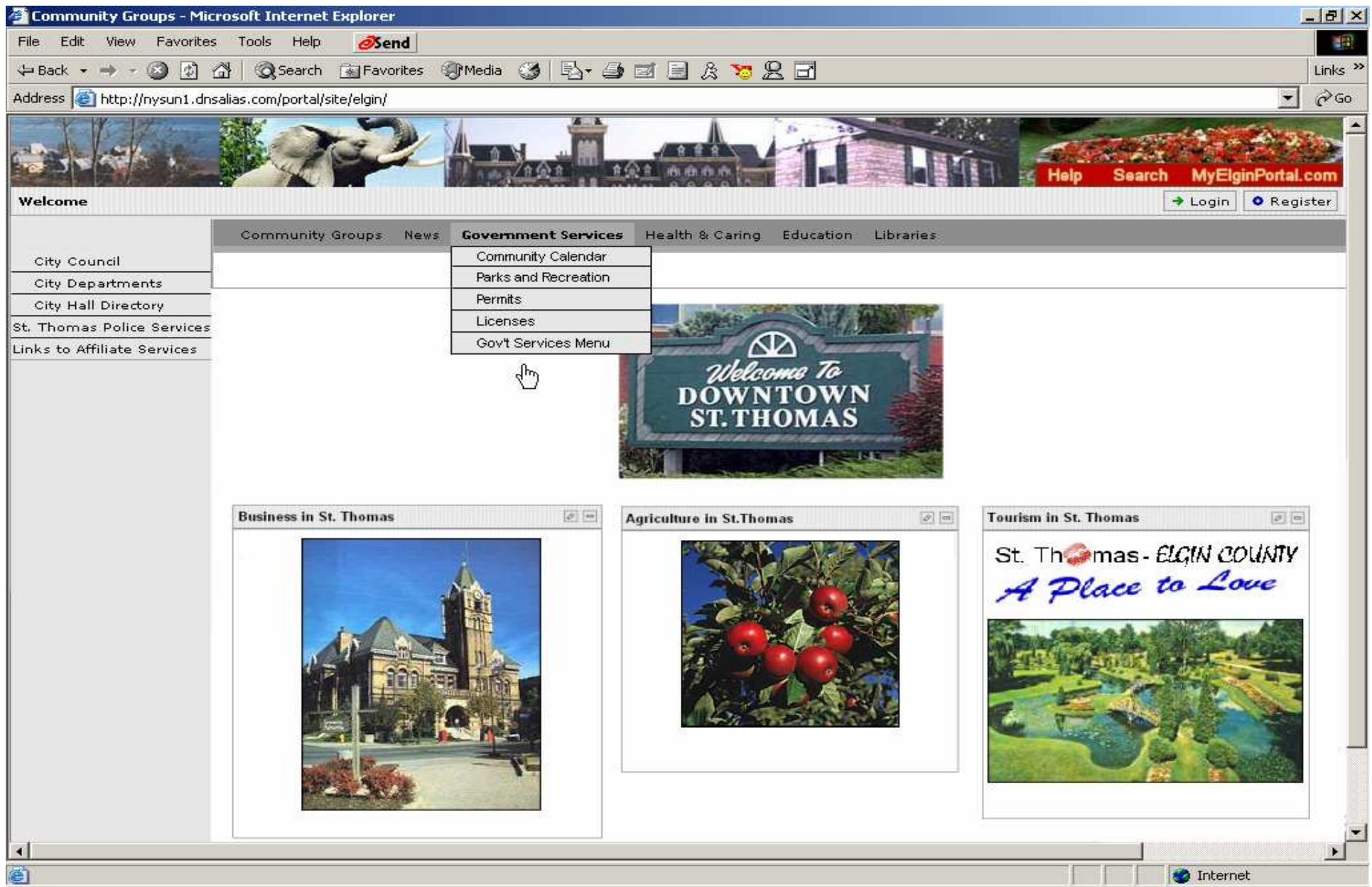
- ☐ **My Municipal Services**
View the personal municipal services that you have subscribed to.
- ☐ **Recreation Registration**
Register yourself or your family for recreation activities offered by your local community centre.

