

# eService Delivery at the City of Toronto

Presentation to Economic Development Committee  
March 31, 2011





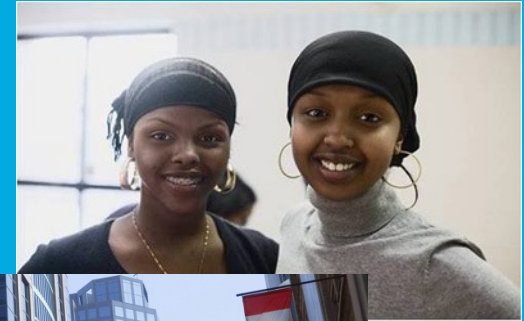
# Introduction

## **Purpose of Presentation:**

- Overview of City's strategy for improving customer service to businesses through electronic service delivery

## **Outline:**

1. eCity Strategic Framework
2. eService Initiatives Underway/completed
3. Toronto Business Portal
4. Toronto Employment & Labour Market Information Portal
5. Social Media Case Study



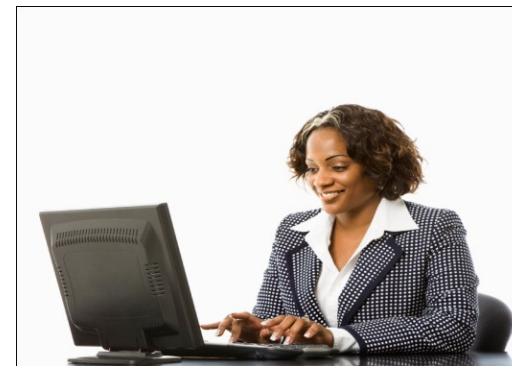
# eCity Strategic Framework

Dave Wallace, Chief Information Officer



# Customer Trends

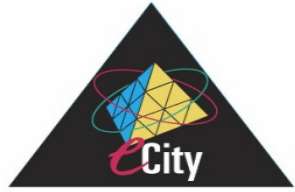
- The way customers access their governments is changing:
  - 62% used more than one channel to address their needs
  - 56% used the Internet during their most “recent experience”
  - Internet use is almost on par with visits to offices and telephone use
  - But the telephone is still the most common channel
- Three revolutions:
  - Technology revolution
  - Demographic revolution
  - Social revolution



# Customer Expectations

- Good government includes relevant, accessible services
- Governments should embrace “people-centric” approaches to service delivery
- Customers should be able to access services through the channel of their choice
- Funding challenges means leveraging and planning will be essential in maximizing existing resources





# eCity Visionary Goals

Your local government anytime, anywhere

Personalized and  
Easy Access

- Provide simple and easy access to services and information that meet People's needs

Open and  
Accessible  
Participation

- Establish the City of Toronto as an accountable and transparent government committed to openness and access to government

Reliable and  
Efficient Operational  
Excellence

- Use shared services and technology to strengthen customer service, operational and workforce excellence





# eCity Strategy

## eService

- ❖ **People-Centric**
- ❖ **People-Driven**
- ❖ **Customer Service Attitude**

## eGovernment eManagement eFoundation

- ❖ Civic Participation
- ❖ Information Management

- ❖ Business Processes
- ❖ Business Solutions

- ❖ Technology Infrastructure
- ❖ Policies and Standards

# eService Principles







## *“Toronto at Your Service”*

### Vision:

Provide excellent customer service to meet customer expectations.

### Mission:

Make observable and measurable improvements in customer service





# Accomplishments to Date

## ✓ **Customer Service Policies**

- Complaint Management
- Customer Service Improvement
- Training
- Engagement Strategy

## ✓ **Service Delivery Strategy**

- 311 Contact Centre
- Customer Service Improvement Teams
- Channel Assessment Tool
- “MyToronto” Portal
- Counter Strategy

# 311 Contact Centre

The screenshot shows the City of Toronto's 311 website. At the top, there is a navigation bar with the City of Toronto logo and links for 'Living in Toronto', 'Doing Business', 'Visiting Toronto', and 'Accessing City Hall'. A search bar is also present. Below the navigation bar is a large banner for the 311 service hotline, featuring the '3-1-1' logo and a headline 'A new service hotline' with a sub-headline 'One easy-to-remember telephone number to access City information and non-emergency services on a 24/7 basis.' and a 'LEARN MORE' button.

The main content area is divided into two columns. The left column has a 'Request' tab with sub-tabs for 'Pick up', 'Fix', and 'Order'. It lists several services:
 

- Metal items/appliances**: Have your old stove, refrigerator and/or other accepted metal items/appliances picked up by the City.
- Garbage - missed collection**: Available online for residences that receive curbside collection. If your whole street was missed, please call 311.
- Recycling - missed collection**: Available online for residences that receive curbside collection. If your whole street was missed, please call 311.
- Green bin - missed collection**: Available online for residences that receive curbside collection. If your whole street was missed, please call 311.
- Overflowing litter bin**: Report litter from an overflowing street bin to be picked up by the City.

The right column has a 'Get information' tab and a 'Contact us' tab. It includes a 'Track your service request' section with a search bar and a 'GO' button. Below this is an 'About 311' section with links for '311 news' and '311 in other languages'. There is also a 'City Services' section with links for 'City service news' and 'A to Z list of City services'. At the bottom of the right column, there is a 'People are asking...' section with a featured question 'When will my street be snow-plowed?' and a link to 'See other recent questions'.



# Recent eService Enhancements to Toronto Businesses

- ✓ BizPal Portal
- ✓ 311 Service Requests
- ✓ On-line Film Permit Applications
- ✓ On-line Building Permit Applications
- ✓ On-line Business License Renewals
- ✓ License Look-up  
([www.toronto.ca/licencestatus](http://www.toronto.ca/licencestatus))
- ✓ License Services On-line Payments
- ✓ Toronto Employment Portal

# BizPal: Online Business Permits and Licences



LIVING IN TORONTO

DOING BUSINESS

VISITING TORONTO

ACCESSING CITY HALL

RESOURCES FOR BUSINESSES

- [Business permits and licences](#)
- [Find permits and licences you need](#)
- [Find specific permits and licences](#)
- [Invest in Toronto](#)
- [Enterprise Toronto](#)
- [Contact us](#)
- [Office of the Lobbyist Registrar](#)

## Business permits and licences



Every effort is made to ensure the accuracy of the content; it remains the business person's responsibility to obtain all required permits and licences.

### ONLINE BUSINESS PERMITS AND LICENCES - WELCOME

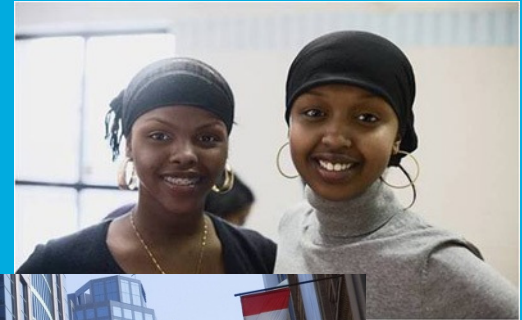
Welcome to the Online Business Permits and Licences Service. This service is the result of strong collaboration between the government of Canada and participating provincial/territorial, regional, and municipal governments, including the City of Toronto.

This service asks you to answer a short series of questions about the nature and scope of your current or proposed business. Based on your answers, you will be provided with a customized list of potential permits and licences that you may require to operate your business.

Please note that all of the information that you provide is done so anonymously, and that you may save, print or e-mail your results for future reference.

Every effort is made to provide you with correct and complete information regarding permits and licences; however, making sure that all required permits and licences are obtained remains the responsibility of the business person. If you notice any omissions or errors in the information provided on BizPaL, please [contact us](#).

