

NO: **R148**

COUNCIL DATE: **SEPTEMBER 8, 2014**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **August 27, 2014**

FROM: **Acting General Manager, Engineering**

FILE: **5270-01**

SUBJECT: **“My Surrey” App**

RECOMMENDATION

The Engineering Department recommends that Council receive this report as information.

INTENT

The intent of this report is to provide an update to Council on a new City App, “My Surrey” for use by the public. The “My Surrey” App will be made available via the Apple iTunes and Google Play websites for use on smartphone and tablet devices once council has received this report.

DISCUSSION

Statistics show that 2014 marked the first time that people used smartphone and tablet apps more than PCs to access the Internet. To capitalize on this growing shift, the City of Surrey recognizes the need to engage citizens through easy and convenient services such as our mobile apps.

The purpose for the “My Surrey” App is to maximize citizen awareness of mobile apps and digital services available at the City. “My Surrey” is an app that contains the City’s existing apps, such as COSMOS, Surrey Request, Rethink Waste, Surrey Library, and ArtWalk. The “My Surrey” App will also include new mobile service offerings such as City News, City Events, and City Job listings.

Some of “My Surrey’s” key features include:

- Compatible for use on all smartphone and tablet devices;
- “My Surrey” App detects if other City apps are already installed and will either launch them or direct users to download them when selected;
- Increased awareness of new City apps and services as they become available by automatically appearing as placeholders within “My Surrey” App;
- Youth friendly listing of closest skate parks, youth centres, pools, arenas and more;
- Locates closest Libraries, Off-lease Dog Parks, Tennis courts, Water Parks, Arenas, and view information including hours of operation and what features are available at that location;
- Easily add city events to smartphone calendar; and
- Share city events and news stories with others.

Attached as Appendix I are screenshots to help illustrate some of the app’s features.

Next Steps

Release of the “My Surrey” App to Apple iTunes and Google Play web sites will proceed once Council has received this information report. Full marketing of the new app through news releases and other media advertising such as bus shelters, digital media signs, and City program materials will proceed in September of this year.

SMART SURREY CONSIDERATIONS

The “My Surrey” app is an important component in the City’s ‘Smart Surrey’ Strategy which seeks to build a city that uses technology and innovation to transform life and work within its region in significant and fundamental ways.

This Strategy complements and integrates with other City strategies including Sustainability, Economic Development and Social Plans to achieve the City’s vision of a vibrant, healthy, connected, engaged community where people work, live and play.

SUSTAINABILITY CONSIDERATIONS

The “My Surrey” app supports the Socio-Cultural Pillar of the City’s Sustainability Charter by providing opportunities for meaningful community engagement in civic issues to that the city is response and accountable to the needs of The Community. This particularly supports the following City Sustainability Charter scope action:

- SC16: Socio-cultural Infrastructure and Services.

CONCLUSION

The exciting new “My Surrey” App will provide the public with a convenient alternative to interact with the City and its mobile services. Increasing awareness of new City mobile services as they become available benefits both the public and the City by providing a streamlined, timely, and cost efficient means of accessing City services in one location.

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Appendix I – My Surrey App Screen Shots

