

NO: R210

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REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **September 12, 2018**

FROM: **General Manager, Corporate Services**

FILE: **1345-20**

SUBJECT: **MySurrey Portal Online Services Program Update**

RECOMMENDATION

The Corporate Services Department recommends that Council receive this report for information.

INTENT

The purpose of this report is to provide Council with background and an overview of progress and accomplishments pertaining to the launch of the newly expanded MySurrey Portal Online Services Program (the “MySurrey Program”).

BACKGROUND

In 2015, the Information Technology Division received an endorsement from Council’s Investment & Innovation Committee to initiate the MySurrey Program. The MySurrey Program was launched in response to changing citizen expectations for easier and more accessible online City services. This program represents a comprehensive and collaborative approach to delivering improved services to citizens, businesses and visitors (“customers”) by modernizing and expanding the City’s online service offerings.

In 2016, the Information Technology Division developed and launched the [MySurrey Portal](#). This platform is a digital “front counter” that customers use to access the City’s online services anytime, anywhere and on any device. Currently, the MySurrey Portal presents customers with a collection of 29 online services, and the opportunity to more actively engage and participate in local government.

The MySurrey Program approach includes the rollout of key strategic initiatives over several years that will be delivered in partnership with City departments and in consultation with the customers who use the City’s online services.

The MySurrey Program is a component of the Council approved Smart Surrey Strategy, aligned under the Service Delivery Innovation pillar which has a focus on advancing Digital Government. The vision for Service Delivery Innovation is, as follows:

“Easy, convenient, and efficient for residents to do business with the City of Surrey. Customers have multiple methods to do business, either digitally or in person. For the City of Surrey, this means our service delivery is customer-focused, efficient and cost effective”.

The MySurrey Program, from a corporate alignment perspective, will be in direct support of a number of current Surrey Strategic Objectives, such as:

- Increasing Citizen satisfaction with the services we deliver;
- Streamlining process to improve services; and
- Leverage technology to improve service delivery.

DISCUSSION

The vision of the MySurrey Program is to transform the City’s digital services and deliver excellence in online service delivery that is convenient, easy to use, and aligned with the needs of the City’s customers.

The City seeks to achieve meaningful outcomes for customers by leveraging the fundamental benefits that online services have to offer:

- **Access to services** – online services are available for customers to access conveniently on their own schedule increasing their satisfaction;
- **Transparency** – with a MySurrey Account (as subsequently described in the “Introduction of the MySurrey Account” section of this report) customers can manage their profile, view status and history of their transactions, receive real-time updates, manage documents, and set communication preferences;
- **Streamlined process** – guides customers through a simple, easy to understand, streamlined process with the necessary information to complete their online transactions;
- **Paper reduction** – online submissions of requests and the distribution of the necessary documents from within customer’s MySurrey Account will require little to no paper;
- **Customer savings** – savings for customers include: reduction in travel time to/from City Hall along with the resulting savings in gas, emissions and parking fees and less time waiting at a City facility; and
- **Robust Data Security** – by following best practices in data security the City ensures the protection of customers’ private and personal information when accessing the City’s services online.

Online services also provide a significant benefit to the City in the form of cost savings. Based on service industry benchmarks, an online service interaction is typically 5-10 times more cost effective compared to delivering a similar service in person.

Citizen Engagement and Consultation

During the development stages of the MySurrey Program, staff engaged and consulted with customers as well as staff throughout the organization to ensure that the City delivers online services that address customers' needs and expectations. This included engaging customers early on in the process to involve them in reviewing prototypes of the online services and providing an opportunity for feedback. Additionally, the City received more than 1,800 contributions to CitySpeaks Surveys and through MySurrey Portal feedback channels, all of which was leveraged to identify what customers are seeking. This allowed staff to fine-tune efforts to deliver online services in a manner that resonates positively with the City's customer base.

Introduction of the MySurrey Account

In June 2018, the City soft launched the MySurrey Account which allows customers to create and use a single digital identity to access the City's online services and the ability to enable personalized two-way interactions with the City. Currently, this feature is available for online services including Report a Problem, Invoice Payment and eNews which provides customers with personalized updates, such as:

- "Your Service Request to fix a pothole has now been completed;"
- "Your digital Building permit is ready for pickup online;" and
- "A revised document needs to be uploaded for your Building Permit application."

