

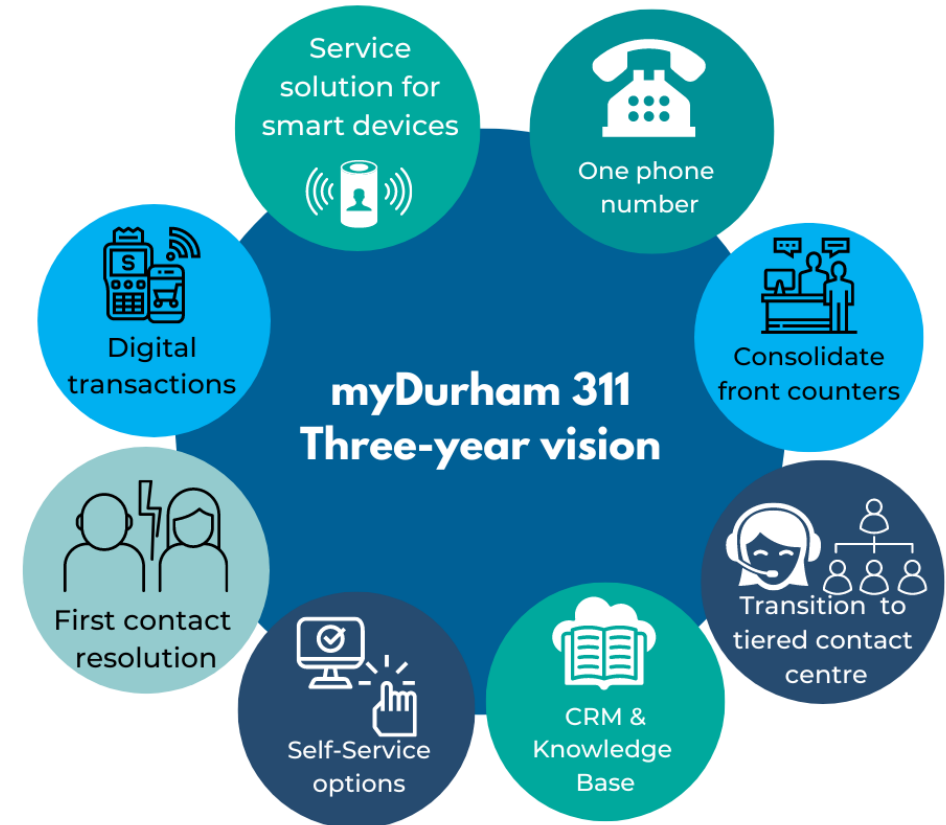


Project Overview for
Public Sector CIO
Council
Joint Councils'
Learning Event
September 27, 2022



myDurham 311 three-year vision

- Fully functional digital Region
- Single source of the truth
- Omnichannel experience
- User intuitive customer portal
- First call/contact resolution



How the solution came about

Durham Region was seeking opportunities to work with the innovation community.

Partnered with the Ontario Centre of Innovation and Spark Centre to create a Smart City Challenge to help make Regional services more accessible to the public.

Fit within scope of myDurham 311.



myDurham 311 Smart Home Device Voice Service



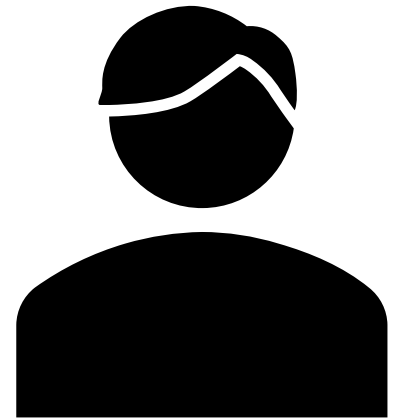
- Launched the myDurham 311 Smart Home Device Voice functionality on Google and Alexa on November 24, 2021.

The vision

Alexa, where
is the closest
bus stop?



Hey Google,
when is my next
garbage day?



Customers can ask about...



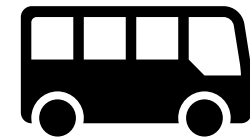
Your Regional Councillor is...



The closest Regional Facility is Regional Headquarters at 605 Rossland Road East in Whitby.



The closest bus stop is...



myDurham 311 Smart Home Device Voice Service

“Hey Google, talk to myDurham 311”



Google Home



What is unique about the Smart Home Device Voice Service?

- New channel for the Region moving towards channel of choice.
- Supports the start-up ecosystem.
- Progressive and innovative product.
- Comprehensive communications strategy to share with and educate the community.
- Pioneering delivery of municipal services through smart home devices.

Results and outcomes

- Fully functioning voice service delivered after four months of co-development with our Regional team, and the start-up Qwhery.
- Regional amenities more accessible through a next-generation channel.
- Supports a broad range of questions that Durham Region residents frequently ask our Regional call centre, including council and ward information; transit schedules; garbage and recycling pick-up dates; and information on public facilities.
- Customers can have the information they access sent to them via SMS or email.
- Received more than **550 voice activations** since launch, with limited advertising.

