Summary

Penticton.ca - Still a Pioneer

Penticton.ca continues to be unique as a dynamic local government website embracing the latest in web development. No other municipality provides such an extensive range of multimedia and interactive web material. Over the past year we have completed several new initiatives including:

- Live internet broadcasting
- Interactive Javascript and Flash with linked video
- Active city Webmail - featuring Outlook Web Access
- Online program registration and e-commerce payments
- New web document presentations using FlashPaper technology

The home page of www.penticton.ca.

www.penticton.ca

goes LIVE!

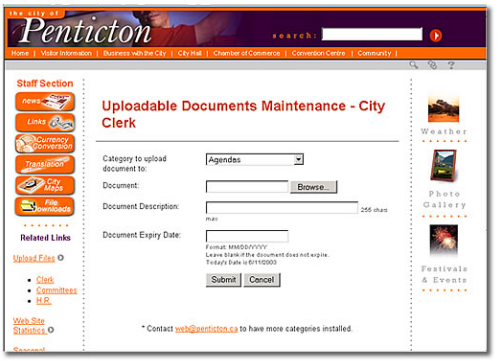
Meeting Award Criteria
As a dynamic evolving website, www.penticton.ca readily meets all the **Best Practices - Website** criteria set out for the UBCM Community Excellence Awards:

Embedded FlashPaper Frames

We have "*Improved efficiency, effectiveness and demonstrated cost effective solutions*" as follows: In addition to Adobe Acrobat for document PDF conversion, www.penticton.ca has recently begun utilizing the Macromedia products Contribute and FlashPaper. Contribute allows various department staff to easily maintain and update their own content.

Our new initiatives provide "…*Applicability and transferability to other UBCM members*" because they are primarily founded on available retail hardware/software.

We have created "*Improved public accountability and awareness of local government*" by providing an easy-to-use site navigation menu, live and recorded video of Council events, full posting of all public notices, bylaws, minutes, etc. and interactive features such as the Water Smart House (also promoted and advertised in all other forms of local media).



Staff are easily able to upload and maintain all Public Notices, Bylaws, Meeting Minutes etc.

The City of Penticton website has been a strong feature of our local government for several years. It is maintained by City Webmaster Dave Wilson and continues to grow with new features offered every year. It is still the only known municipal site to change colors and themes with the holidays and seasons!

Web site colors and splash graphics change with seasonal and holiday themes

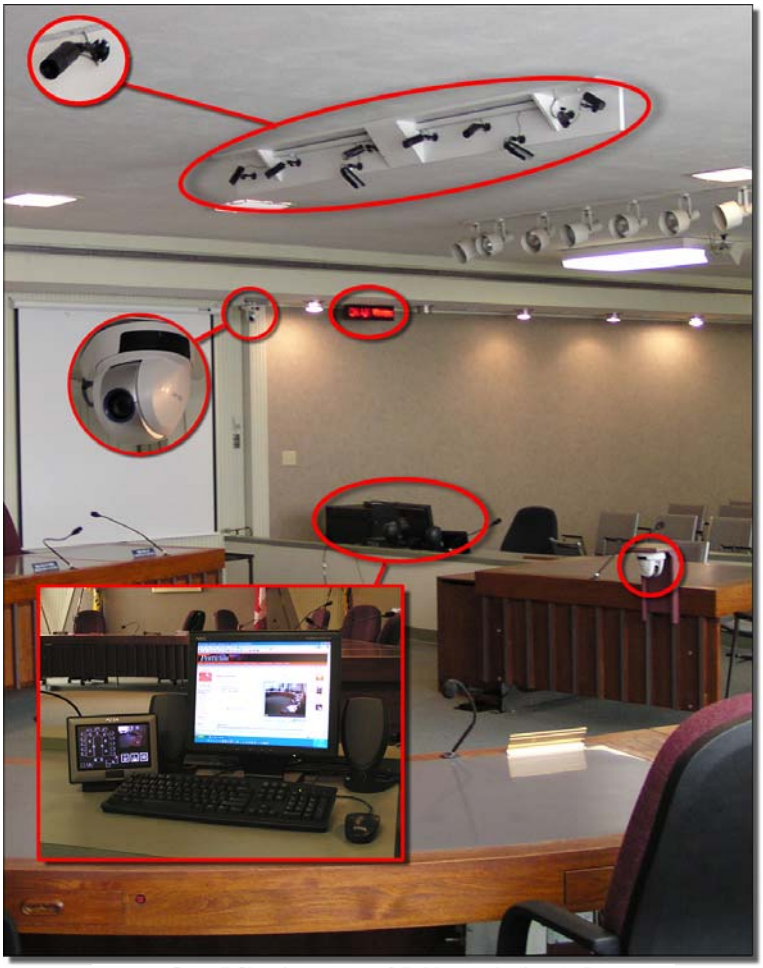
To experience some of the new initiatives launched on over the past year, it is essential to visit these links:

- **Main Page** - http://www.penticton.ca/main.asp
- **Video Review** - http://www.penticton.ca/city/council/meetings/2005/06/2005-06-06-VideoReview.asp
- **New Tourism Penticton Section** - http://www.penticton.ca/tourism
- **Water Smart House** (latest interactive flash feature) - http://www.penticton.ca/city/public_works/water/water%20house/water_house08-MX-008.swf
- **Penticton Steps Out Program** http://www.penticton.ca/step/default.asp (you may login using: password = test / username = test)
- **Reg-e Online Registration Module** - http://cityweb.penticton.ca/econnect/Start/Start.asp?LanguageId=1&LanguageIndex=1

Web Development Highlights

1. Video-Streaming Studio and Archive
sample link: http://www.penticton.ca/city/council/meetings/2005/06/2005-06-06-VideoReview.asp

In a major multimedia effort, we have overhauled our video usage to provide video services unparalleled by any other municipality in Western Canada. After our local cable TV provider ceased live coverage of Penticton Council Meetings, we made the decision to provide a live video stream via the web. The first step in this process was acquiring a new Windows Media Server which allowed us to stream both live video events and on-demand recorded video archives.

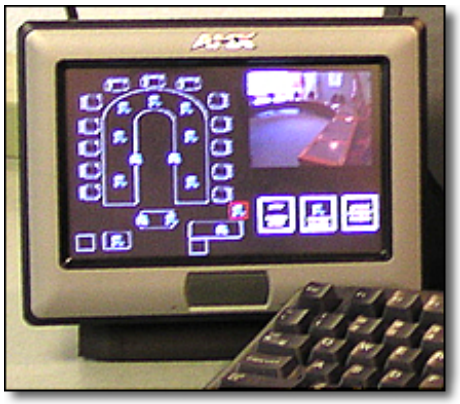


Council Chambers - now a full video production studio.
The cameras are unobtrusive but allow excellent images and close-ups.

Our second step was the development and installation of a powerful production studio from our very own Council Chambers. This studio includes eight high-resolution color static cameras, two high-resolution color pan/tilt/zoom cameras, a video capturing/encoding computer and large audio/video switching rack.

The Council Chambers switching rack holds all A/V filtering and switching equipment.

Approximately **30 different camera shots** are available – all controlled from an easy-to-use touch panel at the video encoding station.



A small touch-screen easily selects one of 30 pre-selected camera shots or simple controls for a quick pan/tilt/zoom.

In addition to our studio facilities inside Council Chambers, we have also created a mobile video unit comprised of a laptop configured for video encoding and an external video capture device. A local professional cameraman with camera/tripod is contracted to provide mobile video images. This allows us to live stream events from any location in the city.

www.penticton.ca now broadcasts all Public Council events live onto the net, as well as recording them for later access from our comprehensive online video review archive. Additional future uses for the Council Studio will include real-time video conferencing, local and remote staff training, online support for the Emergency Operations Centre (if/when required) and more.

The new home page of the re-designed Penticton Tourism section.