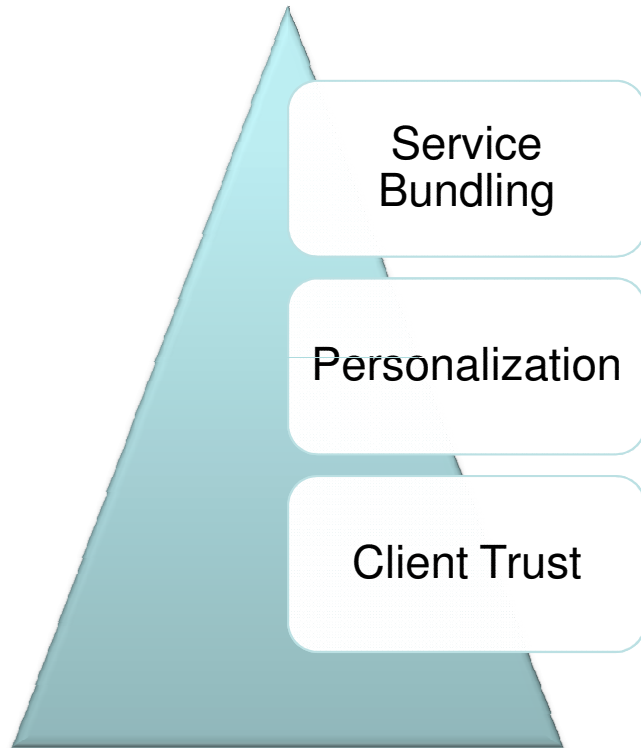
- [Click to get started →](#)
- [Search specific permits & licences →](#)
- [Contact us →](#)



# Current eService Initiatives



# Toronto ESD Program (Electronic Service Delivery)



Toronto  
Business  
Portal

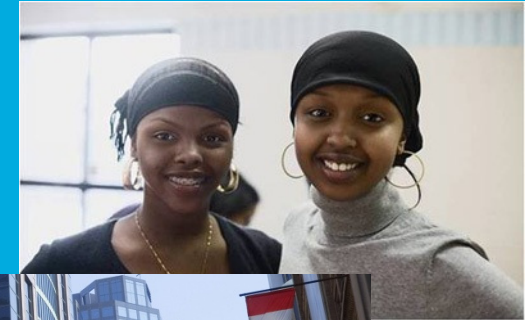
Resident  
Portal

Visitor Portal

RePurpose  
[toronto.ca](http://toronto.ca)

Channel of  
Choice

“mytoronto”  
Authentication



# On-line Business Renewals

Jim Hart, Executive Director,  
Municipal Licensing and Standards



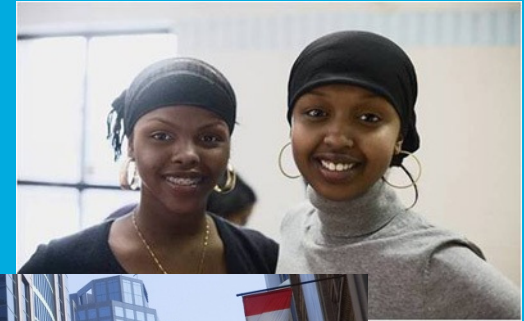


# Business Renewal Enhancements

| On-line Business Licensing                  |                           |                           |
|---|---------------------------|---------------------------|
| Metrics                                     | 2010                      | 2011                      |
| No. of Business Licenses Renewals           | 20,024                    | 8,400                     |
| On-line Business License Renewals*          | 2,928                     | 1,614                     |
| % of On-line Renewals*                      | 13%                       | 19%                       |
| Wait Time (%)                               | 39.1%<br>(20 min or less) | 47.5%<br>(20 min or less) |
| Licenses Issued %<br>(20 bus. days or less) | 52.79%                    | 59.75%                    |

\*On-line license renewals commenced in June 2010. 2010 figures represent 6 months; 2011 figures are as of February 2011.

| Remote Computing   |
|--|
| <ul style="list-style-type: none"> <li>▪ Average completion times improved by 24%.</li> <li>▪ Initial response times improved by 37%.</li> </ul> |



# Toronto Business Portal Project

Jim Hart, Executive Director,  
Licensing and Standards





## Vision – Toronto Business Portal

- Reduce burden for Business Clients when dealing with government;
- Automate government services online;
- Streamline internal processes
- Provide a central one-window online portal for access to information and web-enabled government services;
- Adopt the Single Business Number identifier to allow for government-to-government transactions;

# How Toronto Business Portal will Address Business Challenges

| Business Challenge  | How Toronto Business Portal Delivers   | Feature  |
|---|--|--|
| <p>“Don’t make me enter my basic business information more than once”<br/>“Don’t make me print out forms, fill them in, and mail them”</p>  | <p>Eliminates need to re-enter the same info across many forms.<br/>Eliminates the need to print and mail in forms.</p>  | <p><b>Online Forms Creation and Submission</b></p>                         |
| <p>“Don’t make me search through multiple government websites to pull together everything I need for my business”<br/>“Don’t make me provide information about my business over and over again to find what I need”</p> | <p>Custom searches based on the information about the business that gets them just what they need for their specific circumstance.<br/>Enables users to create a profile that can be stored and re-used for multiple searches – rather than being entered each time.</p> | <p><b>Customized Consolidated Search Across Multiple Program Areas</b></p> |
| <p>“I am having trouble keeping track of all my accounts with the government”<br/>“I can’t remember all of my government numbers”</p>   | <p>Provides a single secure consolidated view of a businesses government accounts/relationships.</p>   | <p><b>A Secure Consolidated Account View</b></p>                           |
| <p>“I am having trouble keeping track of when I have to renew things, pay things or even what the status of the last thing I sent in is”</p>  | <p>Provides businesses a way to track the progress of their interactions with government from one place.<br/>Provides service alerts, reminders and links to transactional services.</p>   | <p><b>Status Tracking and Alerts</b></p>                                   |

# Toronto Business Portal

## Business Driven – Technology Enabled

### For Business

- Enhance customer service
- One-window access to government services and information
- Lower entry cost of doing business in Toronto
- “Services-My-Way”

### For Public

- Effective use of tax \$\$\$
- Meets expectations
- Builds confidence and trust
- Accountability

Government  
Web-Enabled  
Services

### For Government

- Promotes leadership and innovation
- Cross-Collaboration
- Adaptive
- Increased efficiency and compliance

### For the Economy

- Jobs creation
- Leverage all levels of government
- Reduce duplication of effort
- Remove barriers and attract investment



# Other Governments Respond to Business Needs

**Business**

Economic Development  
Winnipeg Events Calendar

Residents | Business | Visitors | City Hall | 311 Self Service | Site Map

2011 BUSINESS ASSESSMENT APPEALS | CITY PROPERTIES FOR SALE | BizPaL ONLINE BUSINESS PERMITS & LICENSE SERVICE | BID OPPORTUNITIES

Tuesday, March 29, 2011

**Quick Links**

- 311 - Winnipeg at Your Service
- Business Assessment Search
- Business Licences
- e-CIS - Electronic Citizens Information Service
- Graffiti Control By-Law
- Parking Ticket Payments
- Permits Online - Registered Contractors

Residents | Business | Visitors | Government | Office of the Mayor

**Business** Working and growing your business in the world's financial capital. [Sign up for Email Updates](#)

Search NYC.gov for  [Go](#)

[Advanced Search](#)

- Support for Business
- Permits, Licenses, and Regulations
- Taxes and Payments
- Financing and Incentives
- Contracting with NYC
- Employer Information
- NYC Business Environment
- Infrastructure Resources

**Start Your Business**

NYC Business Express is an interactive Web site designed to help you identify the requirements to open your business in New York City. The site also provides useful resources and incentives information.

**Most Requested:**

- Start a Business Using NYC Business Express
- Consumer Affairs License Requirements
- Pay Taxes
- NYC Property Information
- Property records and tax forms
- Commercial Building Information
- NYC Building Code

**CURRENT NYC RFPs**

- DDC: Requirements Contract for Five Engineering- and Construction-Related Design Services for Renovation Projects
- DEP: Environmental Audit of Water Pollution Control Plants and Combined Sewer Overflow Facilities
- DOT: Design, Inspection, and Resident Engineering Services
- HHC: Backup Diagnostic Services for Sea View Hospital

[View Full RFP List](#)

**RESOURCES**

- NYC Business Express
- NYC Business Solutions
- US Small Business Administration
- Internal Revenue Service

**Business**

|                          |                                    |
|--------------------------|------------------------------------|
| Advertising              | Sponsorship Program                |
| Assessment               | Tendering, RFP's & RFQ's           |
| Bid Opportunities        | Zoning                             |
| Business Resources       | BizPaL                             |
| City Properties for Sale | Permits Online                     |
| City Services Simplified | Chamber of Commerce                |
| Film & Special Events    | Assiniboia Chamber                 |
| Health Inspections       | JCI - Junior Chamber International |
| License Services         | St. Boniface Chamber               |
| Materials Management     | Winnipeg Chamber                   |

With an ethnically diverse population of 706,900 Winnipeg is the ninth largest city in Canada and dominates the Manitoba economy. Indeed, Winnipeg is open for business. Boasting the most diverse economy in Canada, with competitive operating costs, and among the lowest hydro rates in North America, its location in the centre of the continent means that the city benefits from being in North America's central time zone.





# Toronto Employment and Labour Market Information Portal

-Joe Manion, Director, Employment and Social Services



# Background

In 2008, TESS received seed funding from the Province to create a one-stop Labour Market Information portal

The business goal was to *integrate labour market planning information for job and career seekers, employers and those involved in workforce development at the local level.*

TESS developed the portal in partnership with Economic Development & Culture (EDC), City Planning (CP), and Social Development Finance and Administration (SDF&A).

