

For Information Only

Information Report - mysudbury Program

Presented To:	Finance Committee
Presented:	Monday, Mar 28, 2011
Report Date	Monday, Mar 21, 2011
Type:	Follow Up Reports to Parking Lot Items

Recommendation

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Please see the attached report.

Signed By

Report Prepared By

Jody Cameron
Program Manager - mysudbury
Digitally Signed Mar 21, 11

Division Review

Paul Baskcomb
Director of Planning Services
Digitally Signed Mar 21, 11

Recommended by the Department

Bill Lautenbach
General Manager of Growth and
Development
Digitally Signed Mar 21, 11

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Mar 21, 11

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Mysudbury is “Your Community Connection” providing one window online access to the City of Greater Sudbury. Launched in 2005, this internationally recognized community web portal improves access to comprehensive, bilingual information about Greater Sudbury, including but not limited to, human and social service agencies, community events, an image campaign, tourism, immigration, a job board, volunteer opportunities, government, and more.

The services offered by mysudbury enables citizens, visitors and community groups to collaborate, share information and gain access to interactive content, while removing the geographical barrier often felt by rural residents. Mysudbury is dedicated to be the preferred choice for online information about Greater Sudbury. Its functionality ranges from dynamic events calendars and personalized homepages, to discussion forums, online workspaces, and e-commerce capabilities. A dedicated team of staff and partner organizations collaborate with a variety of community sources to ensure its content is accurate and timely for its users.

In addition, mysudbury represents an image campaign dedicated to the promotion of Greater Sudbury as we strive to overcome negative stereotypes and rebuild our community image. The image is being used to build a foundation for community cohesiveness for marketing campaigns to attract business investment, recruit and retain professionals, promote tourism and encourage internal investment. It is an opportunity for all of Greater Sudbury to act as ambassadors. Collectively, mysudbury and the campaign partners are working together to share their positive message about Greater Sudbury.

This work of mysudbury is accomplished through the following four main components:

- online portal and sub-portals
- community resource directory, online volunteer recruitment and community technology capacity building
- external partnerships and leveraging the community infrastructure
- mysudbury image campaign

A) Online Portal and Sub-Portals

- The mysudbury.ca community portal averages 64,000 visitors a month. Those visitors view over 171,000 web pages each month. Of the 64,000 visitors a month 63%, or 40,320 visitors, are new visitors or unique visitors.
- Mysudbury.ca contains extensive community information, including content sections such as Lifestyle, Sports & Leisure, Arts & Entertainment, Learning &

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Working, About Greater Sudbury and a comprehensive listing of eGovernment links.

- Mysudbury.ca also contains an extensive Community Events Calendar that receives over 5 event submissions per day from members of the community.
- The mysudbury.ca Job Board was launched in May 2010. Over the past year, it has 603 registered job seekers, 137 employers listing jobs and over 20,300 jobs have been viewed by individuals looking for employment.
- The mysudbury.ca website also contains the City Council Online application, enabling residents to watch City Council, policy and finance meetings online.

The mysudbury.ca Portal is also home to many sub-portals – websites leveraging all of the mysudbury.ca technology but with their own unique identities and content focus. These sub-portals include:

- Employment Link - an initiative of the Community Adjustment Committee's Employment Linkage Committee.
- Best Start - a comprehensive website detailing information about Greater Sudbury's Best Start hubs and related services.
- Healthy Community Initiative website.
- Greater Sudbury Development Corporation website.
- Market Square website.
- Physician Recruitment website.

Mysudbury.ca is also home to the Sudbury Tourism website and Immigration Sudbury website.

