

COMMITTEE OF THE WHOLE - WORKING SESSION – OCTOBER 23, 2007

E-NEWSLETTERS AND MAILING DATABASE – PILOT PROJECT REPORT

Recommendation

The Chief Information Officer (CIO), in consultation with the Senior Management Team (SMT) recommends:

- That a presentation by the Chief Information Officer (CIO) on the use of eNewsletters publication and Mailing Database solution be received, and;
- That the attached policies surrounding the appropriate use of the eNewsletter publication and Mailing Database be approved, subject to comments from members of Council, and;
- That staff proceed with the implementation of the eNewsletter publication and Mailing Database solution.

Economic Impact

Sufficient resources are available to proceed with the implementation of the eNewsletter publication and Mailing Database solution.

Communications Plan

N/A

Purpose

The purpose of the presentation is to demonstrate to Council the eNewsletter publication and Mailing Database solution that has been developed under the pilot project and the potential to use the solution to enable the City to directly and quickly distribute information to constituents on a mass scale.

Background - Analysis and Options

There is a business requirement for the City to communicate directly with its constituents on a mass scale and in a timely manner. Traditional methods of communication through media and the City's web site are not always effective at delivering the information quickly and consistently.

Technology based solutions exist to enable the City to rapidly compose and deliver key messages directly to its constituents on a targeted and mass scale. One such solution was recently undertaken as a pilot project and evaluated by City staff and offers potential in addressing the City's communications requirements.

Successful implementation of the solution being considered is highly dependant on the policies and procedures surrounding the appropriate use of the solution and information being collected to support it.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved. Specifically, the recommendations of this report support the following City strategic objectives:

- A1 – Pursue Excellence in Service Delivery
- C1 – Demonstrate Leadership and Promote Effective Governance
- C2 – Enhance Productivity, Cost Effectiveness and Innovation

Regional Implications

None

Conclusion

Based on the positive results of the pilot, the City staff recommend proceeding with the implementation of the eNewsletter publication and Mailing Database solution. To ensure a successful implementation, the attached policies surrounding the use of the eNewsletter publication and Mailing Database, and information being collected to support it, should be approved.

Attachments

Attachment 1 – eNewsletter publication and Mailing Database Policy

Report prepared by:

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Respectfully submitted,

Dimitri YAMPOLSKY
Chief Information Officer (CIO)

eNewsletters publication and Mailing Database Policy

Subject	Corporate	Elected Officials
Standardization of eNewsletter Templates	Corporate Communications department will be responsible for the establishment of eNewsletter templates and ensure consistency with applicable Corporate identity standards	Elected official's office will be responsible for the establishment of eNewsletter templates
Creating of eNewsletters content	City Manager's Office, Corporate Communications and individual Departments will create eNewsletter content, as needed for communicating corporate messages and departmental initiatives A standard eNewsletter will be compiled by Corporate Communications department based on the content submitted, and published upon the approval from the City Manager's office Frequency of eNewsletter publication will be 4 times per year	Elected official's office will create eNewsletter content, as needed for communicating specific elected official's messages
Quality Assurance (QA) of eNewsletter content	Creators of eNewsletter content will be responsible for accuracy and appropriateness of the content Assistance with grammar, writing style, etc. may be requested from Corporate Communications department	Elected Official's office will be responsible for accuracy and appropriateness of the content
Approval of eNewsletter content	Final approval of eNewsletter content is to be provided by the City Manager's office	Final approval of eNewsletter content is to be provided by the Elected Official's office
Training and Support of eNewsletter solution tools	Information & Technology Management (ITM) department will provide technical support for the eNewsletter solution, and facilitate necessary training	Information & Technology Management (ITM) department will provide technical support for the eNewsletter solution, and facilitate necessary training
Collection of data for mailing databases	Corporate mailing database will be compiled using an electronic subscription form, pre-loaded contact information, externally acquired mailing databases and mailing databases contained in all other eNewsletter subscription databases, unless specifically excluded	Elected Official's mailing database will be compiled using an electronic subscription form and pre-loaded contact information

eNewsletters publication and Mailing Database Policy

Subject	Corporate	Elected Officials
Subscription Process for eNewsletters and Promotion	<p>Members of the public will be able to subscribe to receive eNewsletters using an on-line subscription form on the City's web site</p> <p>Members of the public will be able to Unsubscribe from mailing databases using the "unsubscribe" function that will be embedded into every eNewsletter publication</p> <p>Various methods, such as Access Vaughan, standard forms, paper publications, brochures, tax bills, pre-recorded telephone greetings, programs registration system, Case Tracking System, etc. will be used to promote and increase subscription to corporate eNewsletter publications</p>	<p>Members of the public will be able to subscribe to receive eNewsletters using an on-line subscription form on the Elected Official's page of the City's web site</p> <p>While subscribing to the Elected Official's eNewsletter publications, members of the public will be given an opportunity to also subscribe to the City's corporate eNewsletter publications</p> <p>Members of the public will be able to Unsubscribe from mailing databases using the "unsubscribe" function that will be embedded into every eNewsletter publication</p> <p>Elected Officials will use their resources to promote and increase subscription to Elected Official's eNewsletter publications</p>
Ownership of mailing databases	<p>Corporate mailing database will be owned by the City and the City Manager's office will control access and use of the corporate mailing database</p>	<p>Elected Official's office will control access and use of their mailing database and will retain content at the end of their service as an Elected Official</p>
Usage of mailing databases	<p>Corporate mailing database will be used for communication of City messages and departmental initiatives related to City operations and services</p> <p>Corporate mailing database will NOT be accessible to Elected Officials</p>	<p>Elected Official's mailing database will be used for communication of Elected Official's messages related to their duties as an Elected Official</p> <p>Elected Official's mailing database will NOT be accessible by other Elected Officials</p> <p>As a City resource, Elected Officials or their staff will not have access to the eNewsletter publication capability and Mailing Database during municipal elections campaign period (June 30 – Election Day)</p>

eNewsletters publication and Mailing Database Policy

Subject

Corporate

Elected Officials

Administration and management of mailing databases	Corporate Communications department will administer the corporate mailing database and ensure accuracy and currency of the data	Elected Official's office will administer the Elected Official's mailing database and ensure accuracy and currency of the data
Financial responsibility for eNewsletter solution	ITM department will be responsible for the cost of initial setup, on-going operation and maintenance of the eNewsletter solution, including standard eNewsletter templates and Mailing Database	ITM department will be responsible for the cost of initial setup, on-going operation and maintenance of the eNewsletter solution Elected Official's office content will be responsible for the cost of customizing the standard eNewsletter templates and functional modifications

Other Issues for Consideration:

Protection of Privacy / Legal Disclaimer

Legal Services department is to provide text to be used on the Subscription Form and to inform subscribers that the information being provided by Subscribers will be used exclusively for the purpose of City communications with subscribers.

Rollout Planning

A readiness assessment will be carried out in the City Manager's office and Elected Officials offices to determine work effort required to implement the eNewsletter publication and Mailing Database solution. Those offices that are best prepared (currently issue newsletters, have an electronic distribution list, have a developed newsletter template, etc.) will receive priority for implementation, while allowing additional time for others to prepare. An estimated time frame for rollout is 2 – 3 weeks for each office. Some work can be done in parallel with each other. Assuming Council approval to proceed is given by end of October, the implementation for all offices can be completed by end of the year.