The new portal, the Toronto Employment & Labour Market Information (TELMI) , was launched in late Sept. 2010 (it resides in the “Living in Toronto” section of the City's website )



# The TELMI Website

## Web Traffic

Weblink hits: 218,106

Number of Visits to the  
web portal: 26,431

International visits since  
Jan. 1, 2011: 4148

Most popular viewed  
pages:

- Career & Job Seekers
- Job Boards
- Job Fairs & Career Events

The screenshot displays the TELMI website interface. At the top, the City of Toronto logo and the TELMI title are visible. The main navigation bar includes links for Home, Research & Data, Employers, Career & Job Seekers, Community Resources, and LMI Tools. The current page is 'Employers', which features a search bar and a 'Search TELMI' button. The 'Highlights' section lists categories like Job Resources, Mature Workers, Newcomers, Persons with Disabilities, and Youth. The main content area is divided into sections: 'Programs and Services' (describing labor market programs), 'Economic Activity' (providing economic indicators), 'Legislation' (offering workplace guidelines), 'Employment Trends' (linking to demographic and social trends), and 'Employer Supports'. A right-hand sidebar offers additional resources such as 'Employment Ontario', 'More LMI Resources', 'Self-Assessment Tools', 'US Department of Labor', and 'Working In Canada'.

# Building An Employment Gateway

Next phase of TELMI – Piloting an Employment Gateway that provides an interactive online presence in Toronto’s downtown east community to engage job seekers, employers and showcase city employment services.

Features:

- 1) **Virtual hub** - highlights local employment initiatives, employment supports and training programs.
- 2) **Interactive site** - allows employers to post jobs and job seekers to apply for jobs online with access to recruitment services.
- 3) **One-stop training & job fair calendar** - integrates event information from multiple sources.

# Employment Gateway cont...

## 4) Employment Blog

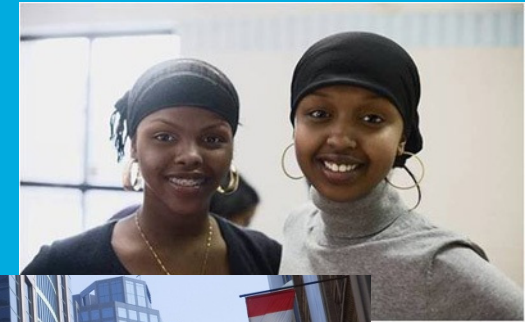
- promotes community engagement by sharing labour market information news & trends and best practices.

## 5) Social Media Profiles

- uses current social media applications as an effective way of reaching out to more employers, job seekers, & community members.

The screenshot shows the website's navigation and content areas. At the top, there is a menu with links: Home, About Us, Contact, Fwd Page, Bookmark, Print, Resizing, Home icon, FAQ, and Logout. Below this is a header for 'Downtown Toronto East Employment Gateway' with a 'C & JS Page' sub-header and a 'Picture' placeholder. A secondary navigation bar includes: Home, Career & Job Seekers, Employers, Research, Community Resources, and Online Services. The main content area is titled 'Home >> Career and Job Search' and features several sections:

- Search site:** A search bar with a 'Go' button.
- Quick Links:** A list of links including Local Employment Directory, Success Stories, Video Gallery, Partnership to Advance Youth Employment (PAYE), and Regent Park Employment Plan.
- EOS:** A button for the Employment Opportunities System/Child site, which describes the job board and login process.
- TELMi icon:** A button for TELMI.
- TORONTO:** A logo for the City of Toronto.
- Employment Centres:** A section listing 'Dixon Hall', 'Fred Victor Employment Centre', and 'Parliament Street Employment Centre'.
- WAYS@TESS:** A section for social assistance, including 'Require Social Assistance' and 'Estimate your eligibility or apply online'.
- View listing of training/Workshops available through the TESS / Others:** A search form for TESS courses with fields for Service Provider, Course Title, Program Type, Industry Type, Course Category, Client Group Served, and Closest Office. Below the form is a table with columns: Code, Provider, Program, Title, Category, Served, and Approval Region.
- What do you want?:** A section for Fred Victor training or TESS staff input.
- Community Events:** A calendar for December 2010.
- Upcoming Community Events:** A section for 'Job Fair' and 'Career Event' with date/time fields and a note to request an e-news feed.
- Follow Us on:** Social media icons for YouTube, Twitter, Facebook, LinkedIn, RSS, and a forum icon.



# Social Media Case Study

- Marilyn Nickel, Manager EDC Event Marketing



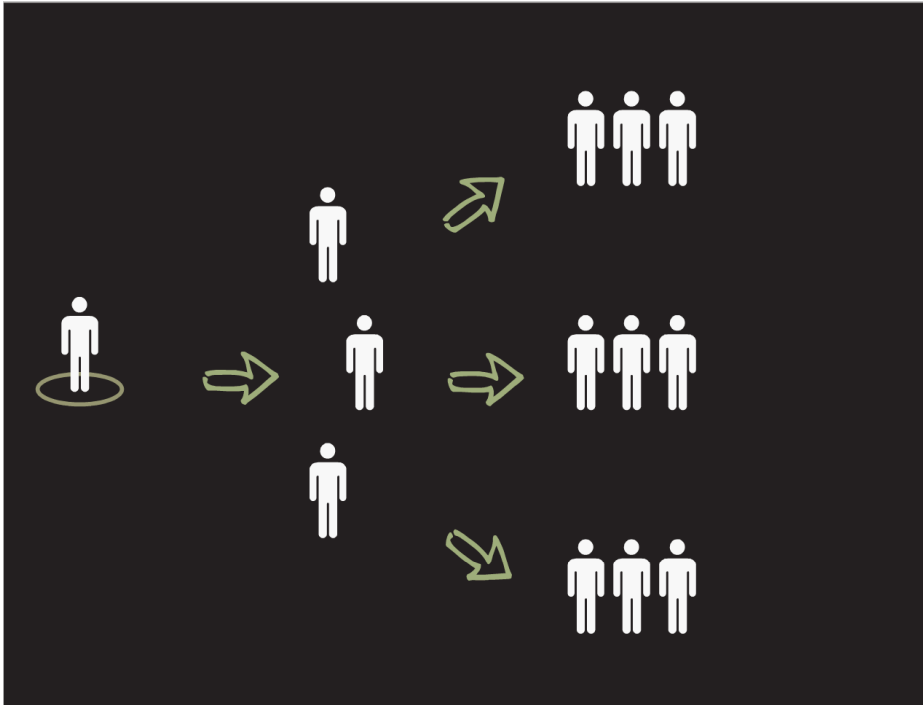


scotiabank nuit blanche toronto

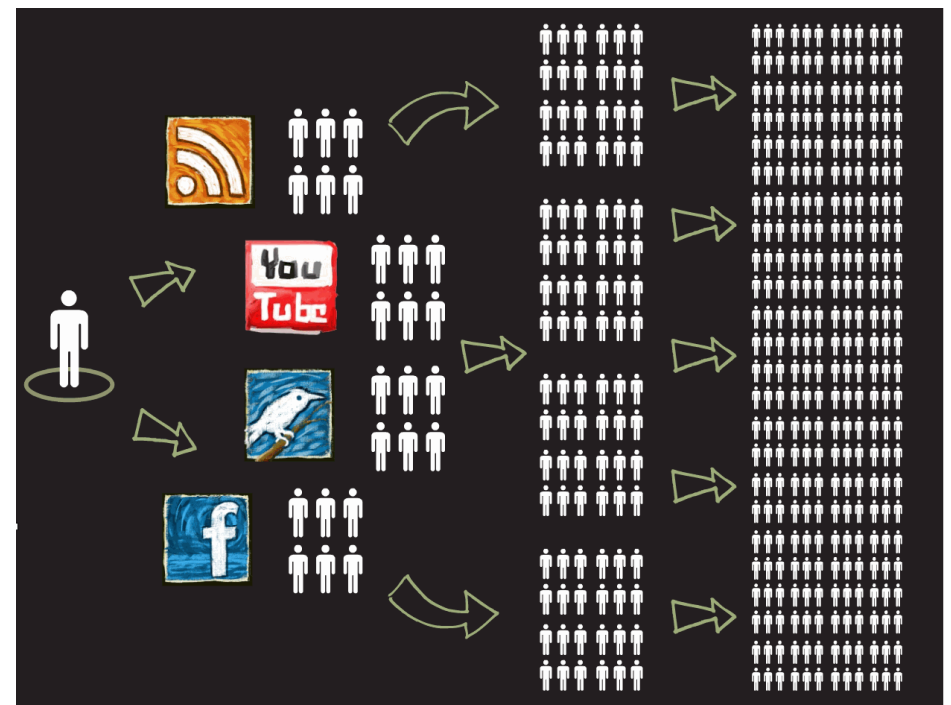


How we leveraged social media to engage  
and activate a population

## Before Social Media



## After Social Media



- 96% of the world's population under 30 have joined a social network

- 2.5 million people in the GTA under the age of 30 are members of a social media site (Twitter, MySpace, Facebook etc)

