



Rethinking Content:

Getting more from your content assets

WORKSHOP

Definitions

Theory

Exercises

Resources

UNDERSTANDING GOALS



“If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.”

-Albert Einstein

**What do you want
your content to do?**

Corporate goals

Increased revenue

- Does the content help generate sales?

Brand loyalty

- Does the content help manage desirability – whether that be to increase corporate trust in the private sector, or public trust in the public sector.

Risk management

- Can accurate, quality content minimize inadvertent product misuse or minimize risk of lawsuit?

Extension of market

- Does the content allow the organization to expand market reach?



Internal goals

Operational efficiencies

- Does the content reduce the number of customer support calls or make some operational aspect more efficient?

Process efficiencies

- Do particular publishing processes significantly reduce the cost of content production?



Not all goals are created equal

Other stakeholders goals:

- Customer / users
- Content delivery

Other business drivers:

- Organizational drivers
- Corporate planning
- Marketing initiatives
- Reactive tactics



**You can't
leverage content
without a solid
semantic foundation.**

Case study

BlackBerry® Bold™ 9700

[Overview](#) [Details](#) [Accessories](#) [Gallery](#)



[Gallery](#)

Stay connected and entertained with the sleek and versatile BlackBerry® Bold™ smartphone, featuring an easy-to-use trackpad for navigation.

Features

- BlackBerry® Messenger, email, IM and text
- Preloaded Facebook® and MySpace® apps for BlackBerry
- Full HTML browser and trackpad for navigation
- Access to thousands of apps from the BlackBerry® App World™
- 3.2 MP camera with flash and video capture
- TELUS SIM card included

3G+

[More details >](#)

Available services*

- BlackBerry® App World™ >
- Ringtones & images >
- Email >
- Video messaging >
- Instant messaging >
- Web browsing >

BlackBerry® Tour™ 9630

[Overview](#) [Details](#) [Accessories](#) [Gallery](#)



[Gallery](#)

Take your life with you with the BlackBerry® Tour™ 9630 smartphone. Whether you are traveling abroad or across town, manage both your personal and professional life on the go.

Features

- High-speed access to the TELUS 3G network
- TELUS International Roaming
- Bluetooth® 2.0
- BlackBerry® App World™
- Expandable microSD slot (up to 16GB)
- 3.2MP camera with flash and video capture

[More details >](#)

Available services*

- BlackBerry® App World™ >
- Ringtones & images >
- TELUS mobile radio® >
- Text messaging >
- Email >
- Web browsing >

Unstructured, inconsistent

Stay connected and entertained with the sleek and versatile BlackBerry® Bold™ smartphone, featuring an easy-to-use trackpad for navigation.

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- Full HTML browser and trackpad for navigation
- Access to thousands of apps from the BlackBerry® App World™
- 3.2 MP camera with flash and video capture
- TELUS SIM card included (= international roaming)

[More details ▶](#)

Available services*

- BlackBerry® App World™
- Ringtones & images ▶
- Email ▶
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[More details ▶](#)

Available services*

- BlackBerry® App World™
- Ringtones & images ▶
- TELUS mobile radio® ▶
- Text messaging ▶
- Email ▶
- Web browsing ▶


Structured – careful metadata

Sort by price

[Clear selections](#)

[Compare](#)

NEW



Samsung Galaxy Note - Now Available

★★★★★ (26)

\$779.99 No term

\$199.99* 3 year term with any \$50 plan

compare

You save \$580 with a 3 year term.

SALE



Nokia Lumia 800

★★★★★ (38)


\$529.99 No term

\$24.99* 3 year term with any \$50 plan

compare

You save \$505 with a 3 year term.

SALE



LG Optimus LTE

★★★★☆ (7)


\$629.99 No term

\$29.99* 3 year term with any \$50 plan

compare

You save \$600 with a 3 year term.

SALE



Galaxy Nexus

★★★★★ (51)


\$649.99 No term

\$79.99* 3 year term with any \$50 plan

compare

You save \$570 with a 3 year term.

SALE



HTC Amaze™ 4G

★★★★★ (54)


\$599.99 No term

\$0.00* 3 year term with any \$50 plan

compare

You save \$599 with a 3 year term.

SALE



4G Samsung Galaxy S II™ X

★★★★★ (185)

\$599.99 No term

\$49.99* 3 year term with any \$50 plan

compare

You save \$550 with a 3 year term.

Narrow your choices

Features

- All (23)
- Android (14)
- 4G data speeds (6)
- Wi-Fi (23)
- International Roaming (19)
- Touchscreen (20)
- QWERTY keyboard (8)
- High quality camera (23)
- Memory slot (19)
- Skype capable (14)
- 4G LTE (2)

Brands

- All (23)
- BlackBerry (8)
- HTC (3)
- LG (3)
- Motorola (1)
- Nokia (1)
- Samsung (6)
- Sony Ericsson (1)

Design

- All (23)

ROI is significant

Sort by price

[Clear selections](#)

[Compare](#)



Samsung Galaxy Note - Now Available



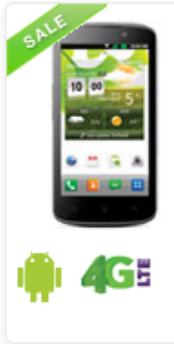
Nokia Lumia 800

Narrow your choices

Call to customer support:
Estimated \$25 to \$55

Self-serve option:
Under \$1.00

Customer ease: Priceless



L



H

\$599.99
No term

\$0.00*
3 year term
with any \$50 plan

compare

You save \$599 with a 3 year term.



\$599.99
No term

\$49.99*
3 year term
with any \$50 plan

compare

You save \$550 with a 3 year term.

- Nokia (1)
- Samsung (6)
- Sony Ericsson (1)

Design

- All (23)

- eds (6)
- Roaming (19)
- n (20)
- eyboard (8)
- camera (23)
- t (19)
- ble (14)
- (8)



DELIVERING ON BRAND



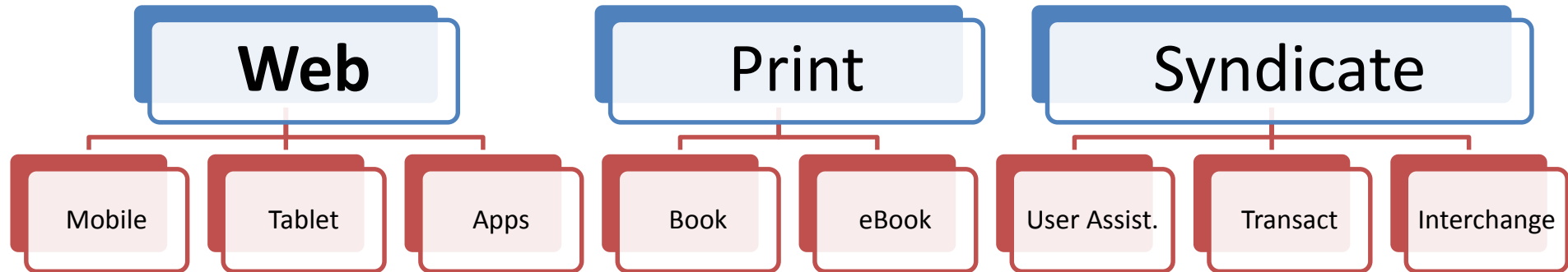
“Every one has experienced how learning an appropriate name for what was dim and vague cleared up and crystallized the whole matter.”

