

BurnabyConnect App

Digital Transformation: Communications Tools

Presentation for: City Council Meeting

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Presentation by:

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Digital Transformation: Communications Tools Overview

2021 2022 2023

Launched new
online public
engagement tool
Burnaby.ca/yourvoice
April 2021

Launched new
customer centric
Burnaby.ca
August 2021

Launched
internal
StaffConnect
Email
March 2022

Launched new
emergency alert app
burnaby.ca/alertable
May 2022

Pilot Project
Digital Screens
Edmonds Com Ctre
July 2022

Redesigned
internal
SAP Portal
Home page
September 2022

New coms tool
BurnabyConnect app
October 2022

New enews tool
Burnaby.ca/enews
Fall 2022

2023

- Golf Burnaby website
- Intranet strategy and development
- PRCS - PRISM push notifications
- Burnaby.ca enhancements
- BurnabyConnect App enhancements



BurnabyConnect App

Official City of Burnaby app that allows you to stay on top of what is happening in the City.

Project Objectives:

- Get Burnaby residents and non-residents who work or go to school in Burnaby to download and start using **BurnabyConnect** app to access the City's most popular online resources.
- Position the City of Burnaby as progressive, innovative and accessible.
- Demonstrate that the City of Burnaby is committed to connecting with its citizens via a number of communications channels.

BurnabyConnect Launch

- Gateway to City's popular information and services
- Get into the market quickly
- Generate downloads by offering app for free
- Future phases - enhancements base on feedback and need

PROJECT TEAM

EXECUTIVE SPONSOR: Noreen Kassam

PROJECT LEADS:

Marie Ishikawa

Insook Kim

PROJECT TEAM:

Erika Balabanoff

Chad Huntington

Bachar Khawajah

Richard Rowley

Dorothy Scoten

Dylan Zimmerman

OTHER RESOURCES:

Tim Dyke

Natasha Kothary

Scott Lovas

Sophan Lum

Heather Manning

Heather Rohrlack

Swapna Tembhekar



Introducing BurnabyConnect App



BurnabyConnect Content



What's New



Events



Recreation & Arts



Job Postings



Apps & Online
Services



Maps



Council &
Committees



Election 2022



Recycling
& Garbage



Contact Us



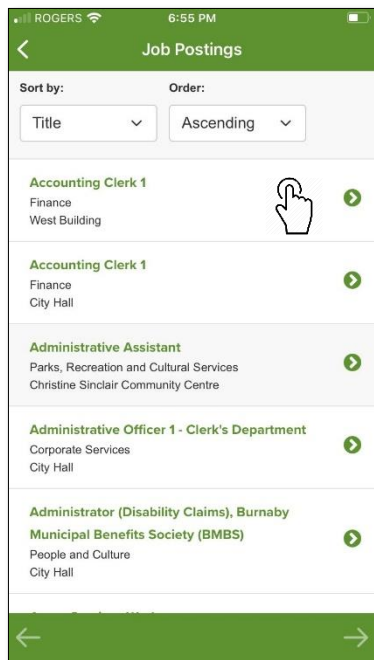
Notification
History



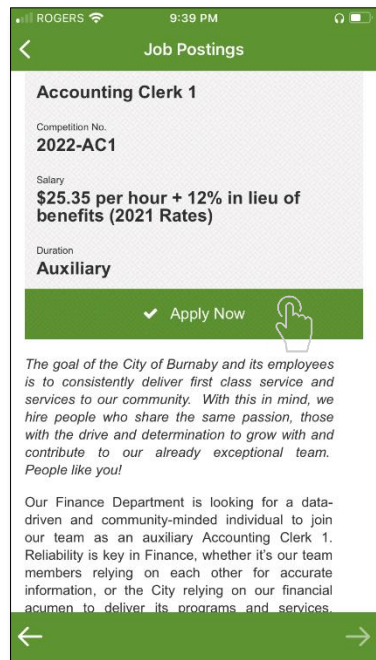
Settings



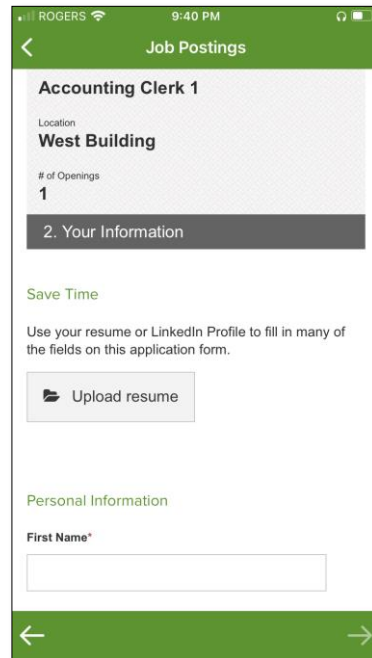
Job Postings



Search for opportunities



View the position

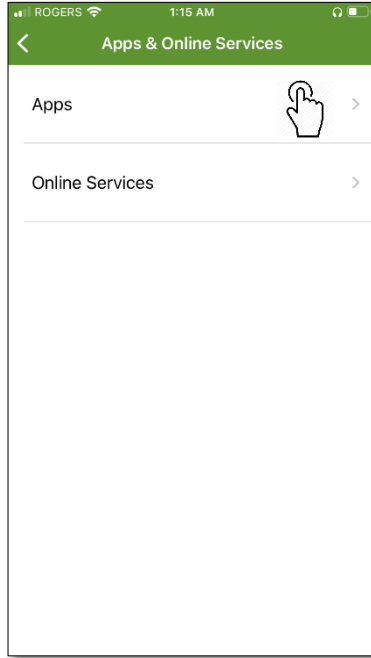


Apply online

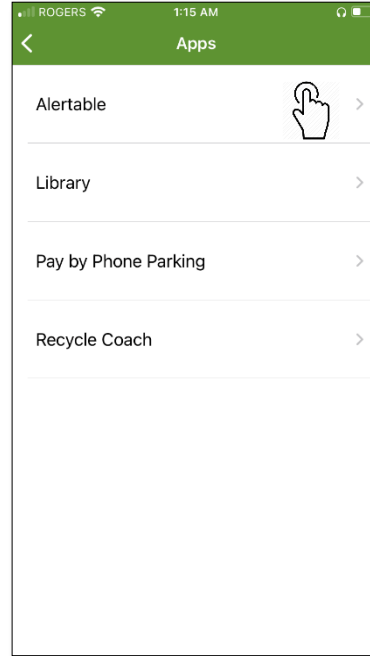




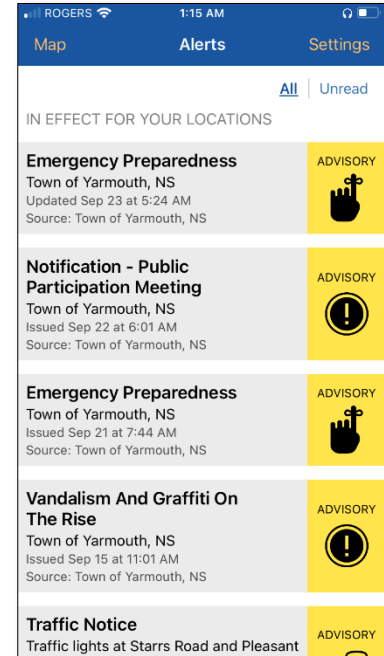
Apps & Online Services



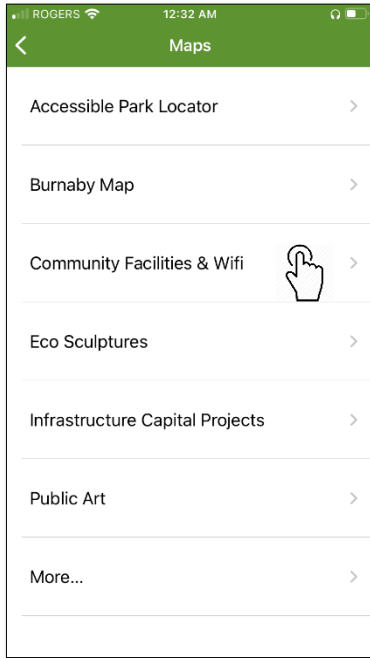
View submenu



Search App



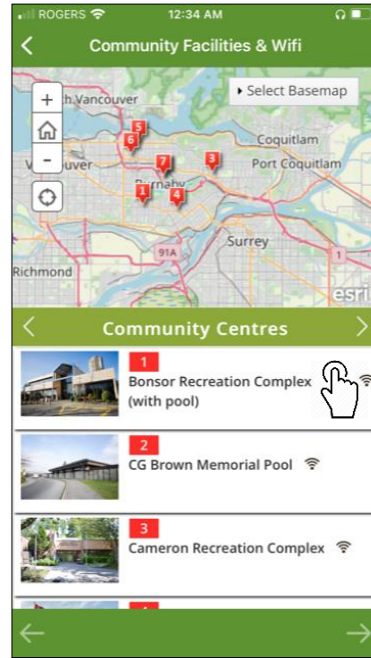
View App