- Fastest growing segment on Facebook is 55-65 year-old females

## **Worldwide Facebook Users: 500,000,000+**

- Over 700 billion minutes spent per month

## **Worldwide Twitter Users: 156,000,000+**

- 5.4 Billion+ updates per month

- 300,000 new users every day

## **Canadian Activity**

**70%** of Canadians use social media

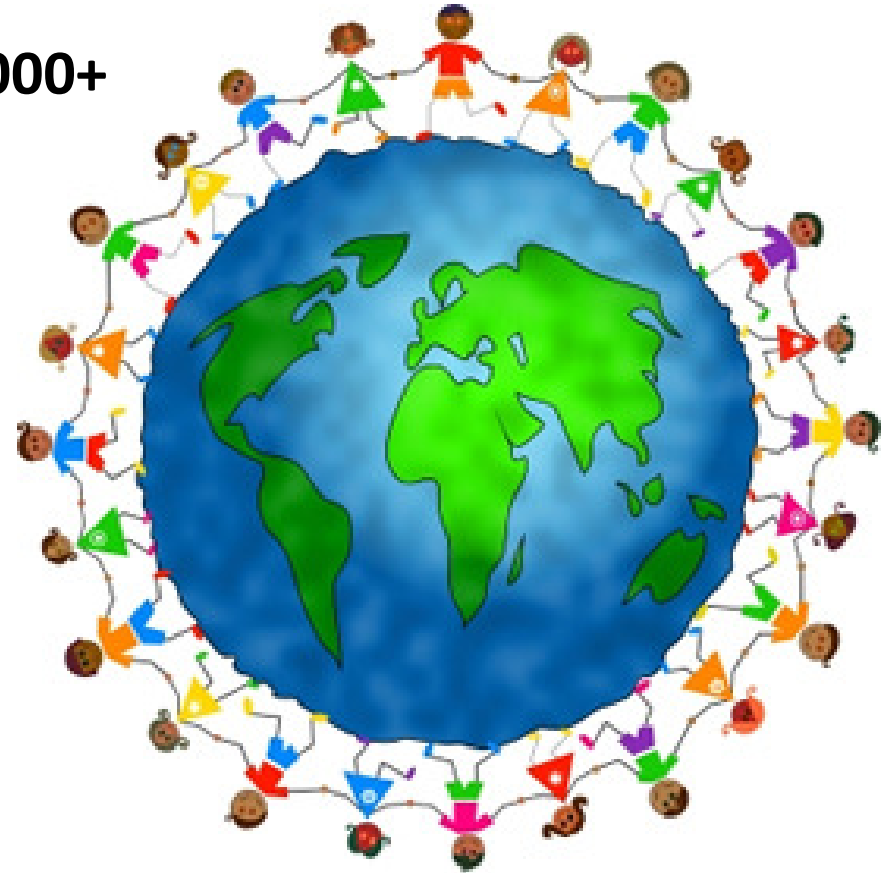
**47%** of Canadians use Twitter

Last year, Toronto had more than

**500,000** Facebook users, while

New York had 200,000 and

London had 360,000



# Traditional marketing channels



Postering



Collateral



Transit Ads



Print advertising



# Our challenge:

- Build on existing traditional marketing campaigns to reach new audiences
- Use new tools to:
  - Provide deeper context
  - Encourage engagement
  - Build goodwill among key publics
  - Interact in real time
  - Provide a platform for feedback & response



# The new reality

- Facebook pages
- Engagement ads
- Google search ads
- Youtube videos
- Flickr pools
- Online forums
- Engagement strategies
- Facebook events
- Call for photos
- Nuit Narrators
- Share Your Night
- Mobile access
- Interactive maps
- iPhone/BB/Android Apps
- Twitter

The collage illustrates the multi-platform digital marketing strategy for Scotiabank Nuit Blanche 2010. Key elements include:

- urbantoronto.com:** A website featuring a thread about the event, with text such as "The only thing hoping on is whatever you plan on doing... if you take it for what it is, it's great... it's a fun night out - for the average citizen, most of the events wouldn't be of too much interest but it's still fun from the walking around late / seeing people perspective." It also includes a "Nuit Talks" section and a "Share Your Night" form.
- Facebook:** A public event page for "Scotiabank Nuit Blanche 2010" with 21,302 attendees. It features a "Select Guests to Invite" button and a list of attendees including Dawn Ng and Anna Titova.
- YouTube:** A video player showing a man in sunglasses, with a "City of Toronto, Special Event's office" channel header.
- Mobile App:** A BlackBerry phone displaying the "scotiabank nuit blanche" app interface with buttons for "Home", "Share", "my night", "donate", and "more".
- Twitter:** A profile for "@sbnuitblancheTO" with 937 tweets, 339 following, and 2,848 followers. Recent tweets include "TTDDDD Tom Theresa Do" and "the2scoops Jason Carlin".
- Search Results:** A Google search for "scotiabank nuit blanche" showing various news articles and event listings.
- Event Signage:** A large graphic with text: "Excitement for event night is palpable by sbnuitblancheto via twitter at 6:43 PM", "Here for the Pre-Nuit Reception #sbnuitblanche @nicksean (@Scotia Plaza) 4sq.com by Julio\_ReyesCA via twitter at 6:40 PM", and "Food and homework. Can't wait for Saturday #sbnit".

# What did we achieve?

- Unique visitors to website on event weekend: **213,198**  
**= 44% increase over 2009**
- **Facebook was the #1 referral site to our home page**
- 550 online mentions – **80% increase over 2009**
- **Increased Twitter followers by 185%**
- **Increased impressions on Twitter by 1,100%**
- **Increased Facebook fans by 65%**
  - highest number of any event in Canada
  - nearly 57,000 visits to our Facebook page in September



# How did we do it?

- 7 key strategies building on traditional campaign tools and resources to:
  1. Maintain an existing home base
  2. Create support channels
  3. Leverage new tools and tactics
  4. Provide relevant information & context
  5. Engage online
  6. Engage in real life
  7. Measure successes



# 1. Create a Home Base

scotiabank nuit blanche toronto [Log In](#)

[Home](#) | [About](#) | [2010 Event](#) | [Connect](#) | [Share Your Night](#) | [Plan Ahead](#) | [Scotiabank Info Centres](#) | [Travel Packages](#)

[+](#) [f](#) [t](#) [v](#)

**a free all-night contemporary art event**  
October 2, 2010 6:57pm to sunrise

Toronto's annual sunset to sunrise celebration of contemporary art returns to mark a five-year milestone. Discover art in galleries, museums and unexpected places. From building façades and city parks to alleyways and heritage buildings, choose from more than 130 destinations and chart your own path.

▶ **2010 Event**  
Three zones featuring more than 130 projects to explore.

▶ **Night Navigator app**  
Download the free iPhone, Android & BB apps now!

▶ **Share Your Night**  
Send your photos, comments and favourite moments.

▶ **Scotiabank People's Choice**  
WIN\* 1 of 6 Apple iPads!

**shareYOURnight** - Send your event photos and messages

g ready for #snbto  
by YeahitsJoanna via [twitter](#) at Saturday, October 02, 2010 6:28:13 PM

Nuit Blanche! Everybody go to the Spoke Club for Chance Encounters in the Uncanny City! #snbTO  
by aitchchan via [twitter](#) at Saturday, October 02, 2010 6:28:40 PM

Off to wander the streets of Toronto into the night as I rock my fifth straight Nuit Blanche! #snbTO I'd miss my own wedding for this. LOL  
by emptythemepark via [twitter](#) at Saturday, October 02, 2010 6:28:40 PM

If you're visiting Lower Bay station like I will, use the Bay St. entrance (on the west side of Bay). #snbTO  
by TsarKasim via [twitter](#) at Saturday, October 02, 2010 6:28:47 PM

35 mins til Nuit Blanche. Have already seen a preview of some of the exhibits! Will attempt to tweet and post pics all night! #snbTO  
by JessicaWilkie via [twitter](#) at Saturday, October 02, 2010 6:28:58 PM

**Recent Tweets**  
By @SBNuitBlancheTO

[contact us](#) [e-newsletter](#) [media](#) [how to participate](#)

follow us on: [facebook](#) [twitter](#)

Produced by

# 2. Create Channels

**flickr** from Yahoo! Home The Tour Sign Up Explore Upload


You aren't signed in Sign In Help

Search Scotiabank Nuit Blanche Photo Search


**Scotiabank Nuit Blanche Photo Stream's photostream** pro Slideshow

Sets Galleries Tags People Archives Favorites Profile

**Pine Cone Colony - Campbell House Museum**



All rights reserved  
Uploaded on Oct 3, 2010  
0 comments



All rights reserved  
Uploaded on Oct 3, 2010  
0 comments

**2010\_ZoneB\_25\_**  
1 photo

**2010\_ZoneB\_16\_**  
1 photo

**2010 Event General**  
61 photos  
3 views

**Under the Surface - Artist**

**YouTube** Search Browse Upload Create Account Sign In

**City of Toronto, Special Events's office** TorontoEvents's Channel

**scotiabank nuit blanche 10**

Date Added Most Viewed Top Rated

**Derek Liddington, Allegory for a Rock**  
671 views · 1 month ago

**Agnes Winter, Monument to Smile at**  
359 views · 2 months ago

**Scotiabank Nuit Blanche 2009**  
791 views · 3 months ago

**WinterCity Festival 2010 Preview**  
916 views · 8 months ago

**Toronto's Cavalcade of Lights Fireworks**  
245 views · 10 months ago

**Toronto's Scotiabank Nuit Blanche 06:07 video**  
3,894 views · 2 years ago

**Agnes Winter, Monument to Smile at Toronto's Scotiabank Nuit Blanche 2010**  
From: torontoevents | July 26, 2010 | 359 views  
Asking "can you smile for me?" OCAD students photographed several hundred smiling portraits in the different streets and neighbourhoods of the Toronto. On October 2, 200 photographs of smiling faces of Torontonians will transform the facade of the 144 Fireweed Centre into a smiling mosaic, accompanied by the musical theme "Smile" written by Charles Chabon for Modern Times. (more info)  
View comments, related videos, and more