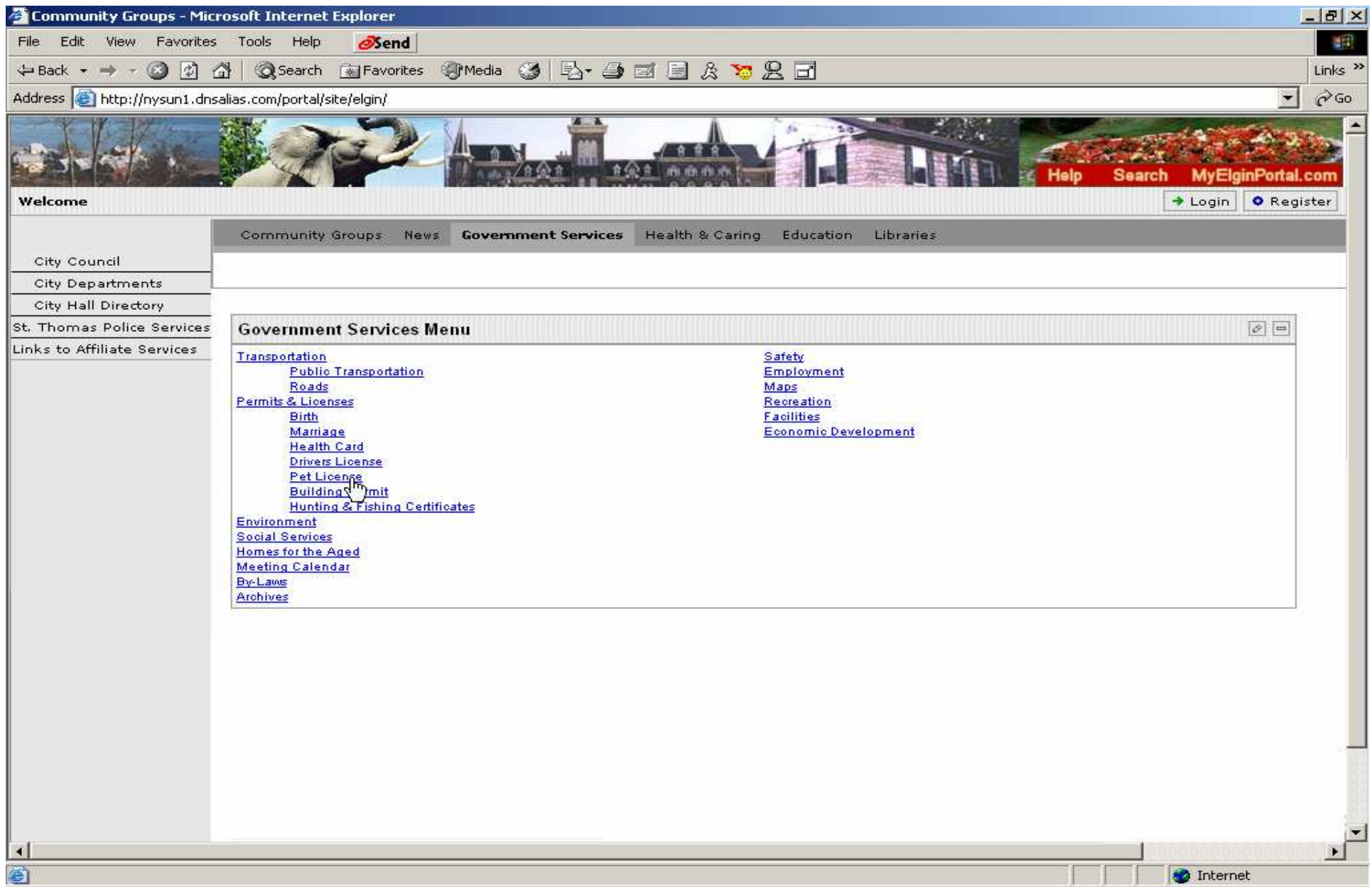
Tools

- ☐ **Search**
Search the Elgin Connects Portal Site.
- ☐ **Tax Calculator**
Estimate the your property taxes.

Save Save & Move Content Cancel

Internet





Community Groups - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Links >>

Address http://nysun1.dnsalias.com/portal/site/elgin/ Go

Welcome Login Register

Community Groups News **Government Services** Health & Caring Education Libraries

City Council
City Departments
City Hall Directory
St. Thomas Police Services
Links to Affiliate Services

Pet License Registration Form

Please complete the registration form below. To register for a pet license, you must provide information in all of the required fields below (* denotes required fields). Click on [Privacy Statement](#) to view the privacy statement.

