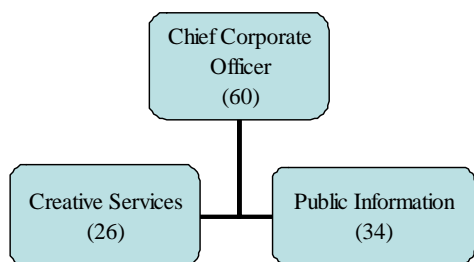


Public Information & Creative Services

To provide excellent information, services and strategies to ensure the public, members of the Toronto Public Service and national and international communities have a clear understanding of the City of Toronto's programs and services, how they may be accessed and how to participate in municipal government.

Program Profile

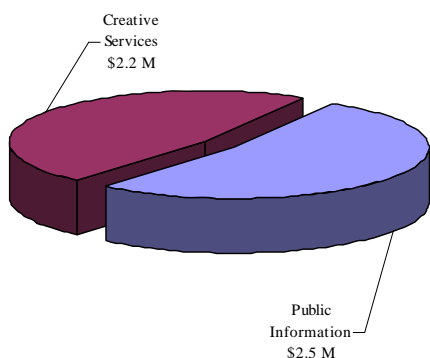


2007 Key Strategic Directions and Priorities

- Support initiatives to enhance the understanding of Council's priorities, City programs and issues.
- Develop and implement an integrated governance structure for long-term strategic development of the City's corporate Web presence.
- Continue development of the City of Toronto online service portal in coordination with the 3-1-1 customer service strategy.
- Increase accessibility to the City's websites.
- Continue support for the Clean City Beautiful City initiative

2007 Recommended Operating Budget by Service

Total = \$4.7 M (Gross)



2006 Key Accomplishments

- Provided creative, Web and public information support on major projects and issues of interest to residents and business; e.g., 3-1-1, Live With Culture, Clean and Beautiful City, 2006 Election, WinterCity and Green Toronto.
- Improved public access to online service with the launch of a new online service portal within the City's website as the first deliverable for the 3-1-1 customer service strategy project.
- Provided design, Web, public information and event support to the Office of the Mayor.
- Developed new model for ongoing signage improvements to civic facilities and provided design consultation and developed unique signage systems for Toronto's heritage sites.
- Expanded the City's multilingual capacity by training divisional and agency staff on services available for communicating City programs and services.

2008 / 2009 Outlook

Public Information and Creative Services will focus activities in 2008 on promoting awareness and understanding of Council's accomplishments, progress on Council's priorities, and ensuring members of the public and the Toronto Public Service have access to the information they need. Significant resources will be allocated to further supporting work required to establish and build the 3-1-1 service.

Program Objectives for 2007

Through its major activities, Public Information & Creative Services endeavours:

- To continue support for key City initiative by implementing activities and tactics that further the goals of this Council's priorities, and by providing public information and customer service support through telephone and e-mail service.
- Prioritized resources to support the ongoing success of the Toronto Corporate Identity Program, Toronto website, staff training and city communications products through the provision of professional design services.
- Undergo an organizational review in 2007 to determine how the services provided by Public Information and Creative Services should be structured. This is the second step of the organizational review of the former Corporate Communications.

Public Information

Program: Public Information & Creative Services

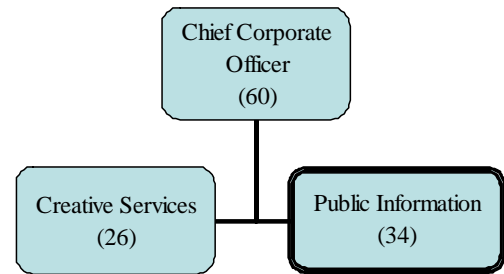
Service Area Description:

Public Information includes the following activities:

- Providing information and referral services to the public via the call centre, counter operations and e-mail.
- Conducting tours of City Hall, educational presentations to outside audiences on City programs and services, and marketing City publications and products.
- Production of City of Toronto internal directories and Bell Canada Blue Pages listings.
- Managing the Access Toronto Knowledge Base.
- Managing and co-ordinating all translation and interpretation services for the Toronto Public Service.

Service Levels provided

- Public Information conducted approximately 500 tours to the public, including educational programs to Grade 5 and 10 students.
- Access Toronto produced four informational brochures which can be downloaded, explaining who we are, what we do, and how public can get involved with City government. The brochures are available in many languages.
- Access Toronto offers information in more than 140 languages, using interpreters provided through Language Line Services and has Completed 2044 translation projects in 2006.
- Responded to over 460,000 inquiries for information via Access Toronto.
- Answered 74% of calls to Access Toronto within 20 seconds.