Improved two-way interactions provide the City the ability to enable more complicated multi-step services online, such as permitting or inspections. Accordingly, via automation, this will allow the City to effectively keep customers informed, connected, and up-to-date with the status of their issue and/or project as well as identify actionable next steps that are required. All future online services will be integrated with and leverage the features of the MySurrey Account in a similar fashion as noted above.

In the first four months since its launch, over 2,000 customers have signed up for a MySurrey account, with over 40 accounts being created per day. This growth has occurred without any marketing efforts. As the City continues to add services, and with the initiation of a marketing campaign, staff anticipate a rapid growth in accounts, reaching over 50,000 subscriptions in 2019.

Strategic Initiatives Update

Attached as Appendix "I" is an update on the status of the MySurrey Program strategic initiatives that have been completed, initiatives that are in-progress, and future initiatives. All initiatives are being delivered in partnership with the identified departments and in consultation with the customers using those online services.

Measuring Success

Measuring success and understanding customers overall satisfaction and experience with the City's online services is vital to continuously improving services. Based on feedback from the City's customer satisfaction survey, 81% of the survey respondents reflected that they would choose the City's online service compared to other channels, including in-person or by phone.

Additionally, the City recently measured usage of its online services compared to other channels such as in-person or phone. Over the course of 2018 (up to and including August 2018), customers have completed 46% of their transactions with the City by taking advantage of online services. Staff expect this percentage to increase as additional services are transitioned online and further to the initiation of an upcoming marketing campaign.

Measurements and refinement of data will continue to occur throughout 2018 and will be reported on a semi-annual basis going forward.

SUSTAINABILITY CONSIDERATIONS

Implementing the MySurrey Portal Program will assist in achieving the corporate sustainability objectives and strategies as set out in the City's Sustainability Charter 2.0, specifically:

- Objective #3: Ensure that customer interaction with the City is convenient, efficient, data driven, and measurable and;
- Objective #12: Continue to implement the Corporate Emissions Action Plan.

CONCLUSION

When the City established the MySurrey Portal Online Services Program, staff set out to develop and implement a comprehensive and collaborative approach to deliver improved service to customers through the modernization and expansion of the City's online service offerings. As indicated in this report, significant progress has been made with delivering key strategic initiatives.

As trends and technology continue to evolve, City staff will continue working to ensure the approach remains current and the MySurrey Program continues to address the needs of the City's customers and the community.

Rob Costanzo
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Appendix "I": MySurrey Program Strategic Initiatives Update

MYSURREY PROGRAM STRATEGIC INITIATIVES UPDATE

Table 1 – Completed Initiatives

Online Service	Description	Department	Type
MySurrey Portal	The digital foundation on which the City can deliver online services.	All	New
MySurrey Account	A single digital identity for all customers	All	New
My Activities	Account History and details of interaction.	All	New
Report a Problem	Report problems or submit request to the city	All	Redesign
Invoice Payment	Pay eligible invoice issued by the City	Finance	New
Building Record Search	Make a request and pay for building records	Planning & Development	New
Community Care License Inspection	Request and pay for safety inspections for a community care facility	Planning & Development	New
Fire Safety Plan	Submit fire safety plan for review	Fire Services	New
Online Service	Description	Department	Type
Freedom of Information	Request access to information held by the City	Legislative Services	New
Parking Ticket Payment	Pay City parking ticket	Public Safety	Redesign
Parking Ticket Dispute	Dispute City parking ticket	Public Safety	New
Project IRIS – Camera Registry	Register your CCTV Camera to improve public safety	Public Safety	New
Waste Cart	Exchange or order additional organics and recycling carts	Engineering	New
eNews and Updates	Subscribe to eNews and updates with your MySurrey Account	Marketing	Redesign

Table 2 – In Progress Initiatives

Online Service	Description	Department	Delivery
Single Family Dwelling Building Permit	Apply and pay for a Single Family Dwelling Building Permit	Planning & Development	Q1 2019
Surrey Information Request	Request and pay for City information including: traffic camera footage and FIRE department incidents.	All	Q1 2019
Parks, Recreation and Management System Account Integration	Integration of MySurrey Account with the City's PRCMS	Parks, Recreation and Culture	Q2 2019

Table 3 – Future Initiatives

Online Service	Description	Department	Delivery
Parking Ticket and Dispute Update	Integrate with the City's new Parking Ticket Management solution.	Public Safety	TBD
Online Developer Inquiry	Expand information that is available online during development process	Planning & Development / Engineering	TBD
Traffic Obstruction Permit	Apply for traffic obstruction permit	Engineering	TBD