- The Sudbury Tourism website includes comprehensive information on where to stay in Greater Sudbury, where to eat, things to do, information on meetings and events as well as an online Vacation Package System. Launched in 2006, the Vacation Package System has sold 1,975 vacation packages with direct revenue of \$800,000. Additional indirect revenue is generated throughout the community, including shopping, meals, etc., but not factored into this number.
- The Immigration Sudbury website is the comprehensive source for local newcomer information and services. Launched in 2007, the Immigration Sudbury website has attracted over \$700,000 in funding from the Ministry of Citizenship and Immigration to develop and enhance the website and associated newcomer services. The Greater Sudbury Guide to Immigration & Settlement Services, available both online and in print format, is used extensively by local

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service providers and Ministry staff in their work with newcomers and immigrants. Most recently, the Immigration Sudbury site will evolve to include the development of a mobile application for Greater Sudbury that will be available in iPhone, iPad, Blackberry and Android formats and will be available as a free download.

B) Community Resource Directory and Community Technology Capacity Building

- The Community Resource Directory and community technology capacity building is an initiative led by the Social Planning Council of Sudbury in partnership with mysudbury. This program works with local and regional human service providers to maintain a comprehensive community services directory available online at mysudbury, in print and in CD-ROM formats.
- This bilingual, user friendly directory offers valuable information about available programs and services throughout Greater Sudbury. It is a great benefit to citizens by providing assistance in finding recreational activities for children, services for seniors, or linking to community agencies to donate or volunteer.
- The community resource directory consists of over 800 organization records and 3,000 related program records. This data is critical for community planning activities, including service inventories, GIS mapping and gap analysis for various research projects relating to child care, seniors services, homelessness and poverty reduction, to name a few.
- A key component of the mysudbury website is the online community collaboration workspaces provided to each of the 800 organizations listed within the directory. Within the community workspace, local community service organizations have the ability to create discussion boards, manage document repositories, recruit and manage volunteers, and fundraise online using e-commerce – all services not otherwise available to the non-profit/charitable sector due to the lack of capacity and funds to do so on their own.
- Since 2006, the mysudbury e-commerce engine has raised over \$124,000 in products, event registrations and services for the non-profit and charitable sector organizations.
- The mysudbury.ca Volunteer Registry currently lists 490 potential volunteers that community organizations can access in their volunteer recruitment efforts. Community organizations create and manage volunteer opportunities that are

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accessible to the community at large. The website currently lists 84 active volunteer opportunities that the community can browse through and apply for.

- Local data sharing partnership initiative is presently underway with the Northeast Community Care Access Centre (NECCAC) in support of their Francophone Circuit Santé website and 310-CCAC phone line. The data will provide increased capacity for Francophones to access community information and services in the French language.

C) External Partnerships and Leveraging the mysudbury Community Infrastructure

- Greater Sudbury was one of the five pilots identified for the immigration portal project funded by Ministry of Citizenship and Immigration. As a pilot project, mysudbury participated in an opportunity to partner and share best practices with neighbouring communities. As a direct result, the City of Sault Ste Marie contracted mysudbury in 2008 to leverage and share the mysudbury immigration portal infrastructure for the development and hosting of the Sault immigration portal. The Sault Immigration portal generates an ongoing revenue stream for the mysudbury initiative. Any future enhancements that the immigration portal receives are leveraged and shared with SSM, a benefit for both communities.
- The flight information display system (FIDS) currently in use at the Greater Sudbury Airport is installed and maintained by mysudbury. In addition, the newly launched flysudbury.ca website was developed, hosted and maintained by the mysudbury team.
- During the initial development of the mysudbury initiative, a critical component of the Smart Community business plan funding criteria included leveraging community infrastructure for the benefit of the community. In addition to the above municipal applications, the mysudbury technology infrastructure is currently utilized by various community organizations for web hosting, online committee collaboration tools, as well as free, community-based email.
- Included among the organizations utilizing the mysudbury infrastructure for their web, email and/or online collaboration presence are:
 - Greater Sudbury Chamber of Commerce
 - Foodshed Project
 - Valley East Community Action Network
 - South End Community Action Network
 - Copper Cliff Community Action Network