Customer benefits

- Fast, easy and efficient access to information.
- Personalized and location-specific service: closest bus stop, councillor and ward information, waste pick-up day.
- No need to call or visit a Regional location. No transfers between service areas.
- New self-service option – saves customer making a phone call or sending an email.
- Provides customers choices in how they interact with the Region, by device and time of day.

Adoption and utilization

At launch

- At launch, there were few resources available to potential users to understand how the service could be useful.
- At launch, customers had difficulties finding the Smart Home Voice App.
- Ongoing feedback and updates.

Current state

- Created short instructional YouTube videos on using smart home devices, and a frequently asked questions document.
- Renamed to Smart Home Device Voice Service. Usability improved.
- Team has made utterances/commands more accessible.

The technology

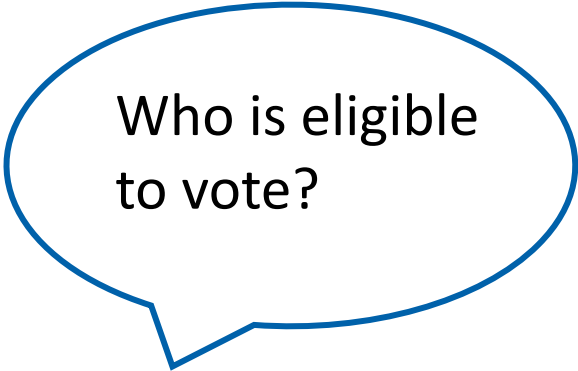
- Integration of voice recognition and interpretation capabilities - functions are leveraged by developers via Amazon's Alexa Voice Service or the Google Assistant Voice Actions developer's resource.
- Voice services deploy sophisticated speech recognition algorithms to translate prompted auditory commands uttered by the user. The service is designed to prompt the user for various inputs which are then used to return information in an auditory format.
- All data is structured within different database schemas, but they fundamentally enable spatial and geographic queries and allow responses to be given based on geographic context. This enriches the user's experience by tailoring voice responses to the location (or address) of the smart home device.
- ESRI's ArcGIS Feature Service is used to deliver geographic information about municipal facilities, wards, transit locations and schedules.
- Qwhery Cloud interface used to administrate the application. Built on a stack of customized server-side infrastructure developed and hosted by Qwhery.
- Qwhery: Q11
- Google: Google mini, Google Assistant Voice Actions
- Amazon: Amazon Echo, Alexa, Dot, Alexa Voice Service
- ReCollect
- Microsoft 365: Excel, SharePoint, Word, Teams, etc.

Is it scalable?

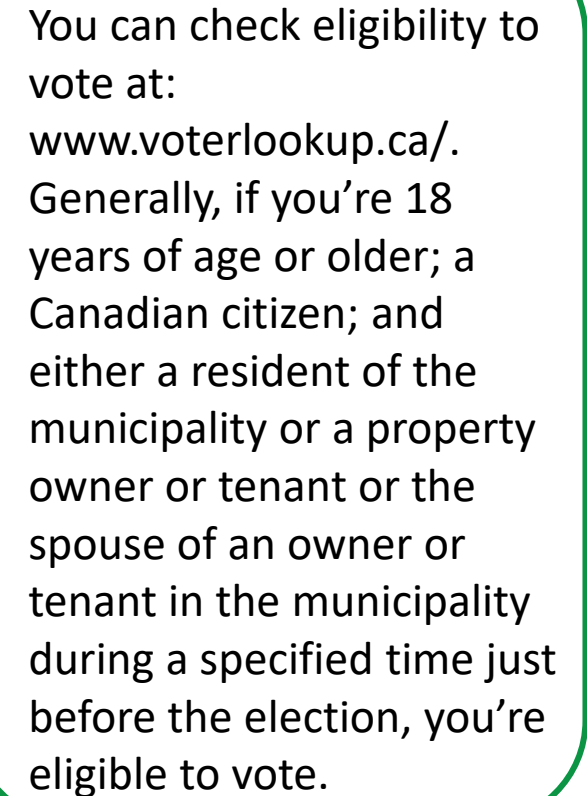
- Qwhery's Q11 service connects smart home devices to local governments' Open Data, tapping into information about services and local events, or how to report problems like graffiti or road damage.
- Customizations that Durham Region built with Qwhery can be available to other municipalities to personalize to their community's needs.
 - City Councillor information
 - Ward information
 - Council and Committee meetings
 - Nearby amenities and facilities
 - Waste Collection schedules
 - Transit schedule or GTFS Real-Time Transit Locations
 - ReCollect Waste Management Calendar, and ReCollect's Waste Management "What Waste Goes Where?" service

What's next?

- Currently working on Phase 2 of the myDurham 311 Smart Home Device Voice Service.
- Five use cases around October 24 municipal elections

A blue-outlined speech bubble pointing towards the center of the slide.

Who is eligible to vote?

A green-outlined speech bubble pointing towards the center of the slide.

You can check eligibility to vote at:
www.voterlookup.ca/.
Generally, if you're 18 years of age or older; a Canadian citizen; and either a resident of the municipality or a property owner or tenant or the spouse of an owner or tenant in the municipality during a specified time just before the election, you're eligible to vote.



my
Durham
311

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