- John Dewey, *How We Think*

COPE: Create Once, Publish Anywhere

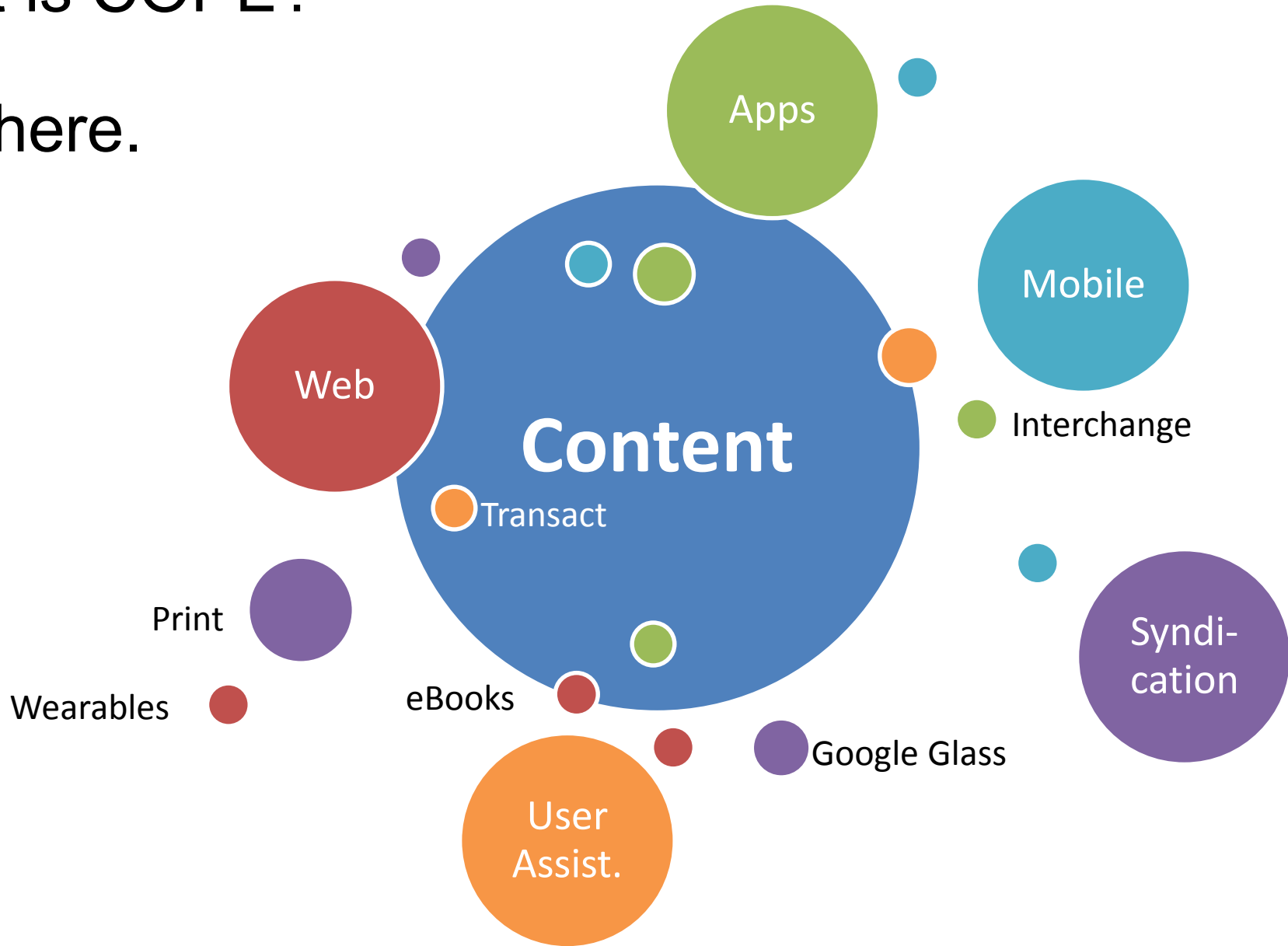
What is COPE?

It's a way to get from here



What is COPE?

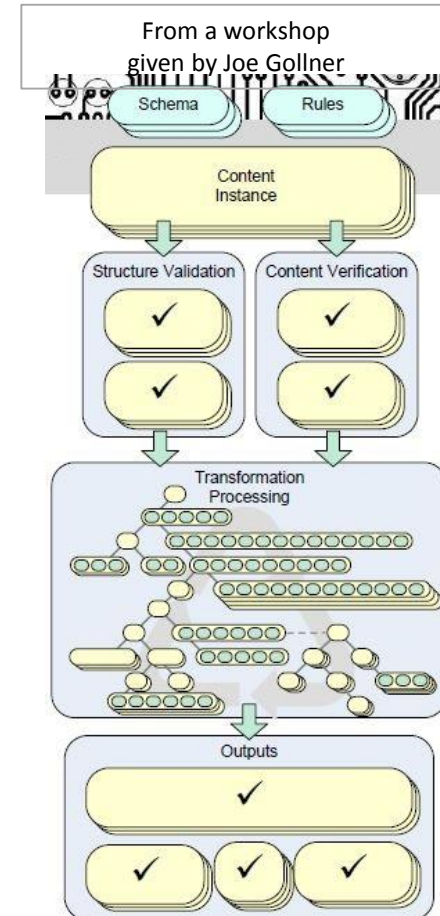
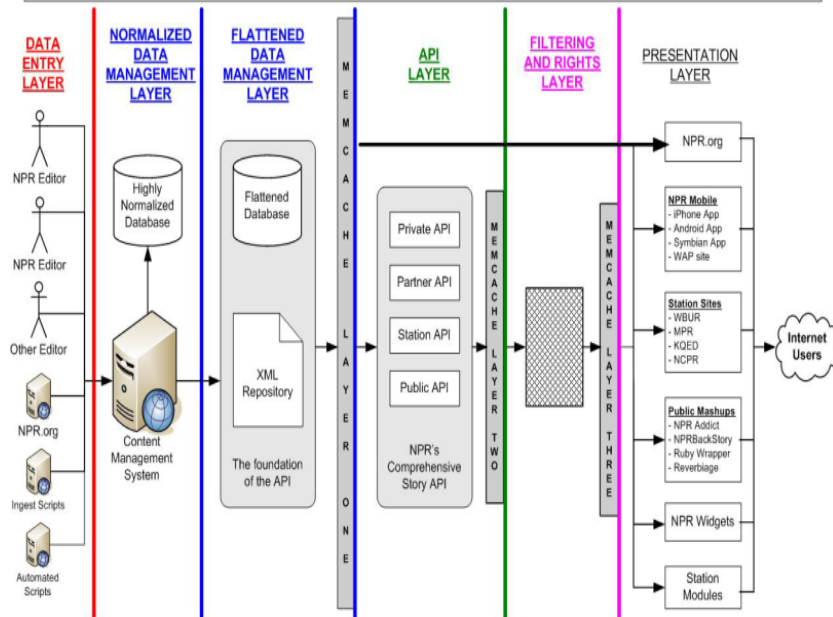
...to here.



What is COPE?

COPE could look like either of these, or...

NPR's Content Management Pipeline - Demonstrates COPE (Create Once, Publish Everywhere)



About COPE

- No standard solution(s)
- Situation-specific
- Lots of variables that can affect it



COPE-ING MECHANISMS

»» “Problems are not the problem;
coping is the problem.”