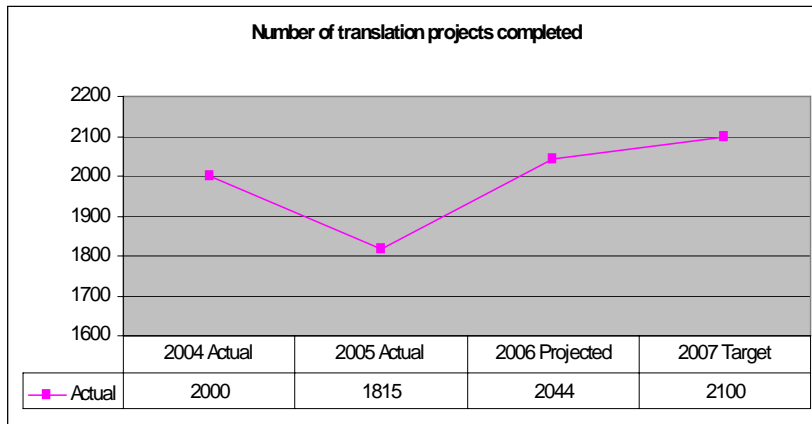


Emerging Challenges and Opportunities:

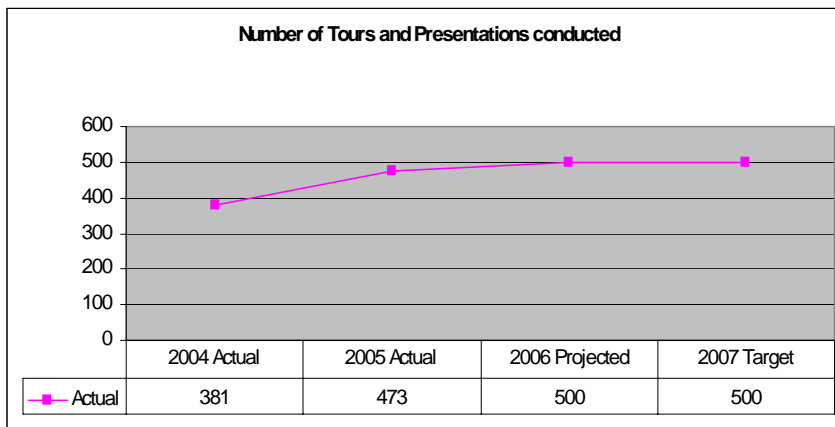
- *Support initiatives to enhance the understanding of Council's priorities, city programs and issues.*
- *Continued support for the Clean City Beautiful City initiative*
- *Develop content for new Immigration & Settlement Web site*
- *Provide cross-divisional CSR training*
- *Develop communications plan to facilitate accessible communication at public meetings*
- *Support 3-1-1 Knowledge Base thesaurus and content development initiatives*
- *Promote publication of an online corporate phone directory*
- *Provide support to Federal and Provincial governments Joint Service Counter Project*

Key Performance Measures:

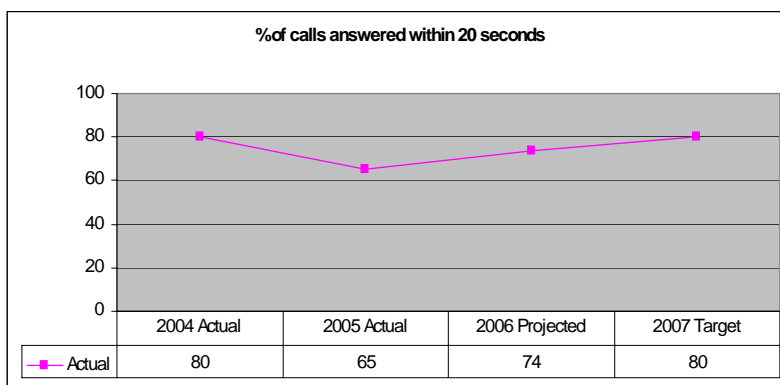
- **Efficiency Measures:**



Promotes immigrants' understanding of and access to city programs and service by expanding City information communicated to residents in the appropriate language.

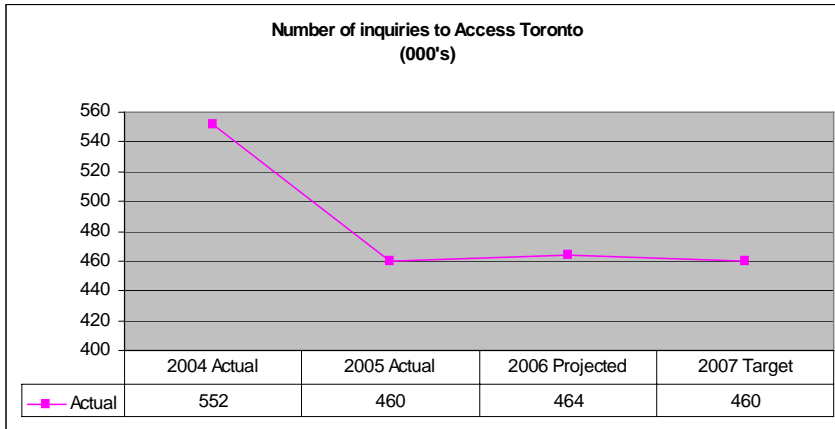


To increase student awareness and interest in municipal government by delivering an educational presentation program that introduces Grade 5 and Grade 10 students to the workings of municipal government, encourages active citizenship and satisfies the new curriculum requirements in Civics. Includes a program geared specifically to ESL students.



The standard grade of service (GOS) among call centres is 80%; this means that 80% of calls are answered within 20 seconds (3 rings).