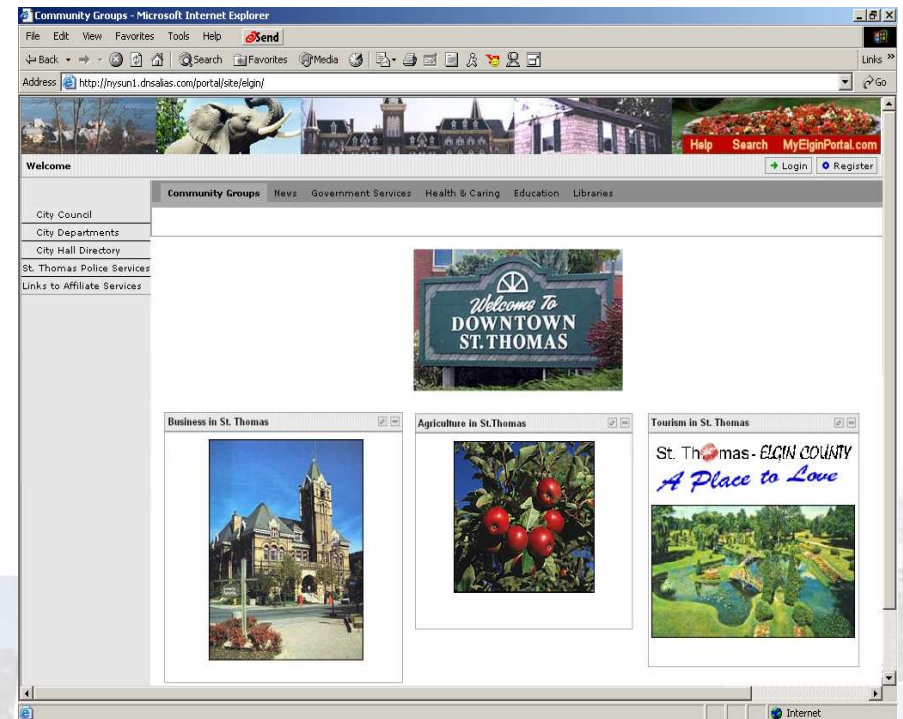
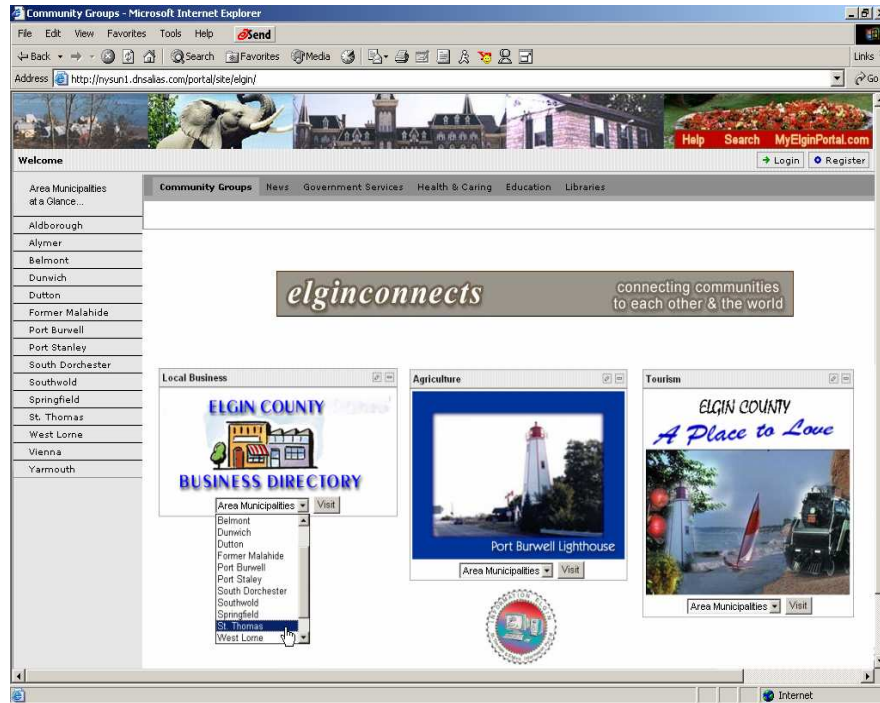
The optional registration fields will be used for informational purposes only. With this information we will be able to understand your interests and therefore enhance this website to better meet your needs.