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- Onaping Falls Community Action Network
- Donovan / Elm West Community Action Network
- Bridge of Nations Flag Committee
- Greater Sudbury Local Immigration Partnership
- Community Service Sector Network
- Diversity Advisory Panel
- Greater Sudbury Homelessness Network
- Community Adjustment Committee
- Building Permits Online – Inspection Requests
- Georgian Bay Coastal Route
- EMS – Emergency Services Training Site
- Pandemic Planning Committee
- Tourism Partnership
- Cops Activities at a Glance – VOLCOP
- Garson-Falconbridge Community Action Network
- Northern Ontario School of Architecture Steering Committee
- RTO 13A – Regional Tourism Organization 13A (Northeastern Ontario)
- RTO 13B – Regional Tourism Organization 13 B (Northwestern Ontario)
- Good Food Box / Boîte de bonne bouffe

D) mysudbury Image Campaign

- In 2003, the Greater Sudbury Development Corporation developed a strategic plan for the City of Greater Sudbury entitled “Coming of Age in the 21st Century.” This document became the blueprint for Greater Sudbury’s future growth and prosperity. An important theme identified in the strategic plan was the process of creating a renewed image for Greater Sudbury. It was time to remind the community of the attributes and strengths that Greater Sudbury offers and dispel the misconceptions.
- Following the approval from City Council, a Steering Committee of community stakeholders embarked on re-shaping Greater Sudbury’s image with the development of an image campaign.
- The initial phase of the project consisted of research both inside and outside the city. One on one interviews were conducted with community leaders as well as potential outside investors. Online and telephone surveys were also used to gauge perceptions of Sudbury locally and across Ontario.
- The process evolved into a long-term image strategy and the mysudbury/ouisudbury campaign was born. With full support from Greater

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Sudbury City Council, the image campaign was approved in principle with an initial contribution from capital of \$250,000 in 2006.

- The mysudbury/ousudbury campaign has had tremendous success since 2006, and has been integrated into the marketing and communication efforts of the city, its agencies and partners. To date, over 310 community partners have signed up in support of the campaign and the list continues to grow.
- Partners continue to demonstrate their support for the campaign by incorporating the mysudbury/ousudbury image into their own marketing and advertising materials. To date, the leveraged advertising is valued at \$7.0 million dollars in marketing value promoting Greater Sudbury.

History of mysudbury

In June 2002, e-sudbury.com, an initiative of the GSDC received funding from the provincial governments for the building of a business plan to secure smart community funding. The resulting Smart Sudbury business plan was developed in collaboration with following public and private sector partners:

- City of Greater Sudbury
- GSDC
- FedNor
- Sudbury Tourism Partnership
- Microsoft Corporation
- Dalron Construction
- Navantis Inc

In September 2003, the Smart Sudbury business plan received funding approvals from all three levels of government. The total funding allocation was \$4.1 million. The project took two years to implement and in March of 2005 the mysudbury.ca portal was launched.

Awards / Key Accomplishments

- Economic Developers Council of Ontario Finalist - Branding
- Economic Developers Association of Canada Award - Branding
- Secured over \$5M in funding since 2003
- World finalist of the Intelligent Community Forum (ICF) Top Seven Intelligent Communities
- Peter J. Marshall Municipal Innovation Award
- National Microsoft Information Worker Solution of the Year Award

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- International Microsoft Information Worker Solutions – Specialization Excellence Award for Portals and Content Management

2011 Budget Breakdown

Expenses

Staff Salaries (3-FT)	\$199,632
Benefits	\$63,371
Staff Salaries (2-PT)	\$83,956
Office Expense	\$5,151
Consultants (Immigration Phase 3)	\$136,600
Purchased Service	\$10,000
Marketing & Promotions	\$50,536
Marketing & Promotions (Immigration Phase 3)	\$20,784
Community Engagement	\$85,000
Community Engagement (Immigration Phase 3)	\$50,000
Hardware/Software	\$8,242
PD/Training	\$6,212
Total	\$719,484

External Revenue

Ministry of Citizenship and Immigration	
Immigration Phase 3 Funding	\$207,384
NOHFC (Intern Funding)	\$27,500
Online Revenue from ecommerce sales	\$25,000
Total	\$259,884

Department Total: \$459,599