2. Tourism Section Redesign
sample link: http://www.penticton.ca/tourism

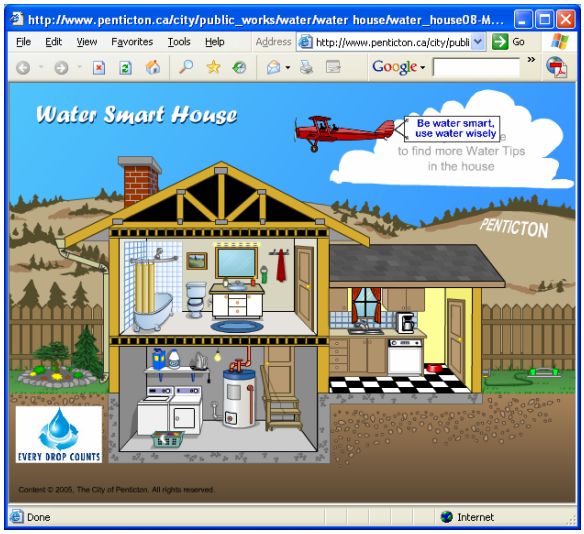
Penticton's Visitor Information Services section and Tourism Development Services section have been recently merged and redesigned to provide a more intuitive experience for those coming to the Penticton area.

Steps Out Program - interactive step update map.

3. Penticton Steps Out – Online Updates
sample link: http://www.penticton.ca/step/default.asp
(you may login using: password = test / username = test)

Steps Out Program - news and log in screen.

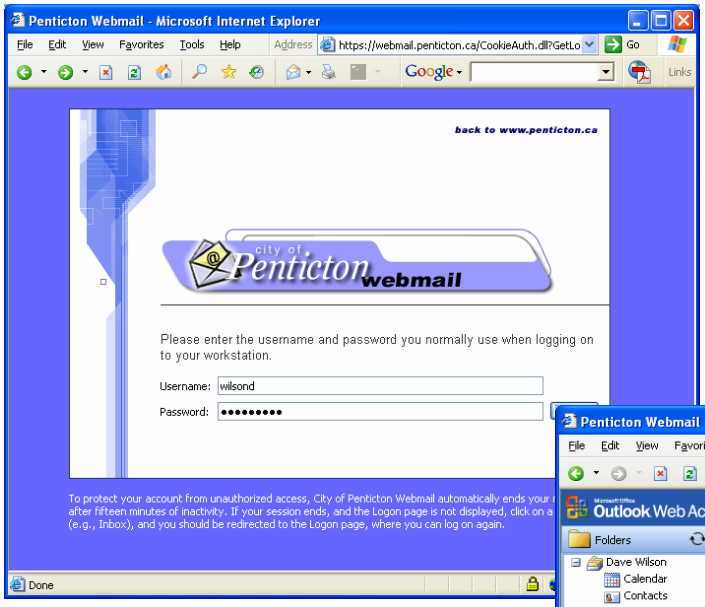
This award winning pedometer walking program has been successful largely due to the online step-updating component that ties it all together. Program participants are able to record their steps on an interactive map page which tracks their progress via map and maintains a step history.



Water Smart House - interactive Flash page.

4. Interactive Flash Pages with Linked Video
sample link:
http://www.penticton.ca/city/public_works/water/water%20house/water_house08-MX-008.swf

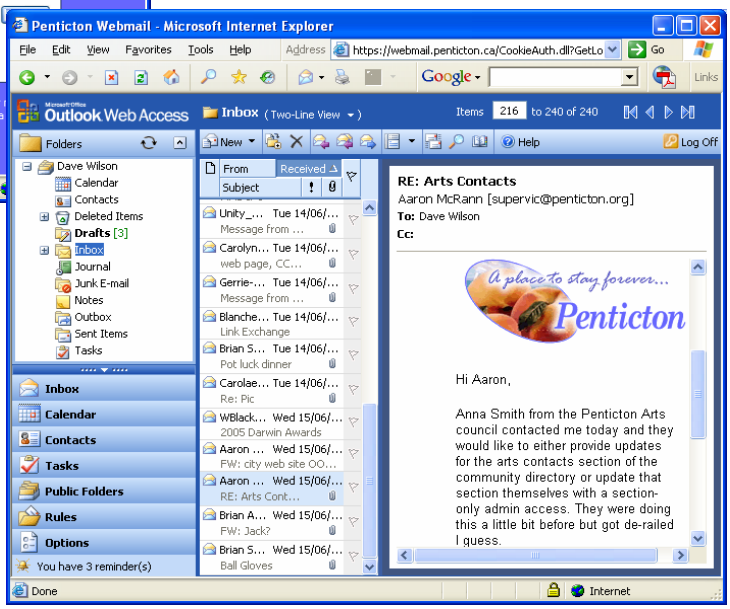
Visit the Water Smart House to see a sample of our latest Flash page. This is one of several new pages featuring City information with linked instructional videos. More video is currently in development including 360 degree virtual photos inside major Penticton buildings or landmarks.



