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Date: March 21, 2017
To: Mayor and Council
Author: Peggy Van Mierlo-West
RE: Civic Mobile Tool
Report No.: CAO 2017 - 005

AIM

To gain Council approval in regards to the implementation of a civic mobile tool.

BACKGROUND

In the fall of 2016 the Economic and Tourism Committee were introduced to a community engagement app. The app, developed by InspireHUB Technologies, is a tool which would assist in engaging residents within different aspects of the Town such as events, business, meetings, tourism, organizational, etc. Traditionally, the Town has communicated with its residents through newsletters, website updates, and social media.

A demonstration of the app was also provided to Council during the operational budget deliberations and was approved.

DISCUSSION

The Committee was impressed with the Community Engagement tool which includes; automated newsletters, in-app messaging, event management, volunteer recognition, donation management, surveys and polls.

The IHUBApp and will allow the Town of Kingsville the ability to:

- Instantly create channels by topic, interest, and geography.
- Place real-time polls in the field to every channel to better explore their interests.
- Sell tickets to workshops, conferences and events the Town may be holding.
- Create a sense of community via the Instant Message Center.
- Provide in-app fundraising tools to those who are using the IHUBApp.
- Send private in-app messages to specific (public and private) channels.

- Allow guests, residents, and staff the ability to upload photos, videos and stories that will help build stronger connection between the Town and their respective audiences.
- Communicate opportunities for residents to “Get Involved” in various activities, projects and events.
- Provide a method to communicate the latest Town news.
- View analytics of the Town of Kingsville IHUBApp to determine key areas of activity and interest by users of the app.

Each Department will receive their own section in which they will be able to populate with content. Each Councillor will also receive their own section in which the public will be able to communicate with them. Training will be available for staff regarding the development of content and the set.

It should be noted that the app is W3C compliance for accessibility.

LINK TO STRATEGIC PLAN

To encourage leadership and management that will provide the direction to achieve our goals and maximize the effectiveness of our strategies.

FINANCIAL CONSIDERATIONS

The approved budgeted for this project is \$8,600 and was transferred from the Economic Development reserve fund. There is a monthly fee for this project in the amount of \$440.00 with a \$500.00 set up fee.

CONSULTATIONS

Economic Development Committee

RECOMMENDATION

That Council approve the attached agreement and that the Town of Kingsville enter into an agreement with Inspire Hub for the supply of an app.

Peggy Van Mierlo-West

Peggy Van Mierlo-West, C.E.T.
Chief Administrative Officer