



Linda Fegan, Director, Corporate
Communications and Marketing

Tel: (519) 740-4680 Ext. 4623
Cell: (519) 212-3409
Email: feganl@cambridge.ca

For Immediate Release

Online Queries Across Area Municipalities in Waterloo Region Just Got Easier

Waterloo Region. March 10, 2011... Better connecting people to online information within the Waterloo Region and its partner municipalities is the goal behind a new collaborative initiative that is being unveiled today.

Citizens and visitors to the eight municipal websites within Waterloo Region will benefit from a new online feature that facilitates searches across the various municipal platforms. The web mapping tool (now part of a universal A-Z services directory) points to a collection of related content for all of the local municipalities in one quick search query.

"The collaborative online approach helps people find the information they need in a very effective way," said Regional Chair Ken Seiling.

"We wanted to enhance the experience for online visitors by allowing them to pick from a list of other local municipalities that have information on the related subject," said Cambridge Mayor Doug Craig.

For example, if a user selects information through the A-Z services directory located on the City of Kitchener's website and clicks the term 'parks', the new tool will also provide options to link to other similar content in the participating municipalities within Waterloo Region.

"We have a history of collaboration in this region and this is another example of our municipal teams coming together to simplify the exchange of information through our online resources," said Kitchener Mayor Carl Zehr.

Waterloo Mayor Brenda Halloran said that the number of visitors to municipal websites continue to grow. "The technology partnership here will help support our citizens who have preferences to gathering information online."

The project was started early in 2010 with a view to tackling the Region of Waterloo, and the cities of Cambridge, Kitchener and Waterloo content first. Once the approach to technological collaboration was initiated, the townships of North Dumfries, Wilmot, Woolwich and Wellesley also joined in to complete the process for information exchange.

"For a rural municipality neighbouring the IT hub of Waterloo Region, it is encouraging that we continue to work together to bring the best information to our ratepayers, in the most efficient and convenient manner possible. One

access point for A to Z listings of services in eight municipalities is a great information solution,” said Wellesley Township Mayor Ross Kelterborn.

“An important element of any modern municipal communication plan includes an informative and easy to navigate website. This new collaboration further demonstrates how the Region of Waterloo model works for the member municipalities on many levels, including the World Wide Web,” said North Dumfries Township Mayor Robert Deutschmann.

While some municipal websites are currently undergoing major change, the hope is to have all of the partners onboard this year.

“The enhanced functionality of the website will benefit staff and the residents alike creating further efficiencies between municipalities,” added Wilmot Township Mayor Les Armstrong.

Woolwich Township Mayor Todd Cowan agrees and said, “This is just an excellent example of the municipalities in the region working together to implement a user friendly and innovative approach for searching all municipal services.”

-30-

For more information please contact:

<p>Bryan Stortz Director of Corporate Communications, Region of Waterloo 519-575-4408 BStortz@regionofwaterloo.ca Website: www.region.waterloo.on.ca</p>	<p>Rodger Mordue, Chief Administrative Officer & Clerk Township of North Dumfries 519-621-0340 ext. 11 rmordue@northdumfries.ca Website: www.northdumfries.ca/</p>
<p>Linda Fegan Director of Corporate Communications & Marketing City of Cambridge 519 740 4680 ext 4623 FeganL@cambridge.ca Website: http://www.cambridge.ca/</p>	<p>Susan Duke Chief Administrative Officer & Clerk Township of Wellesley 519-699-4611 sduke@township.wellesley.on.ca Website: www.township.wellesley.on.ca/</p>
<p>Michael May Director of Corporate Communications and Marketing City of Kitchener 519-741-2935 michael.may@city.kitchener.on.ca Website: www.kitchener.ca/</p>	<p>Grant Whittington Chief Administrative Officer Township of Wilmot 519-634-8444 grant.whittington@wilmot.ca Website: www.wilmot.ca/</p>
<p>Gary Williams Director of Corporate Communications City of Waterloo 519-747-8513 gary.williams@waterloo.ca Website: www.city.waterloo.on.ca/</p>	<p>David Brenneman Chief Administrative Officer Township of Woolwich 519-669-1647 dbrenneman@woolwich.ca Website: http://www.woolwich.ca/</p>

The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2010, the population was over 130,000 people with a multicultural mix and a strong foundation of support services. Cambridge has a diverse economic base with leading industries in manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. It's about choice, options and value when you become part of the community.

You meet the nicest people in Cambridge. It's a place that understands all about coming together. There is so much more to Cambridge than the beautiful lands created at the convergence of two rivers or its logistically perfect location in the heart of Ontario's economic corridor. Cambridge is the coming together of people from diverse, close-knit and proud communities. The people of Cambridge 'do the right thing' by respecting history, family values, a sound work ethic, the arts, environment and advancement. A young city, Cambridge is a master of balancing the excitement and promise of the new with the historical significance and stability of the old. A place where coming together is just the start. Uniting together is what sets Cambridge apart. Undiscovered-Cambridge families and entrepreneurs get more for less, and sacrifice nothing.

The Corporation of the City of Cambridge is an employer with a work environment that offers the opportunity to provide service to the community through creativity and innovation, and with potential for career growth and advancement. For more information on the area or the corporation visit www.cambridge.ca. The City of Cambridge press room is located at <http://www.cambridge.ca/pressroom>. To opt out of the news release distribution, please send an email to Linda Fegan feganl@cambridge.ca.