-Virginia Satir

How COPE helps

Content findability

Personalisation

Brand consistency

Multichannel / omnichannel



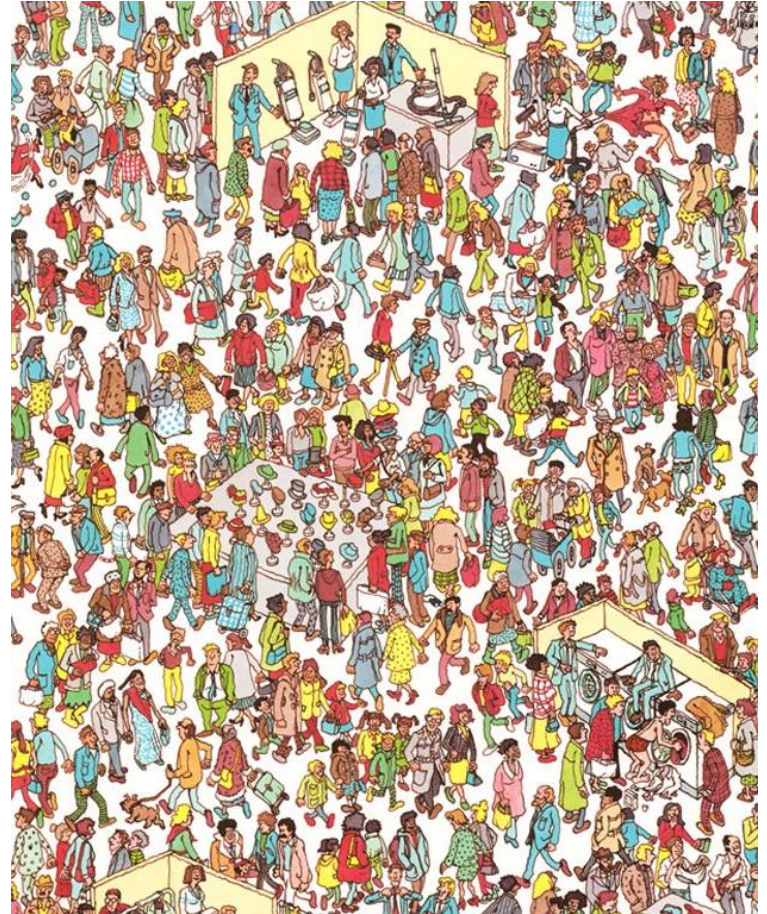
Findability: What humans see

Where's Wally?

From Wikipedia, the free encyclopedia

For the first book in the series, see [Where's Wally? \(book\)](#).

Where's Wally? (known in the United States and Canada as ***Where's Waldo?***) is a series of children's books created by British illustrator Martin Handford. The books consist of a series of detailed double-page spread illustrations depicting dozens or more people doing a variety of amusing things at a given location. Readers are challenged to find a character named Wally hidden in the group. Wally's distinctive red-and-white-striped shirt, bobble hat, and glasses make him slightly easier to recognise, but many illustrations contain "red herrings" involving deceptive use of red-and-white striped objects. Later entries in the long-running book series added other targets for readers to find in each illustration.^[1] The books have also inspired a TV show, comic strip and a series of video games.



Findability: What search engines see

Where's Wally?

From Wikipedia, the free encyclopedia

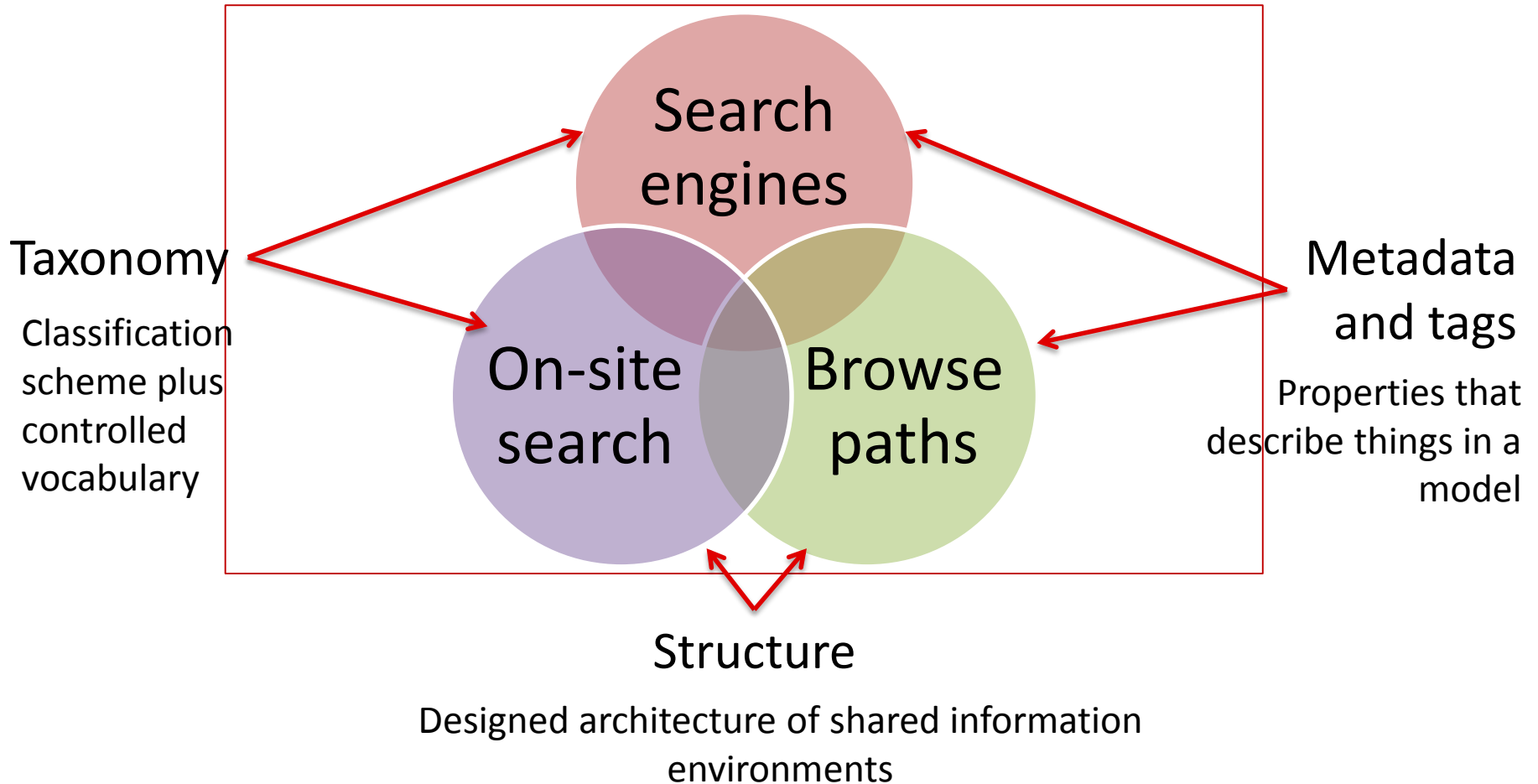
For the first book in the series, see [Where's Wally? \(book\)](#).

Where's Wally? (known in the United States and Canada as **Where's Waldo?**) is a series of children's books created by British illustrator [Martin Handford](#). The books consist of a series of detailed double-page spread illustrations depicting dozens or more people doing a variety of amusing things at a given location. Readers are challenged to find a character named Wally hidden in the group. Wally's distinctive red-and-white-striped shirt, bobble hat, and glasses make him slightly easier to recognise, but many illustrations contain "red herrings" involving deceptive use of red-and-white striped objects. Later entries in the long-running book series added other targets for readers to find in each illustration.^[1] The books have also inspired a TV show, comic strip and a series of video games.