- Community Impact Measure:



Facilitates access by the public to all municipal services offered by the City of Toronto by providing one point of contact (Access Toronto's Call Centre, email and counter service at City Hall and Civic Centres) The importance of this communications link to the public was evident in 2003 during the SARS outbreak(s) and the hydro blackout when Access Toronto's phone number was widely publicized as a one-stop source of information for residents and businesses about the status of city services. In 2004, Access Toronto assumed the responsibility for registering residents for the Listening to Toronto public meetings.

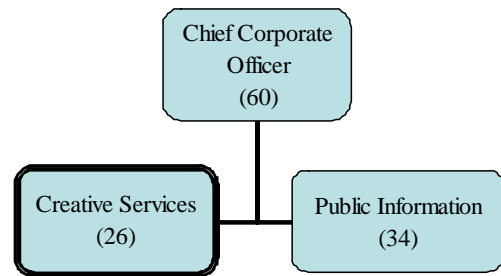
Creative Services

Program: Public Information & Creative Services

Service Area Description:

Creative Services includes activities that:

- Support the governance of the City's Corporate Identity Program,
- Support the management of the City's official corporate internal and external websites.
- Provide creative design services in support of City programs.



Service Levels provided

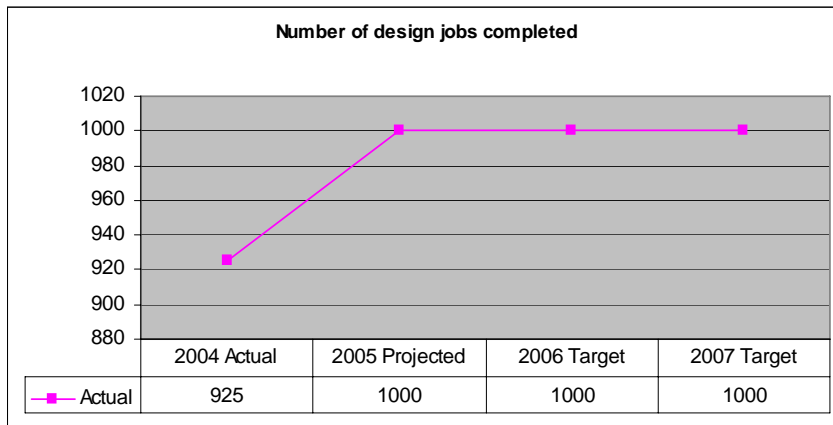
- The Design Services unit provided governance of the City's Corporate Identity Program (CIP), creative design services in support of City initiatives and design support to the Web Services unit. Design Services has provided approximately 1,000 design jobs to Council Programs and all divisions.
- The Web Services section provided website management services for the City's Internet, intranet and extranet Web presence. There were approximately 2.04 billion hits on the Web in 2006.
- Creative Services won several awards for its design and Web work, including recognition for various event and economic development campaigns in 2002, 2003, 2004 and 2005.
- A Survey conducted by Rutgers University in 2005 named the City's website as 9th worldwide in digital governance.

Emerging Challenges and Opportunities:

- *Increase and enhance the effectiveness of information about City's services and initiatives*
- *Strengthen and expand the CIP*
- *Support the delivery of excellent communication services*
- *Strengthen the City's corporate brand*
- *Maintain the City of Toronto's websites as a primary resource for residents, business owners, visitors, partners and city stakeholders*
- *Increase accessibility to the City's websites for all users*
- *Continued development of the City of Toronto online service website as a primary point of access*

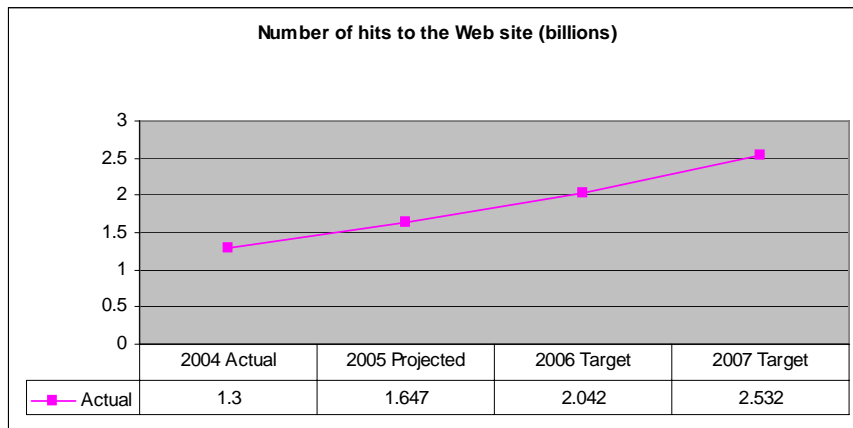
Key Performance Measures:

- **Efficiency Measures:**



Provides cost efficient and effective professional graphic design services to Council programs and all divisions. Strengthens and expands a professional corporate image clearly recognized by the public and stakeholders.

- **Community Impact Measure:**



Manages the City of Toronto's website as the City's primary 24/7 self-serve channel of public access to services and information for residents, visitors, employees, businesses and City stakeholders.