**torontoevents** Subscribe  
Add as Friend | Block User | Send Message

**Recent Activity**  
torontoevents uploaded a new video (1 month ago)  
Derek Liddington, Allegory for a Rock Opera at Toronto's ...  
Watch and listen as a working-class sub-history unfolds before your very eyes through an Italian-Operatic interpretation of Bruce Springsteen's epi... more

**facebook** Search Home Profile Account

**Scotiabank Nuit Blanche** Wall Info Photos Links Video Discussions +

What's on your mind?  
Attach: Share Options

**Scotiabank Nuit Blanche** Want to see 12 hours of art condensed into 60 seconds? We're loving this video!

**Nuit Blanche 2010 In 60 Seconds**  
www.youtube.com  
Sevy Dragon Production was at Nuit Blanche on October 2, 2010 to cover this free all-night celebration of contemporary art. If you like Sevy Dragon Production to film your event please contact business@sevydragonproduction.com or visit http://SevyDragonProduction.com/  
Post Insights not yet available, please check back later.  
about an hour ago · Comment · Like · Share · Promote · Flag  
18 people like this.  
Write a comment...

**Information**  
Founded: 2006  
Insights See All  
25,653 Monthly Active Users  
4 Daily New Likes  
2,749 Daily Post Views  
22 Daily Post Feedback  
Insights are visible to page admins only.

**13 Friends Like This**  
6 of 13 Friends See All  
Robert Woolf  
Justin Tyce  
Asad Raza  
McClendall

**Patrick Roscoe** so, a few days ago, I had a fantastic time at "Nocturne: art at night" in Halifax, and I kept thinking that nuit blanche could really learn a thing or two from the way Halifax does this: despite its incredible popularity, there were no line ups at any of the exhibits, the whole thing was strongly characterized by genui...  
See More  
Tuesday at 12:04am · Comment · Like · Flag

**Scotiabank Nuit Blanche** Nocturne sounds great! The more all-night art celebrations across Canada, the better!  
about an hour ago · Like  
Write a comment...

**Scotiabank Nuit Blanche** Did you catch the all-night chess match in honour of John Cage and Marcel Duchamp in Zone B? Here's a highlight!  
**The Scoop on Nuit Blanche, Reunion 2010**  
www.youtube.com  
CLO editor Jennifer Shahade and two-time Canadian Chess Champion Pascal Charbonneau travelled to Toronto for Nuit Blanche, 2010, an all-night contemporary art festival. This year's event took place on October 2nd sundown 7 PM to October 3rd sunrise, 7 AM. Pascal and Jennifer participated in

**Soon To Be a Mommy?**  
Get absolutely free baby samples and products from some of the best brand-name companies. Delivered right to your door - no catch!

**Win a LeapFrog Prize 2day**  
Enter the Dairy Oat Curious Minds Contest, and you could win a LeapFrog® Tag™ Reading System with 5 books every day.

**Create the Funniest Fair**  
Can you clear this scary forest and build the funniest fair in the world? Play RAINWOOD FAIR on Facebook now!

**Fashion Marketing Program**

**twitter** Search Home Profile Messages sbnuitblancheTO

**SB Nuit Blanche TO**  
@sbnuitblancheTO iPhone: 43.638140,-79.418038  
Toronto's all-night contemporary art thing. One night only. All night long.  
http://www.scotiabanknuitblanche.ca

937 Tweets 339 Following 2,848 Followers 224 Listed

Following 339 Followers 2,848

**Similar to You**  
heritageToronto Follow  
LUM Luminato Follow  
AGO ArtGalleryOntario Follow  
SonyCentreTO Follow

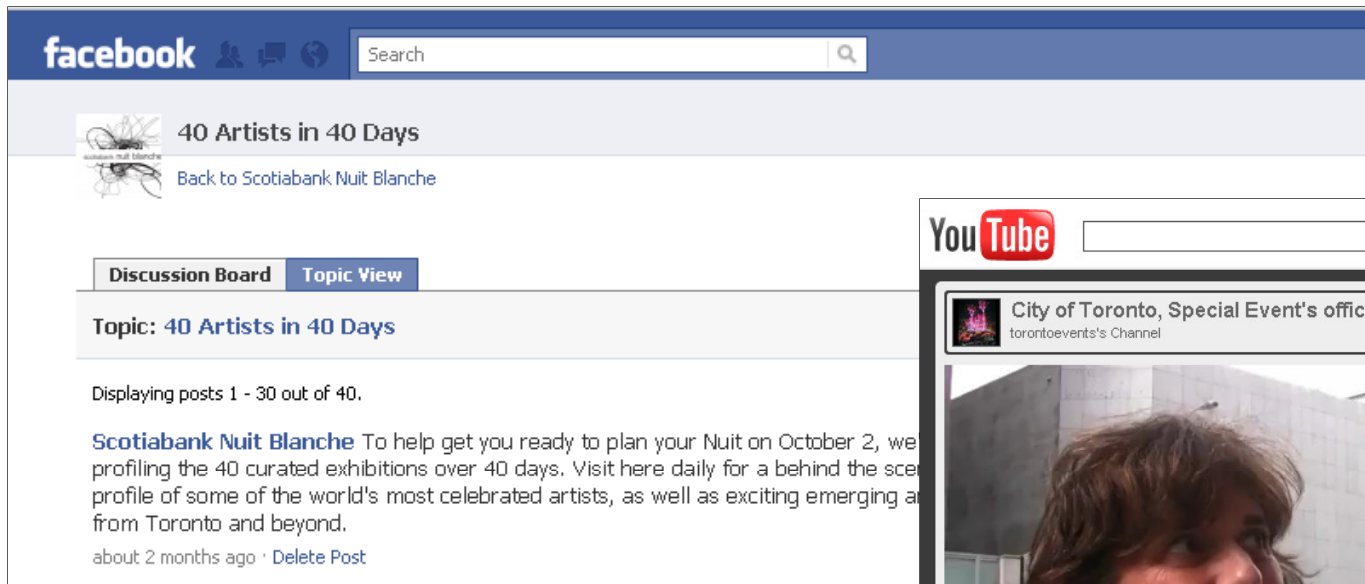
**Timeline** Favorites Following Followers Lists  
TTDDOO Trinh Theresa Do by sbnuitblancheTO  
RT @UPerspectives Roads Shut Down for Toronto's Annual Art All-Nighter: http://wp.me/p129Dt-3l @sbnuitblancheTO  
11 Oct  
the2scoops Jason Carlin by sbnuitblancheTO  
New blog post: Nuit Blanche 2010. Part 1 > Fly By Night: http://bit.ly/6E7pA9 #sbnitbto  
7 Oct  
sbnuitblancheTO SB Nuit Blanche TO  
Congrats to #sbnitbto 2010 Gerald McMaster, just chosen to curate the Sydney Biennale in 2012!  
7 Oct

About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts  
Businesses · Media · Developers · Widgets · © 2010 Twitter

# 3. Use New Tools & Tactics

The image is a collage of digital media related to the 'Nuit Blanche' event. At the top, a Twitter feed is visible, showing tweets from users like @TTDDOO, @midiono, @GenevieveLef, @SiHawkings, @Echofon, @scottnyood, @trolporteur, and @MariusFrederick. The tweets discuss the event, its location, and the weather. Below the Twitter feed, there are several social media updates and photos. On the left, a 'shareyournight' section features a 'nuitnationlive' feed with updates from users like @ezeelbreezy, @John\_Henry, @sbnuitblancheto, @TsarKasim, @davidpleonard, @IndyAdvant, and @Jeffbergen. In the center, a 'nuitnewsLive' section provides official event updates, including a photo of the SYN (Share Your Night) team and a call to action to cast a vote for Scotiabank People's Choice. On the right, a 'nuitnarrators' section features a photo of 'My Nuit Blanche gear' and a report from a citizen journalist. At the bottom right, a hand holds a BlackBerry phone displaying a mobile application for 'scotiabank nuit blanche' with buttons for 'discover', 'share', 'vote', 'my night', and 'donate'. The background of the collage is a dark, textured surface.