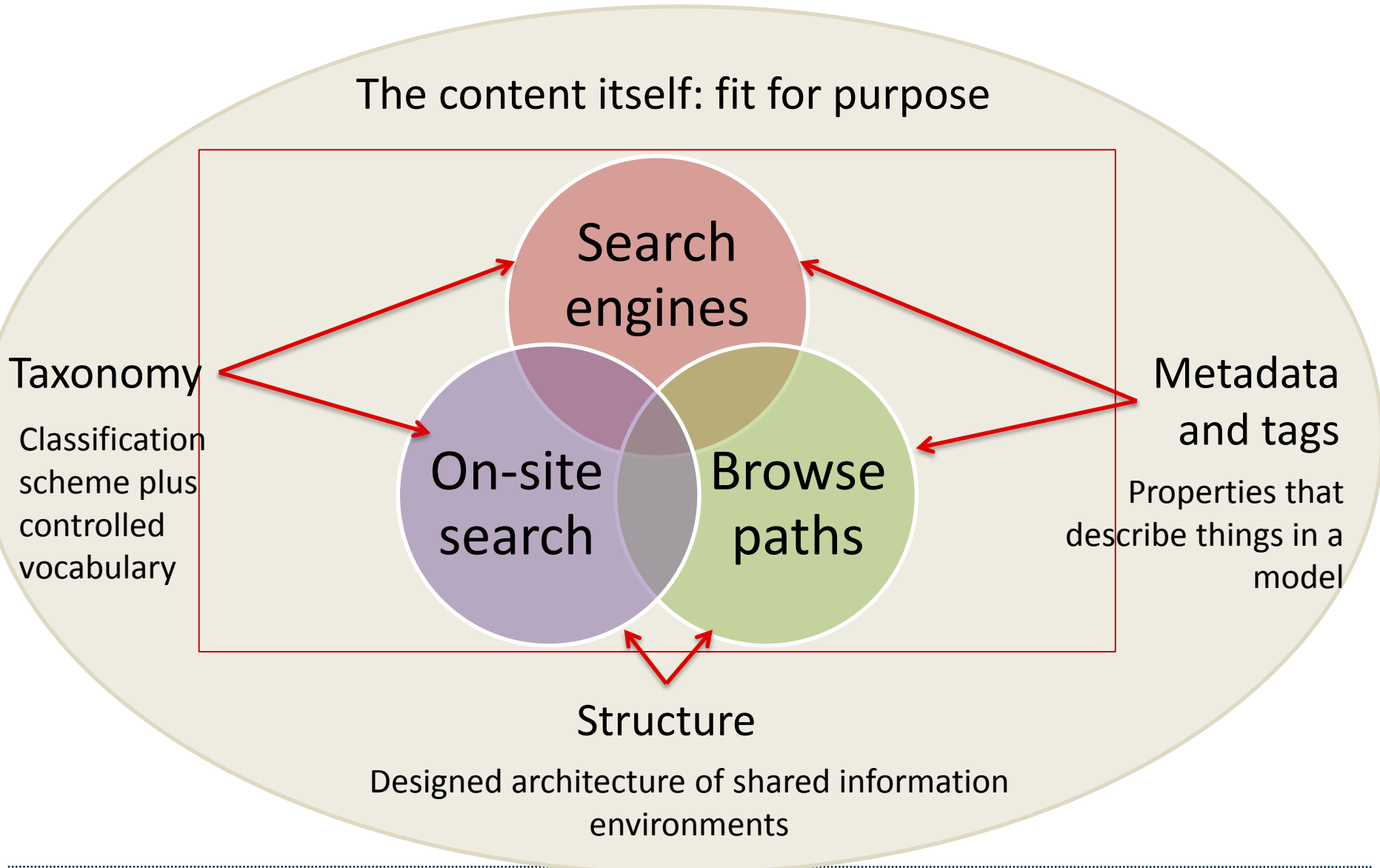
```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml" dir="ltr" lang="en-US">
3
4 <head>
5     <!--[if lte IE 6]><meta http-equiv="refresh"
  content="0;url=http://www.findwaldo.com/upgrade"><![endif-->
6     <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
7     <meta name="title" content="Where's Waldo? Where's Wally? Can You
  Find Waldo?"/>
8     <meta name="description" content="Where's Wally? He is off on a new
  adventure, exploring the Web. Can You Find Him? Where's Wally? (titled
  Where's Waldo? in the United States and Canada, Où est Charlie? in french
  Canada, Find Holger in Denmark, and Wo ist Walter? in Germany) is a seri es
  of children's books created by the British illustrator Martin Handford. The
  goal is to find a certain man, Wally, in a busy picture full of people. Wally
  dresses in a red and white striped shirt and bobble hat, carries a wooden
  walking stick, and wears glasses. He is always losing things, including
  books, camping equipment and even his shoes, and readers are invited to spot
  these items in the illustrations as well."/>
9     <meta name="keywords" content="where's wally?, wally, waldo, charlie,
  martin handford"/>
10
11 <title>Where's Wally? Can You Find Wally?</title>
12
13     <link href="_css/main.css" rel="stylesheet" type="text/css" />
14     <link href="_css/unitip.css" rel="stylesheet" type="text/css" />
15     <link rel="stylesheet" href="_css/thickbox.css" type="text/css"
  media="screen" />
16
17     <script type="text/javascript" src="_js/unitip.js"></script>
```

Four parts to findability

The content itself: fit for purpose



Four parts to findability



**The discipline of writing is far
more demanding in a
structured-authoring environment.**

Personalisation

Which is the “right” one?

All are iP** adapters

Different markets, different device connectors



Multiple delivery channels

Laptop

Press Escape...

Tablet

Tap the X...

Phone



or



or ...

eBook

???

Personalisation

- Information relevant to a single user
 - Considers context
1. From the right source
 2. On the right platform
 3. To the right market
 4. In the right geography
 5. To the right people
 6. At the right moment
 7. In the right channel
 8. In the right format
 9. Using the right version
 10. In the right language
 11. In the right media
 12. At the right time

Omni-channel experience

Seamless approach to multi-channel customer experience

Also called conversational marketing



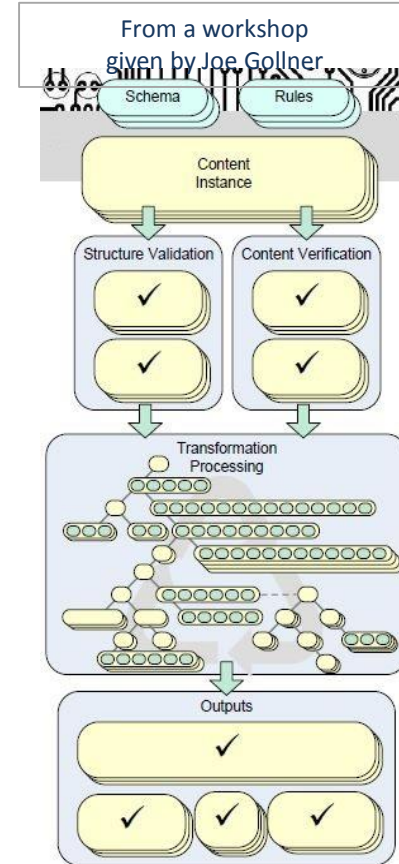
UNDERSTANDING THE FOUNDATION

»» “I suppose it is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail.”
— Abraham Maslow, *Toward a Psychology of Being*