* First Name:
(User Name):
Last Name:
* Email:
* Address:
* City:
* Postal Code:
Birthday: (mm/dd/yy)
Province:
Occupation:

Please select the following if you would like to receive future email notification for any or all of the topics.

☒ Pet Shows
☒ Vet Clinics
☒ Pet Food Discounts

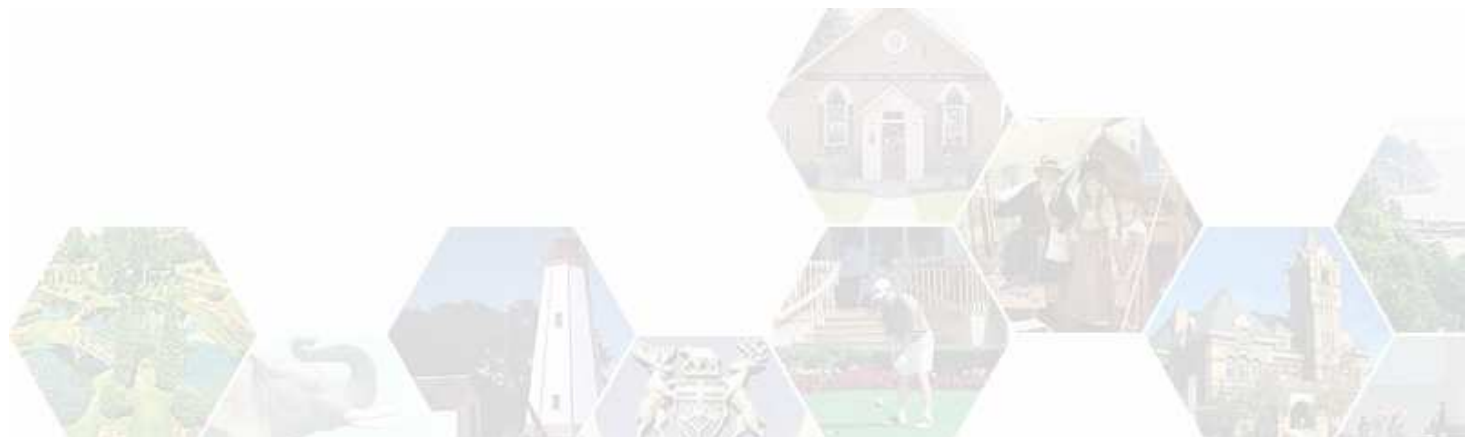
Internet



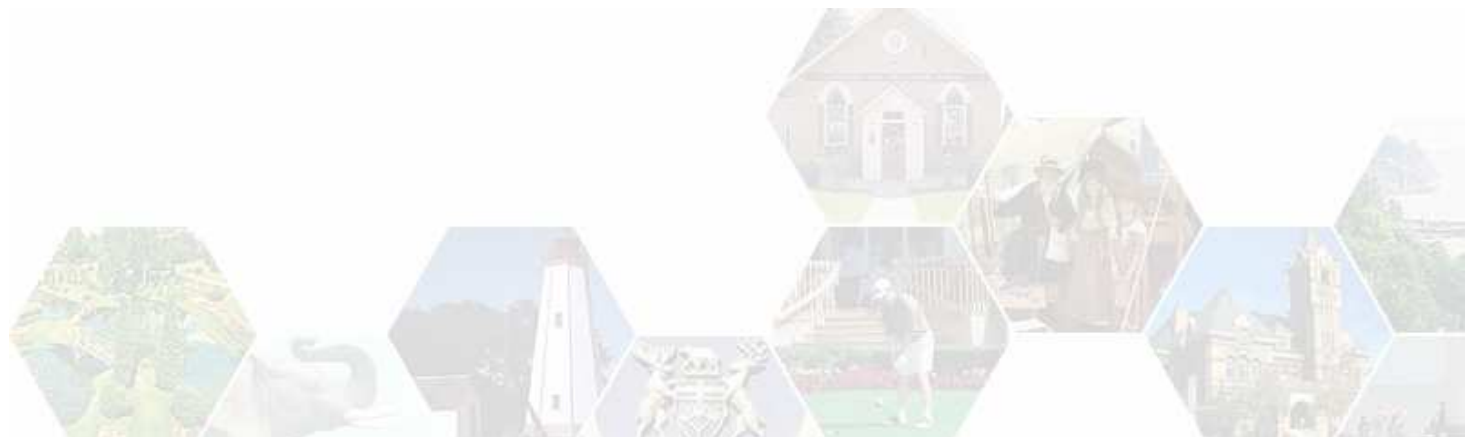
- » As in the private sector, leaders are innovative and bring creative ideas together with technology to change service delivery
- » Over and over, three key guiding principals govern the success of e-strategies
 - Develop citizen-centric delivery models
 - Ensure that service does improve
- » Simply building a Community portal with e-services will not ensure project success and site adoption
 - Site must be useful...transactions that people use and content that is current
 - Site must be usable...information and services structured so that they are easy for the user to find and use (3click rule)
- » Success will come by watching what others have done and making their wins fit the citizens of Elgin and St. Thomas



