

Report to/Rapport au :

Information Technology Sub-Committee
Sous-comité de la technologie de l'information

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CITY WIDE / À L'ÉCHELLE DE LA VILLE

Ref N°: ACS2012-COS-PRC-0016

**SUBJECT: UPDATE ON SERVICEOTTAWA ENHANCEMENTS TO EVENT
CENTRAL PROCESSES**

**OBJET : MISE À JOUR SUR LES AMÉLIORATIONS DE SERVICEOTTAWA
AUX PROCESSUS DU BUREAU CENTRAL DES ACTIVITÉS**

REPORT RECOMMENDATIONS

**That the Information Technology Sub-Committee receive this report for
information.**

RECOMMANDATIONS DU RAPPORT

**Que le Sous-comité de la technologie de l'information prenne connaissance de ce
rapport pour information.**

BACKGROUND

Ottawa is a significant center of cultural activity and hosts more than 1,500 local, provincial, national and international events, entertainers, associations, and festivals each year. There are approximately 1,500 permits issued for events annually, including fairs, festivals, block parties, sporting events, demonstrations, and film shoots.

Hosting events in Ottawa requires organizers to engage multiple agencies across all levels of government. In 2005, the City established the Event Central office as the first point of contact in the City and with other levels of government for event planning – everything

from booking a park, to obtaining a liquor license, to emergency planning, to engaging political leaders, to transit planning, to road closures, and food vending licenses.

The number of events has grown by 141 per cent since 2007, with projections of continued growth in the coming years. Since its inception, Event Central has refined its services and processes and is now internationally recognized for best practices, its process of engaging both the internal and external stakeholders involved with events, and its contributions to the economic and cultural growth of the city.

The Event Central processes were identified as excellent candidates for service enhancements under the ServiceOttawa initiative and several innovative solutions have been developed to improve service delivery and customer experience.

DISCUSSION

Event Central (EC) is a one-stop shop responsible for coordinating resources, responding to requests from citizens, global event industry organizations, political leaders from all levels of government, and businesses, to hold events across the City of Ottawa. EC's responsibilities include effective planning, contracting, delivering, monitoring and reporting on city services to ensure the success of events, ensure public safety, consumer protection and nuisance control. EC links the business community, residents, event organizers, City resources and stakeholders, and coordinates resources and schedules across events.

In 2006, Event Central created the Special Events Advisory Team (SEAT) as the cross-functional coordinating body for special events. This resulted in considerable improvement in the ability to define, track, and manage events.

SEAT oversees logistical requirements for special events, and provides coordination with internal and external groups having an interest in special events. SEAT provides consistent criteria and approval processes and has proven to be an effective and efficient mechanism for coordinating the vast number of City and non-City (ie. NCC, Alcohol and Gaming, BIA's,) constituencies required to approve and execute events.

ServiceOttawa and Event Central

Working in partnership, ServiceOttawa and Event Central are transforming current processes that rely on extensive use of paper forms, e-mail, telephone and manual intervention, to electronic processes that will improve customer satisfaction while providing efficiencies through automating end-to-end processes and streamlining workflows. The transformation is illustrated in Figure 1.

Many tools are being leveraged in this endeavour, including Ottawa.ca, the Client Relationship Management (CRM), the Envista event management tool, and a new events calendar for SEAT members to facilitate coordination of events.