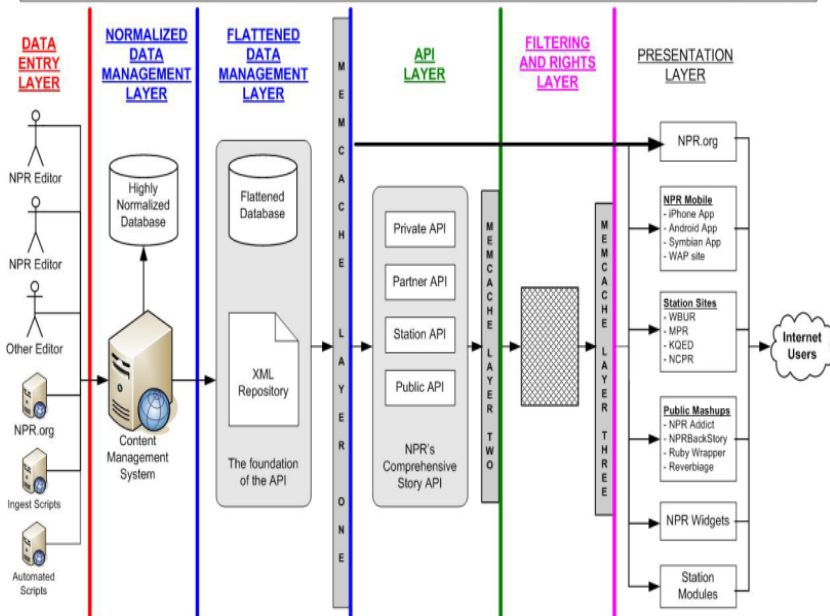
COPE: TWO WAYS

Two basic COPE strategies

- Examine both strategies
- Determine when appropriate



NPR's Content Management Pipeline - Demonstrates COPE (Create Once, Publish Everywhere)



It's all semantics

Prerequisite understanding

- Semantic structures for content
- Technical underpinnings
- Writing techniques for a COPE environment



- Semantics is “implied meaning”
- Implied meaning is created (not exclusively) through structure, specifically a “schema”
- Schemas follow standards that can be read by machines
- Search engines and systems that need to exchange content and data
- <http://www.searchenginejournal.com/schema-101-how-to-implement-schema-org-markups-to-improve-seo-results/58210/>



EXPLORATION

»» “The learning is in the doing.”
— Principle from the field of
instructional design

EXERCISE

1. Read the topic on the following screen
2. Examine the schema.
3. Parse the topic using the schema provided.
4. Localise the content for three countries (as indicated).
5. Debrief.



EXERCISE

Parse this topic using the schema on the next slide.

Returning an Item

You can return any item within thirty days.

1. Put the the item back into its original packaging.
2. Address the box to our warehouse in [geo-area].
3. Send the box through the US Postal Service.

Note: Standard shipping and handling charges apply.

EXERCISE

<Topic>

<Title>Text here</title>

<Titlealts>

</titlealts>

<ShortDesc>Text here </shortdesc>

<Steps>

<Cmd>Text here</cmd>

<Cmd>Text here</cmd>

</steps>

<Note>Text here</note>

</topic>

EXERCISE

Send the box through the **US Postal Service**.

Note: Standard **shipping and handling** charges apply.

<p>Send the box through the [RAP-express service].</p>

<p=**AU**>Standard postage and handling rates apply.</p>

<p=**UK**>Standard postage and packaging rates apply.</p>

<p>=**US,CA**>Standard shipping and handling rates apply.</p>

<p>Or get your item sooner with].</p>

-
- How could the editorial side of the content affect the schema side?
 - Where does the schema get applied?
 - Who decides on the schema and application?



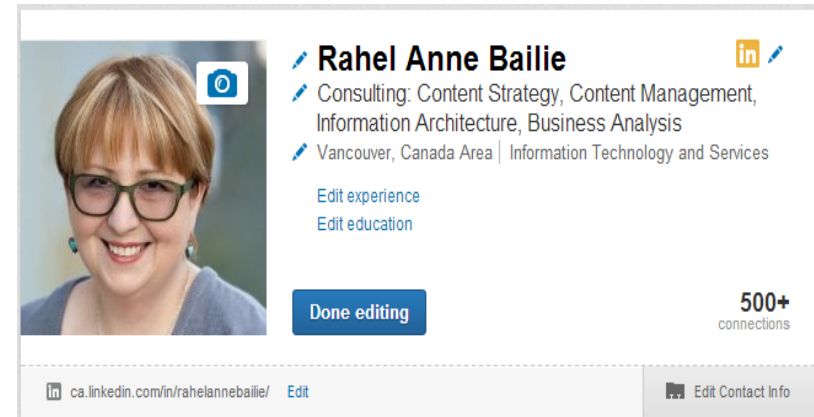
Technical underpinnings

COPE architecture: Baked or fried?

“Baked”

- Developer codes rules into WCMS.
- Author enters content into forms.
- CMS delivers content as per rules.

My view



Rahel Anne Bailie
Consulting: Content Strategy, Content Management, Information Architecture, Business Analysis
Vancouver, Canada Area | Information Technology and Services

Edit experience
Edit education

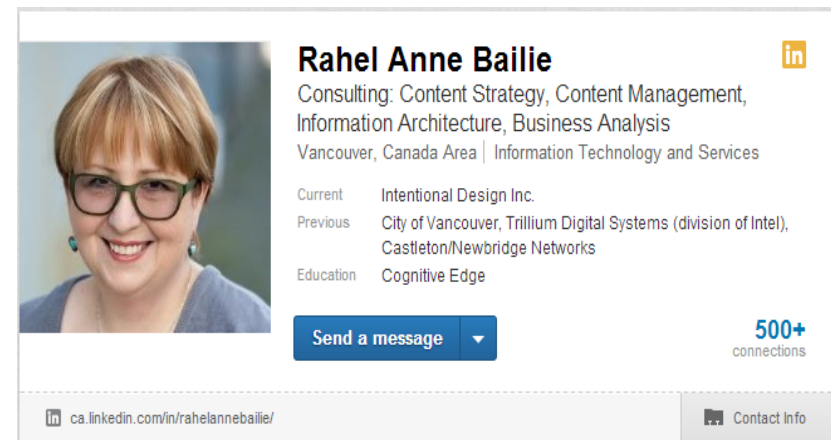
Done editing

500+ connections

ca.linkedin.com/in/rahelannebailie/ Edit

Edit Contact Info

Public view



Rahel Anne Bailie
Consulting: Content Strategy, Content Management, Information Architecture, Business Analysis
Vancouver, Canada Area | Information Technology and Services

Current Intentional Design Inc.
Previous City of Vancouver, Trillium Digital Systems (division of Intel), Castleton/Newbridge Networks
Education Cognitive Edge