Penticton Webmail - secure log in screen.

5. Active Webmail featuring Outlook Web Access

Full Webmail access now allows City staff to review and use their city email, calendars, notes and contact lists from any internet computer in the world! It has already proven to be a huge boon to City managers and others who must communicate and conduct business after hours or outside the office. Users are even able to review their voicemail messages over the internet due to the **fully email-integrated VoIP phone system** that the City of Penticton now operates.



Penticton Webmail - Outlook Web Access provides staff with full use of their city email, schedule, etc.

Penticton Downtown Parking Map - embedded in a webpage using a FlashPaper frame with full search, print and zoom in/zoom out features.

6. Content Management with Macromedia Contribute and Document Conversion via Macromedia FlashPaper

The use of Macromedia Contribute allows City Staff in each department to maintain and update their own web content. They are able to modify existing pages, upload their own files and photos, and display virtually all documents via linked PDF or FlashPaper.

www.penticton.ca has always made extensive use of Adobe Acrobat .pdf files for many of the documents we publish. However, we have now expanded our document conversions to use embedded FlashPaper files on pages featuring agendas, maps, PowerPoint presentations, etc. FlashPaper is very affordable with a fast and easy conversion process. Once converted, the .swf files simply drag-and-drop onto a webpage. They appear with their own frames and tool bars allowing word search, zoom in/zoom out, print, etc. All UBCM members should seriously review and consider the use of this powerful new tool on their web site.

www.penticton.ca – the innovative web leader for local governments!

COMMUNITY EXCELLENCE AWARDS
APPLICATION FORM

Name of Local Government: Corporation of the City of Penticton

Project or Program Title: Penticton.ca goes LIVE

SELECT THE CATEGORY YOU ARE ENTERING:

- Use ONE application form per project
- Choose only ONE category below

BEST PRACTICES

- [ ] Best Practices
- [X] Best Practices - Website (Address: www.penticton.ca)
- [ ] Best Practices - Best Annual Reporting

LEADERSHIP & INNOVATION

- [ ] Small Community (population under 5,000)
- [ ] Mid-Size Community (population between 5,000 - 20,000)
- [ ] Large Community (population over 20,000)
- [ ] Regional District

- [ ] **PARTNERSHIPS:** Local Government and School Board Collaboration

Application Check-list:

My submission contains:

- [X] 8 copies of the completed application form
- [X] 8 copies of the one-paragraph summary of the project/program being submitted
- [X] 8 copies of the five-page summary report
- [X] 8 copies of the resolution supporting the application from council/RD board
- [X] 1 CD/electronic copy of my entire submission
- [ ] 1 copy of annual report (if applicable)

Contact Person: Dave Wilson

Contact Title: City Webmaster Email: web@penticton.ca

Phone: (250)490-2490 Fax: (250) 490-2402

By making this application, I understand that all materials will be kept by UBCM and are available for viewing by other UBCM members through the UBCM Community Excellence Awards library.

Signature: _____ Name (print): _____ Date: _____

DEADLINE: JUNE 20, 2005

Questions? Call Joslyn at 604-270-8226, Ext. 103

THE CITY OF Penticton

June 9, 2005

Union of British Columbia Municipalities
Suite 60 -10551 Shellbridge Way
Richmond, B C V6X 2W9

Dear Sir/Madam:

RE: Certified Resolution Respecting UBCM Community Excellence Awards

I, Cathy Ingram, Deputy City Clerk of the Corporation of the City of Penticton, hereby certify this to be a true and correct copy of the Resolution endorsed by Council at its meeting on Monday, June 6, 2005.

430/2005 *2005 Community Excellence Awards Program*
THAT the UBCM memorandum dated May 12, 2005 regarding 2005 Community Excellence Awards;

AND THAT staff be authorized to provide submissions on behalf of the City of Penticton. *CARRIED UNANIMOUSLY*

Dated this 9th day of June, 2005.

C Ingram

Cathy Ingram, Deputy City Clerk