# 4. Provide Relevant Information



facebook

Search

40 Artists in 40 Days

Back to Scotiabank Nuit Blanche

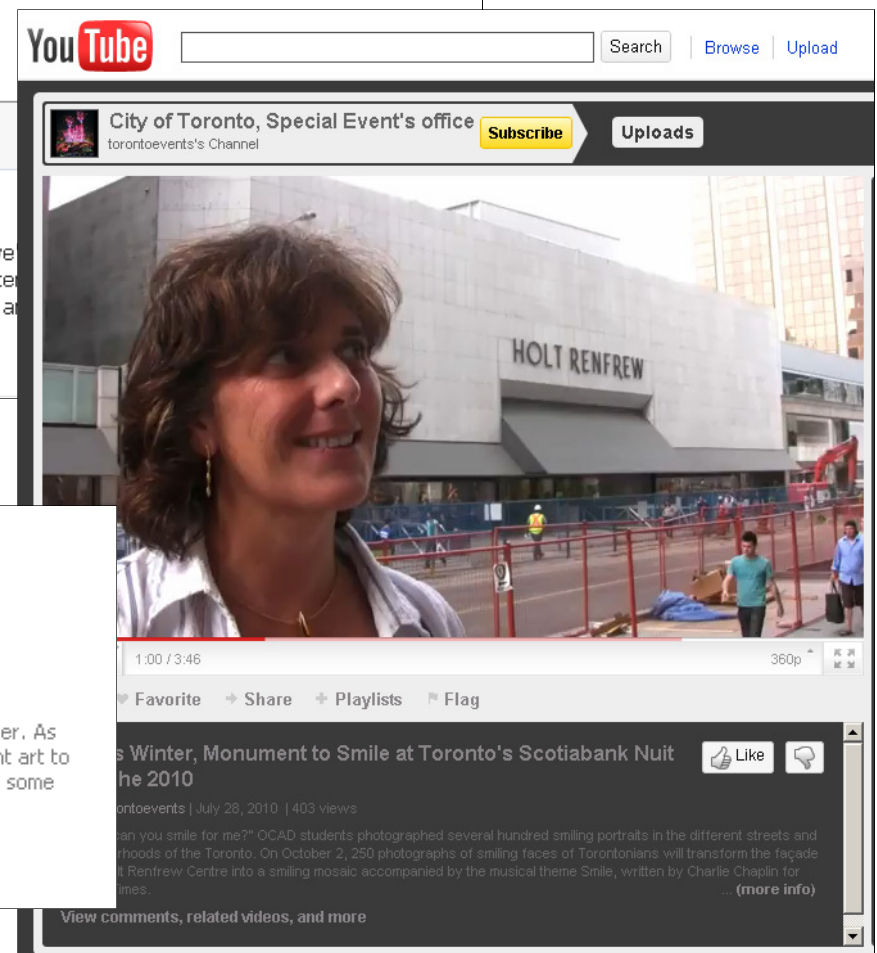
Discussion Board Topic View

Topic: 40 Artists in 40 Days

Displaying posts 1 - 30 out of 40.

**Scotiabank Nuit Blanche** To help get you ready to plan your Nuit on October 2, we profiling the 40 curated exhibitions over 40 days. Visit here daily for a behind the scene profile of some of the world's most celebrated artists, as well as exciting emerging art from Toronto and beyond.

about 2 months ago · Delete Post



YouTube

Search Browse Upload

City of Toronto, Special Event's office  
torontoevents's Channel

Subscribe Uploads

1:00 / 3:46 360p

Favorite Share Playlists Flag

Winter, Monument to Smile at Toronto's Scotiabank Nuit Blanche 2010

torontoevents | July 28, 2010 | 1,403 views

Can you smile for me? OCAD students photographed several hundred smiling portraits in the different streets and neighborhoods of the Toronto. On October 2, 250 photographs of smiling faces of Torontonians will transform the façade of the Holt Renfrew Centre into a smiling mosaic accompanied by the musical theme Smile, written by Charlie Chaplin for his films. ... (more info)

View comments, related videos, and more



Scotiabank Nuit Blanche The guides are coming in fast and furious! Check out BlogTO's guide for what you need to know to make the most of your night.

[http://www.blogto.com/arts/2010/09/nuit\\_blanche\\_2010/](http://www.blogto.com/arts/2010/09/nuit_blanche_2010/)

**Nuit Blanche 2010**  
[www.blogto.com](http://www.blogto.com)


Nuit Blanche, Toronto's all night art expo, is just around the corner. As usual there's a bit of everything in the mix, from sound art to light art to dance, disco, performance art, all night film screenings and even some shopping. This one night festival was originally created in Paris...



11,267 Impressions · 0.09% Feedback

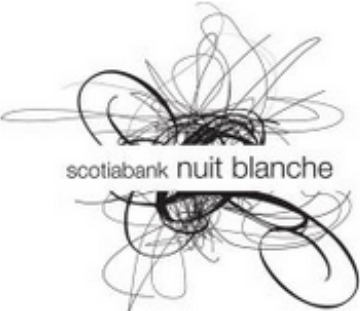
September 28 at 5:02pm · Comment · Like · Share · Promote · Flag



# 5. Engage with the public



facebook  Search 


 **Needed: Nuit Narrators**  
by [Scotiabank Nuit Blanche](#) on Wednesday, August 25, 2010 at 3:30pm







**Scotiabank Nuit Blanche** Wow, all the feedback is amazing! We're gathering it all, talking it out and making plans for improvements. We love that you care enough about the event to invest your energy into it, and your voices are heard!

18,195 Impressions · 0.12% Feedback  
October 5 at 6:26pm · [Comment](#) · [Like](#) · [Promote](#)

 13 people like this.




twitter  Search  Home Profile

 **sbnuitchancheTO** SB Nuit Blanche TO   
[@EricRosenLA](#) Glad you enjoyed it - can't wait to see your coverage of our fine city! Safe travels!  
6 Oct

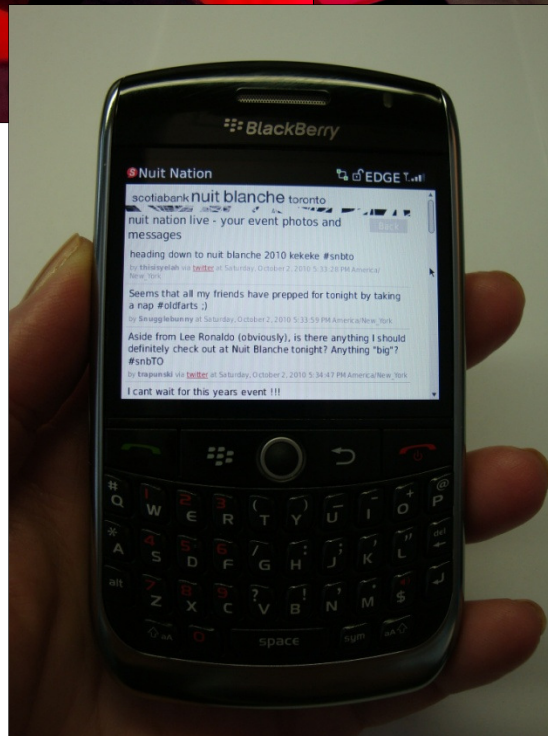
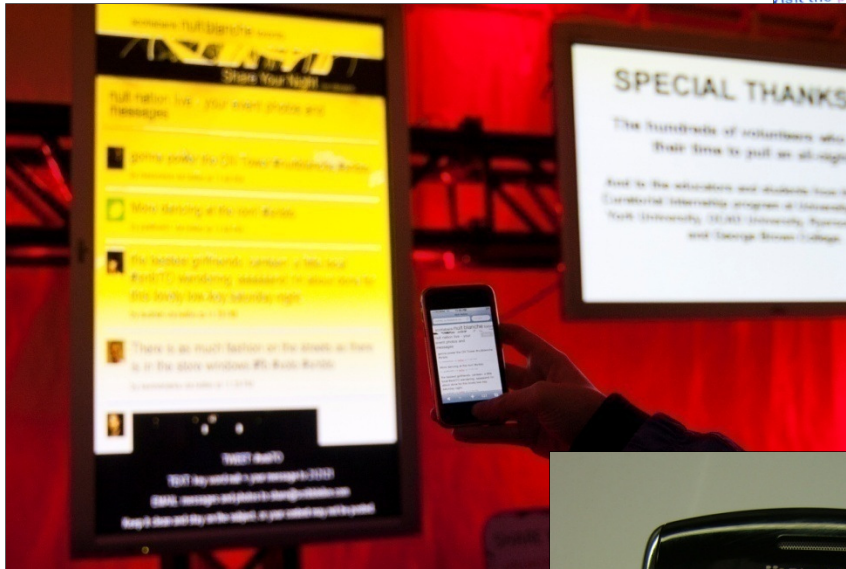


**sbnuitchancheTO** SB Nuit Blanche TO  
[@MichaelNus](#) Great blog recapping your [#snbTO](#) experience!  
<http://bit.ly/azwFDA>  
4 Oct



