

Recap from Day 1:  
Observations, Insights and Findings

**Dave Wallace**  
Chief Information Officer,  
City of Toronto

## Opportunities:

- We can harness and leverage versus regulate
- Provide personalized services
- Have more co-operative services (with citizens)
- Break down silos in and across governments
- Develop policies via wikis

## Challenges:

- How do we balance “open” with “efficiency” in government?
- How do we adapt to new ideas like crowd-sourcing and idea-storming?
- How do we engage communities?
- How do we change processes / get re-organized to be ready?

## General Thoughts

City is behind in technology with 'push' website

Key is to share info and get it out there in a meaningful way and not exclude anybody

Web 2.0 is Value for Money

Collaboration lowers costs and increases engagement

Web 2.0 will change our roles

New role is to give more control to the public by giving more access to City Hall, allowing them to provide more input and share information

Barriers to Web 2.0

Current policies e.g. FOI, 3-1-1 transparency

Fear of criticism, loss of control, training and education

Where can we start? – stream all meetings and decisions made

### General points:

We can attract and retain new talent via “cool tools.”

“It’s fun to work at the City of Toronto!”

Potential for greater engagement with youth through Web 2.0

We need to change our mentality when building websites:

“Go to where people are” versus “Build and they will come”

Promote information sharing across all three levels of government

### What’s unique about young people

Much more connected

Need to have more immediate information and the ability to contribute

Need new ways to “do work”

### Key issues

Balancing work and personal life – need to engage co-workers, friends

New tools – don’t use e-mails, but twitters, blogs, wikis

Current mindset: “If it isn’t interactive, it’s broken.”

Need to get information out and use Web analytics

## Openness and Participation

- Creates a better City of Toronto
- Creates a better Internet
- Mozilla formed based on social mission, global community, push Web back to standards

## Internet (new age)

- Encouraged people to participate
- Wikipedia: A model to follow
- Openness
- Transparency

Key message in Web 2.0 definition: An architecture for participation

## Lessons for the City of Toronto:

- Open up data
- Crowd source
- Look for help

### General Points:

- Need for better engagement tool that allows everyone to participate
- Great for resource allocation – we can do more with less
- Requires us to re-design business processes

### Challenges:

- Need to make time to seriously consider alternative technology
- Rules for democracy - build bridge from consultative side and formal decision-making
- “Customer controls the brand as much as you do.”

### Challenges for managing the ‘Blogosphere’:

- Need to make time to monitor blogs
- Need staff training and education
- Need to address risk management
- Need to promote cultural change and accept risk of failure

### Current Success with Web 2.0

- Nuit Blanche - “Web 2.0 enriched the experience.”

### Potential of Web 2.0

- Applications for marketing Toronto to the world
- “Vote exchange” to schedule workers/shifts

## Understanding how the City can harness Web 2.0 collaboration tools to increase global competitiveness

- Web 2.0 can be used to attract investment and new jobs
  - e. g. Power of collaborative mapping data for available office space in Toronto
- Toronto has the third largest number of ICT companies in North America - we have the potential to be the most connected, and we should lead the way.
- Web 2.0 and a global government 2.0 can provide a platform to enable collaboration amongst businesses and governments, private-public partnerships and an exchange of information and content.
- Governments that have strong communication, collaboration and connections with its citizens provide a better quality of life that attracts investment.

In order to do this:

We need to stay relevant .

We have to manage expectations.

We have to open social network sites to staff to encourage collaboration within.

We have to re-evaluate the notion of a brand and how we control messages by pushing them out; especially when consumers are relying more on fellow consumers for brand value and messaging.

We have to create links on toronto.ca to third-party sites to encourage collaboration.

We have to not be afraid of what people will say.

## Understanding what our citizens and communities expect of their government

### Governments are expected to:

- use Web 2.0 tools to listen to people
- be as innovative as possible when communicating with the general public
- provide tools for community groups to help share info and contribute ideas online e.g. kiosks
- Councillors are expected to get involved and champion Web 2.0 initiatives

### How to move forward:

- Recognize that Web 2.0 is not more work as collaboration makes work easier!
- Create the tools needed
- Conduct polls and include people who are not online in some way
- Promote stories of change
- Promote stories of communities helping communities
  
- We should start small
- Use imagination
- For Councillors - “architecture for participation” and making it real for them

## Interesting facts on the Summit's live webcast

- Total Unique Viewers = approximately **900**
- The Carbon Offset of the Web 2.0 Summit has been estimated at 48,232 lbs. of carbon dioxide
- Low incident rate reported from our Technical Support Team (three e-mails and 2 phone calls received)

Recap from Day 1:  
Observations, Insights and Findings

**Dave Wallace**  
Chief Information Officer,  
City of Toronto