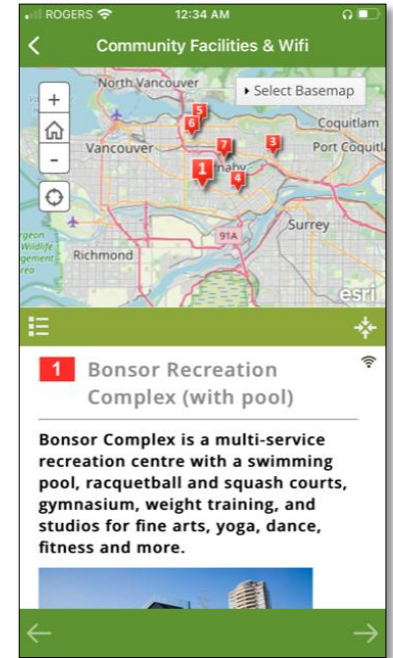
View submenu



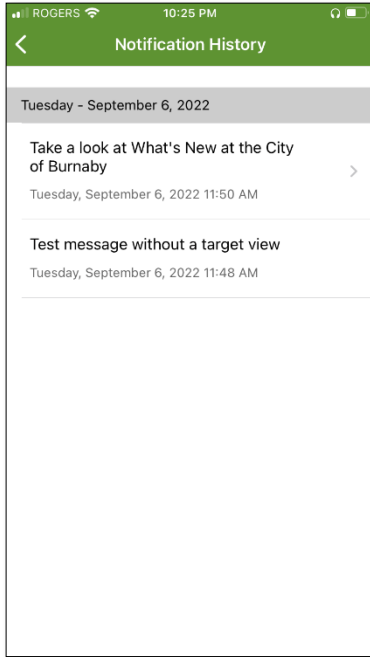
Select submenu item



Facility listings



Facility description



Notifications

- Receive notifications to stay on top of what is happening in the City
- Disable notifications any time by turning off notifications in Settings

BurnabyConnect App: Next Steps

Engage! Ideas under consideration

- Forms, surveys and polls
- Report a problem (front end)
- New City apps and online services integration
- Video virtual tours
- Chat Box

Inform

Engage

Awareness

Generate App Downloads

Gaining Insight

Analytics

User engagement: polls and surveys

Trends and external research

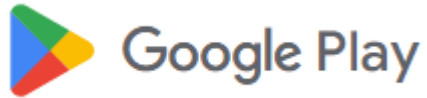
Development

Bug fixes

Ongoing Maintenance

Phase Development

Download BurnabyConnect App



App Store

More information:
burnaby.ca/BurnabyConnectApp