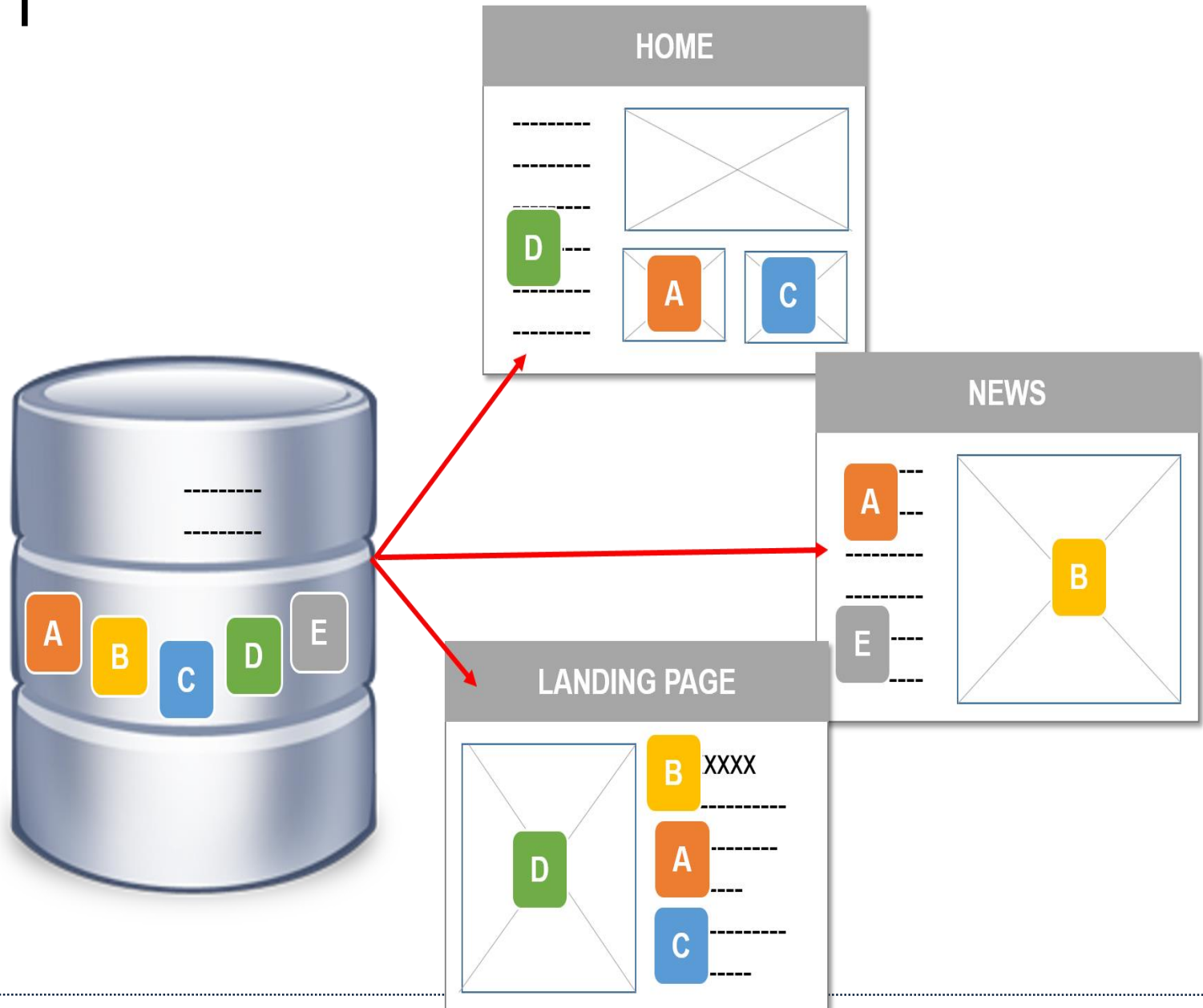
Send a message

500+ connections

ca.linkedin.com/in/rahelannebailie/ Contact Info



Method 1



Method 1

Presentation

Analytics

HTML editor

Database

Storage

Security



Advantages

- Easy for authors
- Can use common content management software

Disadvantages

- Brittle: rules are “baked in”
- Depend on developers to customise or, later, make changes
- Can be costly and complex to change

Baked vs fried

Method 1: Technology driven

“Baked”

- Developer codes rules into WCMS.
- Author enters content into forms.
- CMS delivers content as per rules.

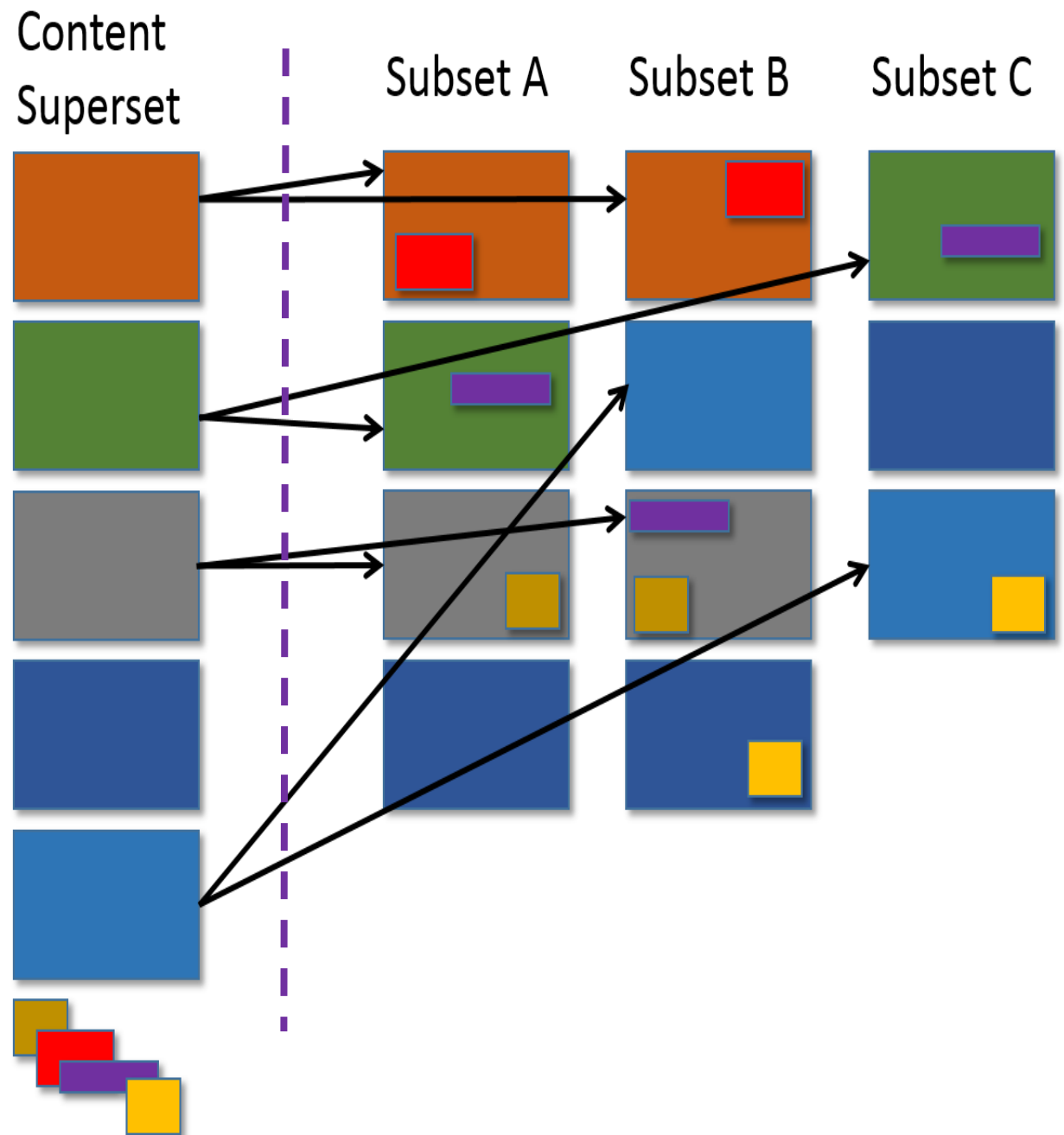
Method 2: Author driven

“Fried”

- Author creates content components.
- CCMS manages components.
- Content transformed for output as per rules.

Baked vs fried

Method 2



Method 2

XML authoring
Transclusion
Repository
(interface,
metadata)
Database



Advantages

- Agility: content can be reconfigured for new needs quickly
- Authors have more control

Disadvantages

- Authors need writing discipline
- Authors need to understand technical side of content
- Need specialty software

Baked vs fried

Know your tech

Technical standards

- What are the applicable content standards?
- Which one ones should we use?