- » Objectives of Community Workshops:
Define information and services within ElginConnects that will be both usable and useful for Elgin communities and stakeholders.
- » Process to achieve objectives:
Facilitated workshops following a User-Centred design process.
- » Expected results:
Consensus on ElginConnects information and services.



1. Introductions
2. Outline objectives, process and outcome of workshops
3. Gather initial response to general questions.
4. Refine initial response by identifying users and developing specific user processes.
5. Develop matrix of users and key processes.
6. Prioritize key processes.
7. Gain consensus on content and functionality using prioritized user processes.



Agriculture

Business, Tourism & Economic Development

Conservation Areas

County of Elgin

The City of St. Thomas

Elgin Municipalities

Education and Training

Health and Caring



Vision – Site must be community focused

- » Through facilitated workshops involving community stakeholders identify key site features that will be both useful and usable to Elgin County communities.
- » Validate findings with community users.

Workshop objectives and activities

- » Facilitate identification of content and functional requirements.
- » Gain consensus on key site features.
- » Use information gained from workshops to guide design and development of portal content and functionality



To design a site that works for you and your intended audience, you have to know a lot about those people. They may be *customers, consumers, researchers, or the public.*



usability.gov



Facilitate identification of information and service requirements...

- » Gather responses to two general questions:
 - What information or services can be delivered to ElginConnects to be usable and useful to your community?
 - What information or services can be received through ElginConnects to be usable and useful to your community?
- » Derive specific scenarios and activities by refining responses to general questions.
- » Prioritize scenarios based on importance to community.

Refine responses by identifying who will use the site...

- » Identify community user groups who use the system directly, 'hands on'.
- » Identify primary users who use the system frequently
- » Identify secondary users who use it more infrequently such as administrators, maintainers.



Refine responses by identifying key user activities...

- » Identify a reason for visiting the site.
- » Identify the goal(s) to be accomplished by visiting the site.
- » Describe the specific steps one would expect to follow to achieve the goal(s) identified in the previous step.

Prioritize scenarios based on importance...

- » Gain consensus on the most important user processes.
- » Ensure prioritized user processes are the focus of development and design efforts.
- » Validate key user processes and priorities.



Requirements	Design	Development	Test	Implement
March	March-April	April-June	June-July	August-Sept
Workshops	Define Solution Architecture	Develop user interface	System Integration Testing (SIT)	Migrate to production
	Define User Interfaces	Integrate with other applications	User Acceptance Testing (UAT)	GO-LIVE
	Order HW/SW	Develop portal applications		Knowledge Transfer



- » Agriculture – TBD in March
- » Health and Caring – TBD in March
- » Conservation – TBD in March
- » Economic Development and Tourism – TBD in March
- » Education and Training – TBD in March
- » St. Thomas – Wednesday March 10
- » Elgin County – Thursday March 11
- » Elgin Municipalities – Friday March 12
- » End-user Focus Group or Technical Focus Group to follow if needed - end of March / early April



Email: millar@lanarknetwork.com

Debbie is contacting participants by email and follow-up phone calls