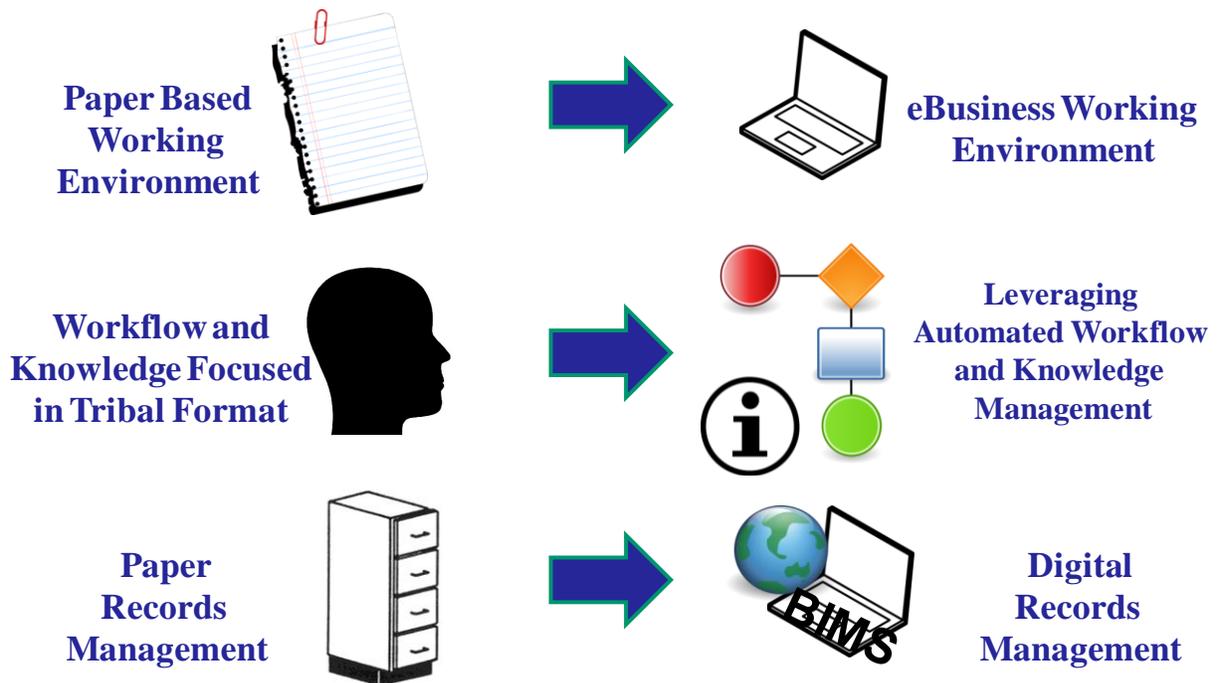


Figure 1. In partnership with ServiceOttawa, Event Central is transforming its existing paper-based processes to automated electronic processes yielding many customer and internal benefits.

Project Objectives and Key Deliverables

Event Central's existing process is largely paper-based. Automation of the process will provide increased efficiency resulting in reduced costs and shorter timelines for processing, planning and managing special events. The project objectives are to:

- Improve customer experience for external partners in dealing with the City to organize special events;
- Achieve efficiencies through automation of event coordination, administration and reporting process; and
- Enhance employee engagement by improving the overall satisfaction of staff who deliver and support City services.

These objectives will be achieved through implementation of the following key deliverables:

- **Ottawa.ca** - Event Central will have a new web presence on Ottawa.ca where event organizers can find information about planning events in Ottawa and also submit an electronic consolidated event application. This not only provides convenience for event organizers, but provides an electronic application that streamlines administrative processes for Event Central and SEAT members.
- **CRM** - 311 will become the initial contact point for event organizers, eliminating the need for a specialty phone number solely for event planning information. 311 agents are being provided with training and tools (including enhanced Knowledge Base articles) in order to provide immediate responses to routine questions, while passing more complex inquiries or organizers of larger events directly to specialists at Event Central.

- **Envista** - The Envista tool is being implemented to automate much of the event coordination activities across all SEAT members. Envista is a web-based Commercial-Off-The-Shelf (COTS) product that provides a centralized way to exchange planning information with all stakeholders involved in the proactive management of utility projects, public works, permitting, incidents, traffic and special events. Workflow is managed through a defined lifecycle and routed automatically to different internal and external stakeholders as tasks are completed. The Envista tool will also enable greatly improved financial tracking, reporting and analytics.

Envista's "Infrastructure Coordination" and "Incident Management" modules are also used by the Infrastructure Services Department (ISD) to manage activities within the Right of Way.

- **Special Event Calendar** - A new electronic calendar is being implemented that will display pending and approved events among all SEAT to facilitate planning and coordination activities. All emergency services will benefit from the calendar since they will know, at any given time, what events are taking place and the number of attendees. The calendar will also be available to 311 customer service agents to enable them to respond to citizen inquiries, such as noise complaints, near approved events.

Project Benefits: Event Organizers

- Easier event application through an online form available in both official languages;
- Better service as a result of automated workflow;
- New shared, online calendar enables more strategic planning and minimizes competition for same target audiences, overprogramming of a date or location;
- Faster response times, and improved communications;
- Timely event information to Business Improvement Areas' businesses and external stakeholders; and
- Events recognized as "core business" within City structure for their economic impact.

Project Benefits: City and SEAT Partners

- Potential for more events and associated direct and indirect revenue;
- Enhanced working environment with automated workflow capabilities;
- Reduced processing time for event organizers applying for special events;
- Ability to review online event application in both official languages;

- Increased bid acceptance due to administrative ability to manage completion of applications;
- Enablement of a mobile working group;
- New reporting and analysis capabilities;
- Through efficiencies, ability to absorb additional work imposed by growth in number of events and avoid associated operating pressure; and
- Acknowledges the Auditor General's recommendation that the City streamline business processes for event permits in the City.

RURAL IMPLICATIONS

There are no rural implications associated with this report.

CONSULTATION

ServiceOttawa Project staff were consulted during the development of this report.

LEGAL IMPLICATIONS

There are no legal implications associated with the information outlined in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risks associated with information outlined in this report.

FINANCIAL IMPLICATIONS

Project funded through the ServiceOttawa – Corporate Initiatives Capital Project.

ACCESSIBILITY IMPACTS

Accessibility is a key consideration in the development and implementation of all client service improvements initiated by ServiceOttawa. As such, Ottawa.ca and ServiceOttawa.ca are AODA compliant.

TECHNOLOGY IMPLICATIONS

Information and Technology Services has been and will continue to work closely with Service Ottawa during the implementation of this project.

TERM OF COUNCIL PRIORITIES

The City's Strategic Plan identifies Service Excellence as a corporate priority. The ServiceOttawa Program's main focus is to implement projects that will directly improve how services are delivered by the City to its citizens.

DISPOSITION

ServiceOttawa and Event Central will continue to work in partnership on this initiative. Staff will action any direction received as part of consideration of this report.