Technology choices

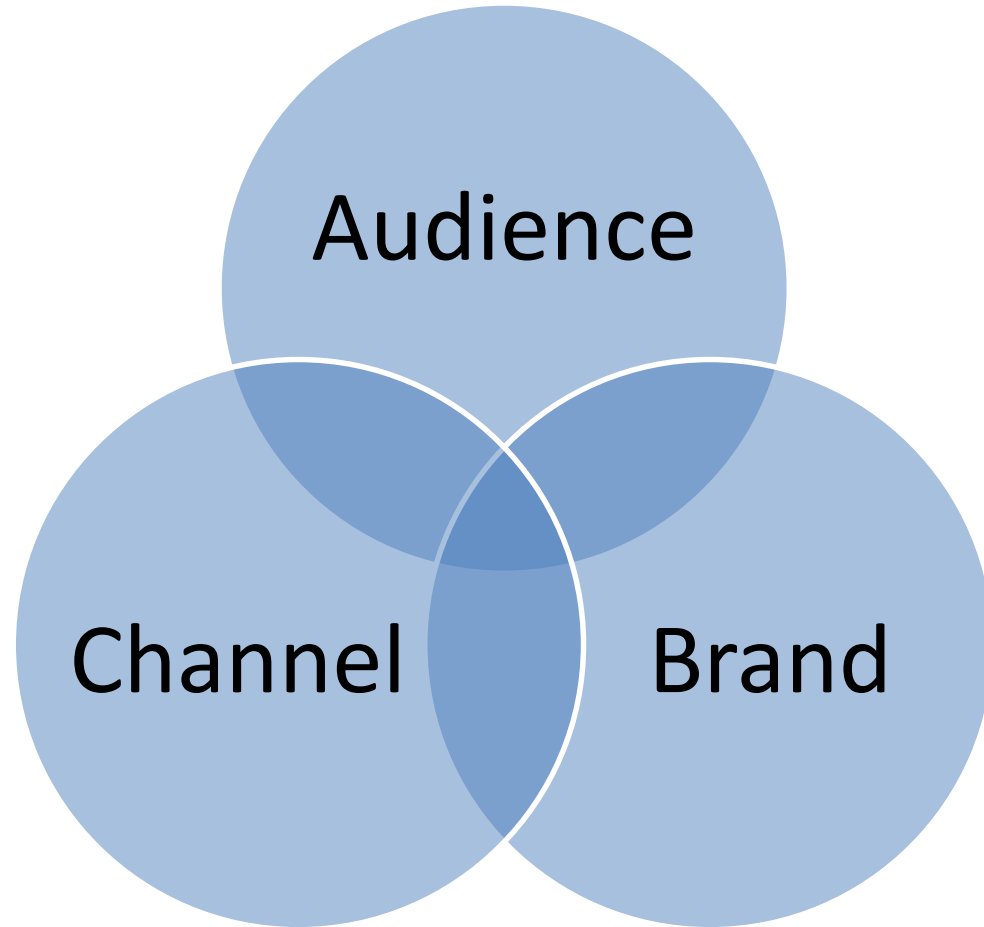
- What are the right choices?
- Do we have the right ones?
- Do we customize or trade up?

Can we have the best of both worlds?

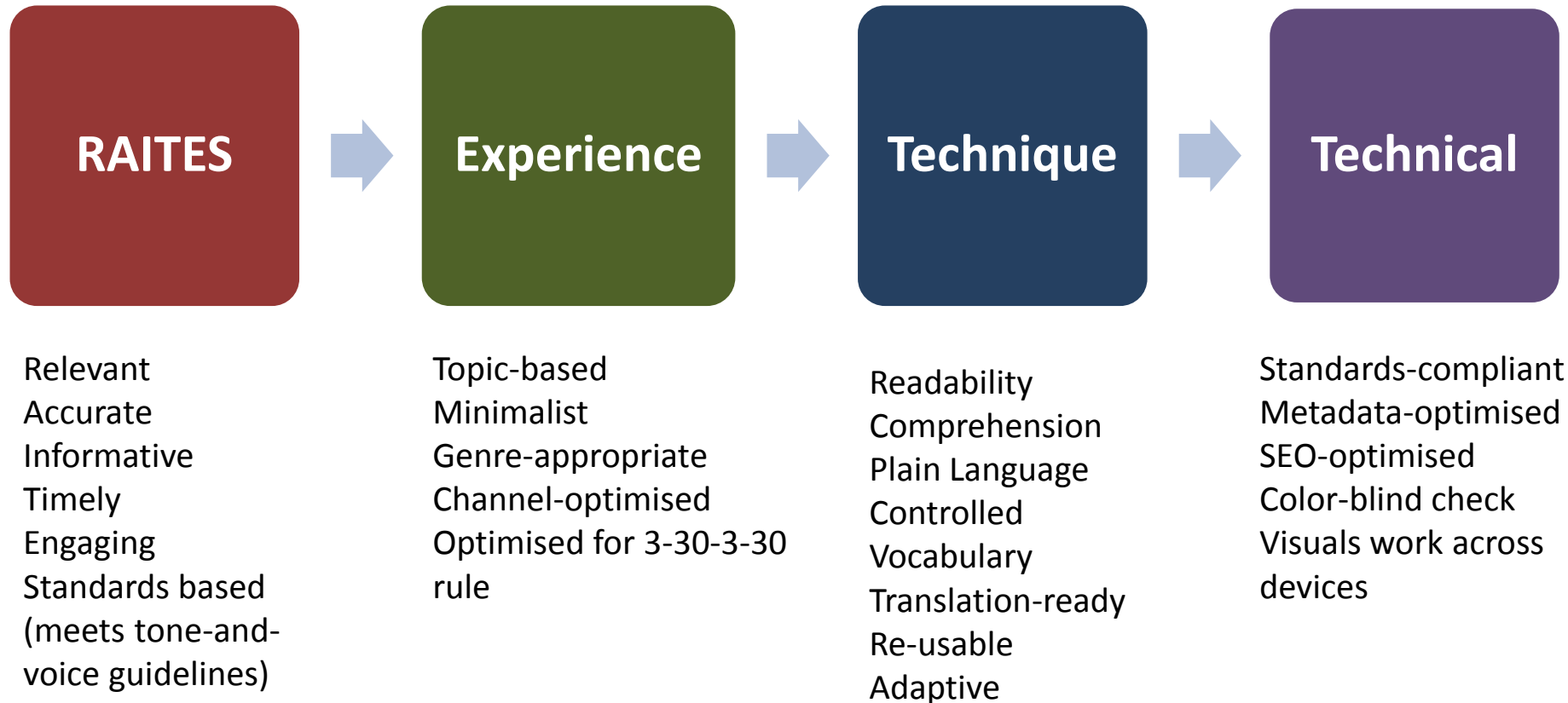


Writing techniques

What is good writing, anyway?



Where editorial meets technical



EXERCISE

1. Examine a piece of content from your work environment that has some delivery challenges.
2. Consider the editing challenges needed to make the content work across multiple channels and devices.



Discuss

- Where can you see a writing plan go awry?
- What happens when a team have to contribute to the same content pool?
- What happens with localised content for global use?
- How do you mitigate the risk of poor content?



**Treating content like data is
a losing proposition**

Definitions: Data

Data: Numerical or other information represented in a form suitable for processing by computer.

Assumption: Data is organized in “sets” that can be processed like-for-like in a database.



