



Memo

To Sue Gray
City Clerk's Office Mail code #8007

From Cindy Pickett
Customer Service & Communications Mail code #8305

Re 2014 July 15 Regular Meeting of the Priorities & Finance Committee

Customer Service & Communications (CSC) would like to add an agenda item to the upcoming 2014 July 15 Regular Meeting of the Priorities & Finance Committee. CSC would like to request recognition and presentation of 5 awards at the 2014 July 28 Meeting of Council.

CSC has received the following 5 awards:

Minister's Award of Municipal Excellence in the Innovation category

311 Calgary App

The City of Calgary developed the 311 Calgary mobile app to allow citizens to submit service requests using their mobile devices. Administration and citizens recognize that keeping Calgary at its best requires teamwork and the 311 Calgary mobile app is another way for citizens and City employees to work together. The app uses a mobile device's GPS to detect the location of the request. The app also allows citizens to attach photos to requests, view previously submitted requests (on a map or a list) and track the status of requests. The information, photos and locations citizens provide allow City employees to assess, prioritize and efficiently respond to requests.

Interactive Media Award for Outstanding Achievement in the Government category

Calgary General Election 2013 Microsite and App

The Calgary General Election 2013 microsite and app were developed by The City of Calgary in support of the 2013 Civic Election. This kept citizens connected to the election with up-to-date information right to their fingertips. Citizens had instant access to where and how they could vote on election day or during the advance vote. It also addressed information for first time voters, incapacitated electors, types of identification accepted and how to request a mail-in (special) ballot. The website and app were built entirely in-house by City staff and the app was released on all 3 major platforms – iOS, Android and BlackBerry. The website received over 194,000 visits and the app received over 3000 downloads.

Interactive Media Award for Outstanding Achievement in the Government category

The City of Calgary Employee App

The myCity employee app was created for new, existing and potential City of Calgary employees. The app provides employees (including employees who do not have access to The City network) with mobile access to information. The app also uses "geo-fencing" to send automatic push notifications messages to users when they enter a specified location. The app has been installed on over 4000 mobile devices to date.

Marketing Research & Intelligence Association (MRIA) Public Policy Impact Award

The City of Calgary Food and Yard Waste Pilot Project Research

To support Waste & Recycling Services (WRS) with the green cart pilot, the Corporate Research Team (CRT) facilitated a project with Ipsos Reid to conduct quantitative and qualitative research into participating citizens' opinions, experiences, attitudes, and behaviours to enhance the picture of the success of the pilot. The research was conducted from January 2012 to February 2013 and included three telephone surveys, two focus groups, ten in-home in-depth interviews, and one ideation session. Results from the pilot itself were positive, and coupled with the attitudinal and opinion data collected from the research, WRS recommended a city-wide green cart rollout to Council, which is now slated for 2017.



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How Design Awards Merit Award in the Government category

Concrete Centenarian: The life and death of Calgary's Canadian Government Elevator

This book was initiated by the Calgary Heritage Authority and designed by The City's Creative Services division. It chronicles the operational life and dramatic demolition of the Canadian Government grain elevators located in Ogden. The How Design Awards profile the best in art direction and design from throughout North America.

These awards are the result of the collaborative effort of the City of Calgary employees dedicated to their work and advancing communication with citizens.

Thank you for considering this.

Cindy Pickett
Director
Customer Service & Communications