**sbnuitchancheTO** SB Nuit Blanche TO  
We LOL'd! Very clever! RT [@torontoist](#): A night at Nuit Blanche—but this time, in cartoons! <http://bit.ly/9HoRmU> [#snbTO](#)  
5 Oct

# 6. Engage IRL



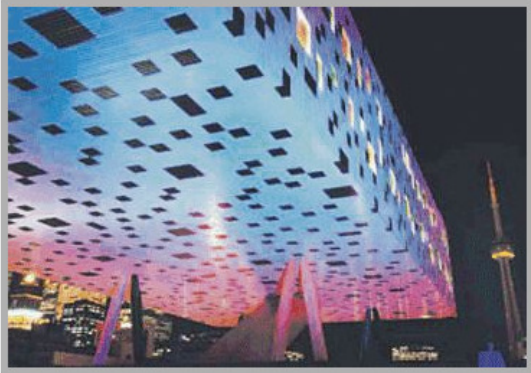
# 7. Measure Successes

**Tippett.org**  
*Michael Tippett's semi-coherent mutterings*

**HOME**

**20 SEP**

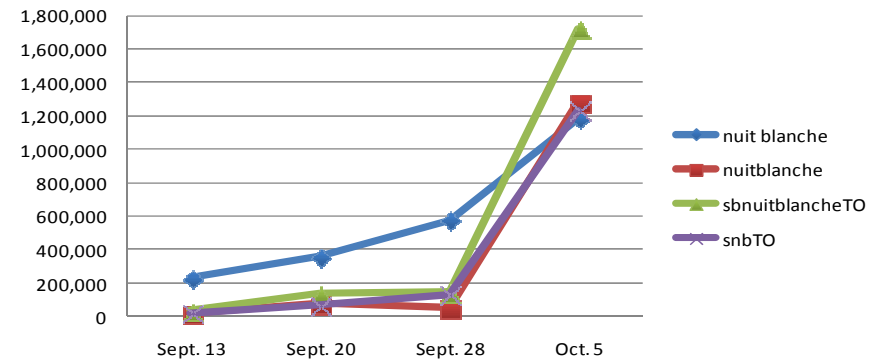
## Nuit Blanche - top trending topic in Canada now



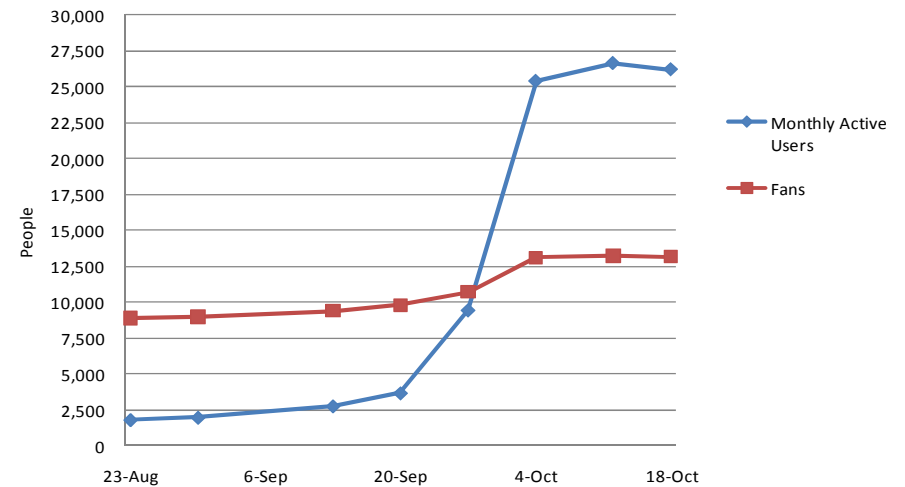
Nice work Toronto. Your night of art is the top trending term on twitter right now. Wish is was going to Nuit Blanche this weekend.

[Twitter / Search - Nuit Blanche.](#)

Twitter Hashtag Impressions



Facebook Activity



# Summerlicious & Winterlicious

## 6 key “firsts” on toronto.ca:

1. **Sort Tool** – sort restaurants by key word, price, neighbourhood and type of cuisine to create a personalized list
2. **AddThis social media widget** added for quick sharing (a first for toronto.ca)
3. **Facebook ‘Like’ button** added to every page (a first for toronto.ca)
4. **Integration of Twitter and Facebook Feeds**
5. **New Interactive Map** using the City of Toronto's beta iMapIt 2 interactive environment
6. **The first mobile optimized web pages offered on toronto.ca**  
(for current BlackBerry, iPhone and Android models)

# Winterlicious

sorting and sharing

The screenshot shows the Toronto Special Events website. The main header includes the Toronto logo and navigation links: HOME, CONTACT US, HOW DO I...?, SEARCH. Below this is a secondary navigation bar with categories: LIVING IN TORONTO, DOING BUSINESS, VISITING TORONTO, and ACCESSING CITY HALL. The left sidebar contains a 'SPECIAL EVENTS' menu with links for Winterlicious 2011, Culinary Events, Prix Fixe Restaurants, and Google Translate. The main content area features a 'Toronto Special Events' banner for 'American Express presents WINTERLICIOUS JANUARY 28 - FEBRUARY 10, 2011'. Below the banner is a 'Prix Fixe Restaurants' section with a description and social media links. A filter overlay is open, showing search and filter options. A red circle highlights a 'Sort List' button in the top right of the filter overlay. The filter overlay includes sections for Price, Cuisine, Neighbourhood, and accessibility options.

**Toronto Special Events**

American Express presents  
**WINTERLICIOUS**  
JANUARY 28 - FEBRUARY 10, 2011

**Prix Fixe Restaurants**

A highlight of winter in Toronto! Take advantage of the incredible value and exclusive prix fixe menus offered at 150 of Toronto's top restaurants. Restaurants start taking Prix Fixe reservations starting January 13, 2011.

find us on Facebook follow @L10105TO

Be sure to savour the fantastic Culinary Events being offered this year!

**All Restaurants**

Search Keyword

7 Number

**Price**

- \$15 Lunch
- \$20 Lunch
- \$25 Lunch
- \$25 Dinner
- \$35 Dinner
- \$45 Dinner

**Cuisine**

- Asian
- Beer Cuisine
- Bistro
- Cajun/Creole
- Canadian
- Canadian Contemporary
- Chinese
- Contemporary
- Continental
- Eclectic
- European Contemporary
- French
- Fusion
- Greek
- Indian
- International
- Italian
- Japanese
- Local/Market Fresh
- Mediterranean
- Middle Eastern
- Moroccan
- Persian
- Peruvian
- Portuguese
- Seafood
- Steakhouse
- Sushi
- Tapas
- Tex-Mex
- Thai

**Neighbourhood**

- Annex
- Corso Italia
- Danforth/Greektown
- Downtown
- East Toronto
- Entertainment District
- Financial District
- Little Italy
- Midtown
- North Toronto
- West Toronto
- Yorkville

Vegetarian option

Barrier free, wheelchair accessible restaurant

Cancel Sort List

# Winterlicious

sorting and sharing

The screenshot shows the Toronto Special Events website for Winterlicious 2011. The page is titled "Toronto Special Events" and features a main banner for "Winterlicious" from January 28 to February 10, 2011. The banner includes the text "American Express presents" and "Prix Fixe Restaurants". Below the banner, there is a section for "Prix Fixe Restaurants" with a description and social media links for Facebook and Twitter. A red circle highlights a social sharing widget with "Share 110" and "Like 1K" buttons. Below this, there is a "Sort List" button and a list of restaurants. The list includes "7 Numbers Danforth", "93 Harbord", "Acquolina Ristorante", "Alice Fazooli's Italian Grill", and "Amaya's Bread Bar". Each restaurant entry includes a photo, address, phone number, price range, and location.

**Toronto Special Events**

American Express presents  
**WINTERLICIOUS**  
JANUARY 28 – FEBRUARY 10, 2011

**Prix Fixe Restaurants**

A highlight of winter in Toronto! Take advantage of the incredible value and exclusive prix fixe menus offered at 150 of Toronto's top restaurants. Restaurants start taking Prix Fixe reservations starting January 13, 2011.

find us on [Facebook](#) follow [@LiciousTO](#)

Be sure to savour the fantastic [Culinary Events](#) being offered this year!

**All Restaurants** [Sort List](#)

GOOGLE TRANSLATE  
in 51 languages

**7 Numbers Danforth (Menu)**  
307 Danforth Avenue  
416-469-5183  
\$25 Dinner  
Danforth/Greektown  
Italian  
[Map](#) [Website](#)

**93 Harbord (Menu)**  
93 Harbord Street  
416-922-5914  
\$25 Dinner  
Annex  
Middle Eastern  
Moroccan  
[Map](#) [Website](#)

**Acquolina Ristorante (Menu)**  
760 St Clair Avenue West  
416-858-0480  
\$25 Dinner  
Corso Italia  
Italian  
[Map](#) [Website](#)

**Alice Fazooli's Italian Grill (Menu)**  
294 Adelaide Street West  
416-979-1910  
\$15 Lunch \$25 Dinner  
Entertainment District  
Italian  
[Map](#) [Website](#) [Reserve Lunch](#) [Reserve Dinner](#)

**Amaya's Bread Bar (Menu)**  
3305 Yonge Street  
416-487-1100  
\$15 Lunch \$25 Dinner  
Midtown  
North Toronto  
Indian

# Winterlicious Facebook & Twitter feeds

**TORONTO** HOME CONTACT US HOW DO I...? SEARCH:

**LIVING IN TORONTO** **DOING BUSINESS** **VISITING TORONTO** **ACCESSING CITY HALL**

**SPECIAL EVENTS**

Winterlicious 2011

- About
- F.A.Q.
- Partners
- Map

Culinary Events

- All Events
- Map

Prix Fixe Restaurants

- All Restaurants
- Map
- Neighbourhood
- Cuisine
- Price
- Beverage Pairings

Contact Toronto Special Events

Media room

**GOOGLE TRANSLATE**

in 51 languages

American Express presents  
**WINTERLICIOUS™**  
JANUARY 28 – FEBRUARY 10, 2011

**Celebrate! Explore! Savour!**

Toronto's favourite winter gastronomic celebration again offers TWO popular programs for you to savour. Discover new favourite restaurants by sampling mouth watering **three-course prix fixe menus** at 150 of Toronto's top restaurants. Food gurus will want to explore the **culinary event series** of 14 unique foodie experiences featuring diverse cuisine and notable chefs. Just in time for holiday gift-giving, **culinary event tickets** go on sale December 16, 2010.

**Prix Fixe reservations will be accepted starting January 13, 2011**

The prix fixe menus are available at lunch and dinner at the following price points:

**\$15, \$20 or \$25 lunch menus\***

**\$25, \$35 or \$45 dinner menus\***

Some restrictions apply. Reservations recommended.

\*Lunch and dinner menus include starter, entrée and dessert. Beverages, taxes and gratuity are additional.

**American Express® Cardmembers can go to the Front of The Line® to book early reservations on January 11th and 12th\***

\*To qualify for Front of the Line, American Express Cardmembers must contact restaurants directly for reservations and provide their American Express Card number to make the reservation. Subject to restaurants seeing availability.

**WINTERLICIOUS RESTAURANT LIST 2011**

Winterlicious guides are available at all participating restaurants and at the Toronto City Hall security desk (100 Queen Street West) starting January 7.

**Find us on Facebook**

**Winter/Summerlicious**

Winter/Summerlicious Today's the last day to get your winterlicious meal deal on! Where are you dining?  
10 February at 07:31

Winter/Summerlicious Embrojuo Flamenco still has tickets available for this amazing food + opera experience  
03 February at 13:29

Winter/Summerlicious What a deal! 3AMCafe in Cabbagetown is offering free coverage on Sundays in Tuscany during Winterlicious. Are you gonna pass that up?  
03 February at 13:25

Produced by **TORONTO** The Winterlicious restaurant promotion is produced by the City of Toronto.

Plan your Winterlicious culinary outing using the **NEW! map feature**

**F.A.Q. What you need to know** about the Prix Fixe restaurant promotion

Winterlicious / Summerlicious **Restaurant participation criteria**

Search Toronto's **Festivals & Events calendar** and plan your outings

Show 79

Tweet 0

Like 628

Use Facebook as your main destination. Personal info you provide is controlled by the City of Toronto.

Join Winterlicious on Facebook

Follow Winterlicious on Twitter

Winter/Summerlicious **LiciousTO**

Congrats to all the chefs and servers for pulling off another incredible Winterlicious... you do Toronto proud!  
49 days ago · reply

Congrats to all the chefs and servers on staying on and pulling off another incredible Winterlicious... you do Toronto proud! Celebrate!  
49 days ago · reply

The chefs are going downtown to party with other chefs who finished 60 restaurants.  
49 days ago · reply

RT @gaughantrish: Delicious dinner at @liciousmichigan in Toronto for Winterlicious. Menu extended til Mar 12.  
49 days ago · reply

Winterlicious Hug Success. Menu extended til Monday, Valentine's Day!  
49 days ago · reply

Winterlicious ends today. We are still taking reservations, but they're going fast! Check out our menu! Toronto #liciousTO #CIBC  
49 days ago · reply

AMAYA Winterlicious is extended for dinner until February 13!  
http://licious.com/2011...  
49 days ago · reply

Winterlicious top rated! Delica Peking Szechuan, Salmon w/Langoustine and Orange Glaze and the apple cinnamon fillet. A few seats available.  
49 days ago · reply

RT @liciousTO: Last day of Winterlicious! One last chance for some beautiful chicken w/ Herford Woods mushrooms. http://ow.ly/0T1egp  
49 days ago · reply

We hope everyone who joined us at Winterlicious, Winterlicious is extended for @liciousTO had delicious meals! LAST DAY! #winterlicious  
49 days ago · reply

twitter Join the conversation

# Winterlicious interactive map

SPECIAL EVENTS

Winterlicious 2011

- [About](#)
- [F.A.Q.](#)
- [Partners](#)
- [Map](#)

Culinary Events

- [All Events](#)
- [Map](#)

Prix Fixe Restaurants

- [All Restaurants](#)
- [Map](#)
- [Neighbourhood](#)
- [Cuisine](#)
- [Price](#)
- [Beverage Pairings](#)

[Contact Toronto](#)  
[Special Events](#)

[Media room](#)

GOOGLE TRANSLATE

in 51 languages

## Toronto Special Events

American Express presents  
**WINTERLICIOUS™**  
JANUARY 28 – FEBRUARY 10, 2011



### Winterlicious Map

With 150 of Toronto's top restaurants offering prix fixe menus and 14 culinary events to choose from, winter in Toronto is delicious. Zoom into your favourite neighbourhood to see all of the scheduled Winterlicious activities and then share your top picks with friends.

[find us on Facebook](#) [follow @LiciousTO](#)

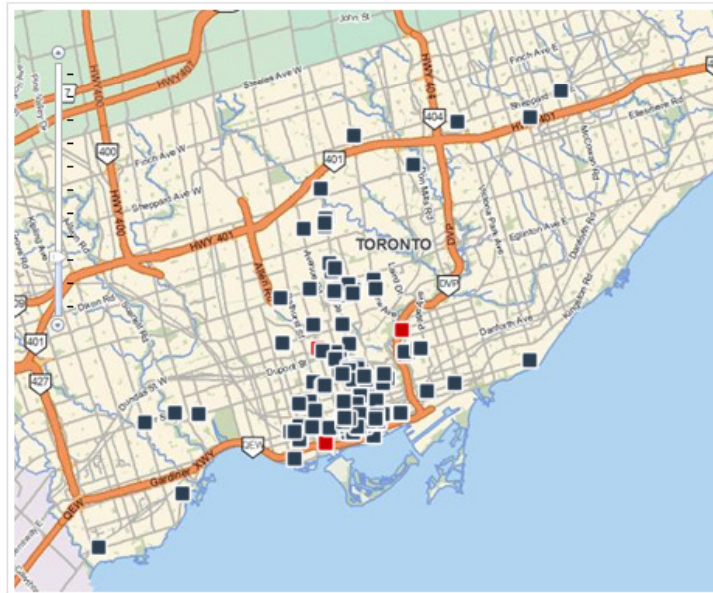
Share 7  
Like 26

Use these features at your own discretion. Personal info you provide is not collected by the City of Toronto.

Be sure to savour the fantastic [Culinary Events](#) being offered this year!

### Legend

-  Prix Fixe Restaurants
-  Culinary Events



Produced by

The Winterlicious restaurant promotion is produced by the City of Toronto.



# Licious Campaign Results

Events home page traffic during campaigns...

Summerlicious: 3.6 million Page Views

Winterlicious: 2.7 million Page Views

Summerlicious home page ranked #2 as most visited pages on toronto.ca during our campaign. Only the main toronto.ca home page ranked higher. Winterlicious home page ranked #3.

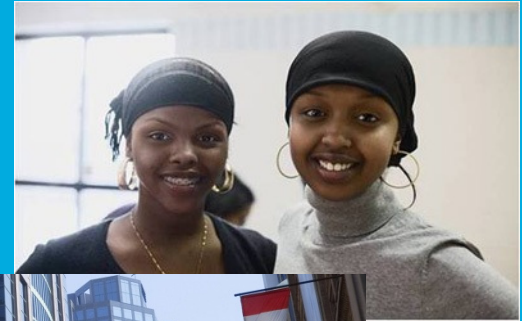
Winner of the Toronto's Got IT Diamond Award of Excellence

***“Everything you need to see is on the website, from menus, to types of cuisine, to wheelchair accessibility. This website can also be accessed on the go from your Android or iPhone....”***

-Lifestyle Magazine

***“The City of Toronto actually hosts a pretty cool and extensive site that allows you to choose an establishment by restaurant name, neighbourhood, cuisine and price.”***

-CultureGET



Thank You

Any Questions?