Definitions: Content

Content: “Stuff” contained in a receptacle; human-usable, contextualised data

Assumption: Nuance and context create complexity, which needs management in a content repository*



*database with an interface and specific functions



In a product environment

Even leaders in product content struggle with the translation of supplier “data model” to distributors’ data model

Inefficiencies primarily born here in the Product Information Flow
Good information is lost in the translation too...

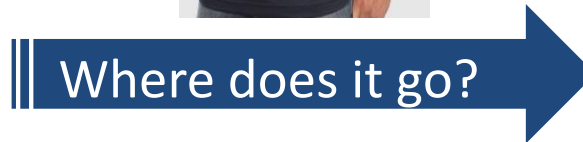
From shirt supplier...

- MEN**
- ◊ **ORGANIC**
- ◊ SHORT SLEEVES
- ◊ LONG SLEEVES
- ◊ TRIBLEND OLD SCHOOL
- ◊ TANK TOPS
- ◊ FLEECE
- ◊ CLOSEOUT MEN



...to shirt distributor

- Department**
- ◀ Clothing & Accessories
- ◀ Men
- Shirts**
- T-Shirts ?
- Tank Tops
- Polos
- Henleys
- Casual Button-Down Shirts
- Dress Shirts
- Tuxedo Shirts



How hard can it be to use a ladder?

1. **FREE SHIPPING** CONTIGUOUS U.S. ONLY
 2. **LIFETIME WARRANTY** ON SELECT LADDERS
 3. **NO SALES TAX** EXCEPT IN UTAH

PRO Site | Tool & Truck Rental | Installation Services and Repair | Gift Ca

Max extension height vs. Ladder Height (ft.)

<input type="radio"/> Model 17	\$378.00	\$283.00	25%
<input checked="" type="radio"/> Model 22	\$446.00	\$334.00	25%
<input type="radio"/> Model 26	\$578.00	\$433.00	25%

[BUY NOW](#)

Little Giant Revolution Comparisons:

Weight capacity:			
Ladder weight:			
Min extension height:			
Max extension height:	15'	18'	23'
Min A-frame height:	4'	5'	6'
Max. A-frame height:	7'	9'	11'
Storage height:	47"	57"	67"
Max scaffolding height:	3'	3'	3'
Max workbench height:	3'	4'	5'

Min A-frame Height vs. Minimum ladder length (ft.)

Width at base vs. Assembled Width (in.)

Model # 12026 Internet # 203609976

SPECIFICATIONS

Assembled Depth (in.)	8 in	Assembled Height (in.)	76 in
Assembled Width (in.)	31 in	Base Spread (in.)	92 in
		Height (ft.)	23
		Weight capacity	300 lb.
		Material	Aluminum
		Maximum reach (ft.)	26
Minimum ladder length (ft.)	6	Nonslip tread	1
Number of Steps	11	Product Weight (lb.)	47
Returnable	90-Day	Rung/Step Depth	1 in

* In contiguous US only

SKU's: 12017, 12022, 12026

† Made in the USA of foreign and domestic parts. ‡ Designed and engineered in the USA. Made in China.

Thanks to Codifyd for these examples.

Transformation of Data Values (Cable Sheath/ Jacket Material)

OKOCLEAR TS® Thermosetting Polyolefin low smoke/zero halogen jacket compound.

OKOGUARD® Okonite's exclusive ethylene-propylene rubber (EPR) based, thermosetting insulation, with an optimum balance of electrical and physical properties unequaled in other solid dielectrics, used on power cables rated 600 V and above. (43rd Anniversary - 2011)

OKOLENE® Thermoplastic polyethylene based insulating or jacketing compound.

OKONITE® Okonite's exclusive ethylene propylene rubber (EPR) based, thermosetting insulation used up to 2000V.

OKONITE-FMR® Okonite's exclusive flame and moisture resistant ethylene propylene rubber (EPR) insulation used up to 2000V.

OKOGUARD-OKOLON® Composite insulation system consisting of a layer of EPR and covered with a chlorinated thermoset compound.

OKO-PACK® Okonite's unique compact round conductor shape and design.

OKOSEAL® A PVC insulation or jacketing compound with excellent resistance to flame and most chemicals.

OKOSEAL-N® PVC insulated and nylon jacketed low voltage conductors, Type THHN, THWN-2 and TFN.

CPE Chlorinated Polyethylene jacketing material.

CSA Canadian Standards Association. An independent organization which implements and monitors the commercial and consumer electrical product standards. The CSA assures compliance to the various Canadian Electrical Code requirements.

CT Designation given to cables meeting UL requirements for cable tray use.

CTC Designation for Centralized Traffic Control Code Line cable.

CWCMC UL's designation for 600 volt C-L-X marine shipboard cable - "continuously welded corrugated MC" cable.

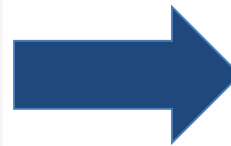
DEL Diesel Electric Locomotive and car wiring with Okonite insulation and Okolon jacket.

EPR Ethylene Propylene Rubber insulating compound ingredient.

ER Exposed Run, UL term designating cables approved for open wire applications.

ETFE Modified Ethylene Tetrafluoroethylene compound (Okozel) used for insulation and jackets.

FEP Fluorinated Ethylene Propylene insulation and jacket compound.



<input checked="" type="checkbox"/> Sheath Material	
<input type="checkbox"/> CPE	(27)
<input type="checkbox"/> Plastic	(1)
<input type="checkbox"/> PVC	(185)
<input type="checkbox"/> Rubber	(5)
<input type="checkbox"/> Silicone Rubber	(4)

The language of manufacturing is often different than the language of B to C e-commerce sales.

Thanks to Codifyd for these examples.

Discuss

- In your organisation, where is the dividing line between content and data?
- How is content handled?
- How do you align marketing content with product/service content?
- How do you align content across channels, from pre-sales to customer support?

Re-imagining content

Case study: City of Vancouver



Governments run on meetings



Reports, agendas, minutes



Issues get written up





Reports get put onto agendas




Recommendations get published



Agenda with many topics

1. [VIVA Vancouver 2011 Highlights and 2012 Plan](#)   [Video Clip of this Item](#)


Krisztina Kassay, Planner, VIVA Vancouver Program, and Jennifer Sheel, Transportation Engineer, will provide a Report Reference on the VIVA Vancouver program, including highlights from 2011 and the proposed 2012 plan.

[Staff presentation](#) 



COMMUNICATIONS

1. [Revisions to the 2012 Public Hearing Meetings Schedule \(July - December\)](#)   [Video Clip of this Item](#)

ADMINISTRATIVE REPORTS



1. [Sale of City-owned Property Situated at 316 East 8th Avenue - WITHDRAWN](#)  [Video Clip of this Item](#)
Request to speak to this report has been received.

2. [Proposed Strata Title Conversion: 1250 Salsbury Drive \(The Jeffs Residence\)](#)   [Video Clip of this Item](#)



3. [Rate Adjustment for Metered Motorcycle and Scooter Parking](#)   [Video Clip of this Item](#)
Requests to speak to this report have been received.

4. [Two Laneway Speed Hump Projects - First and Second Step Report - Local Improvements by Petition, Court of Revision - June 12, 2012](#)   [Video Clip of this Item](#)

5. [2012 Property Taxation - Taxation By-laws and Averaging Resolutions](#)   [Video Clip of this Item](#)

6. [Funding Application to Gas Tax Fund to UBCM for Landfill Gas Collection Optimization and Utilization Project and Sea Level Rise Adaptation Plan](#)   [Video Clip of this Item](#)

POLICY REPORTS

1. [CD-1 Rezoning: 1401 Comox Street](#)   [Video Clip of this Item](#)

Late Distribution

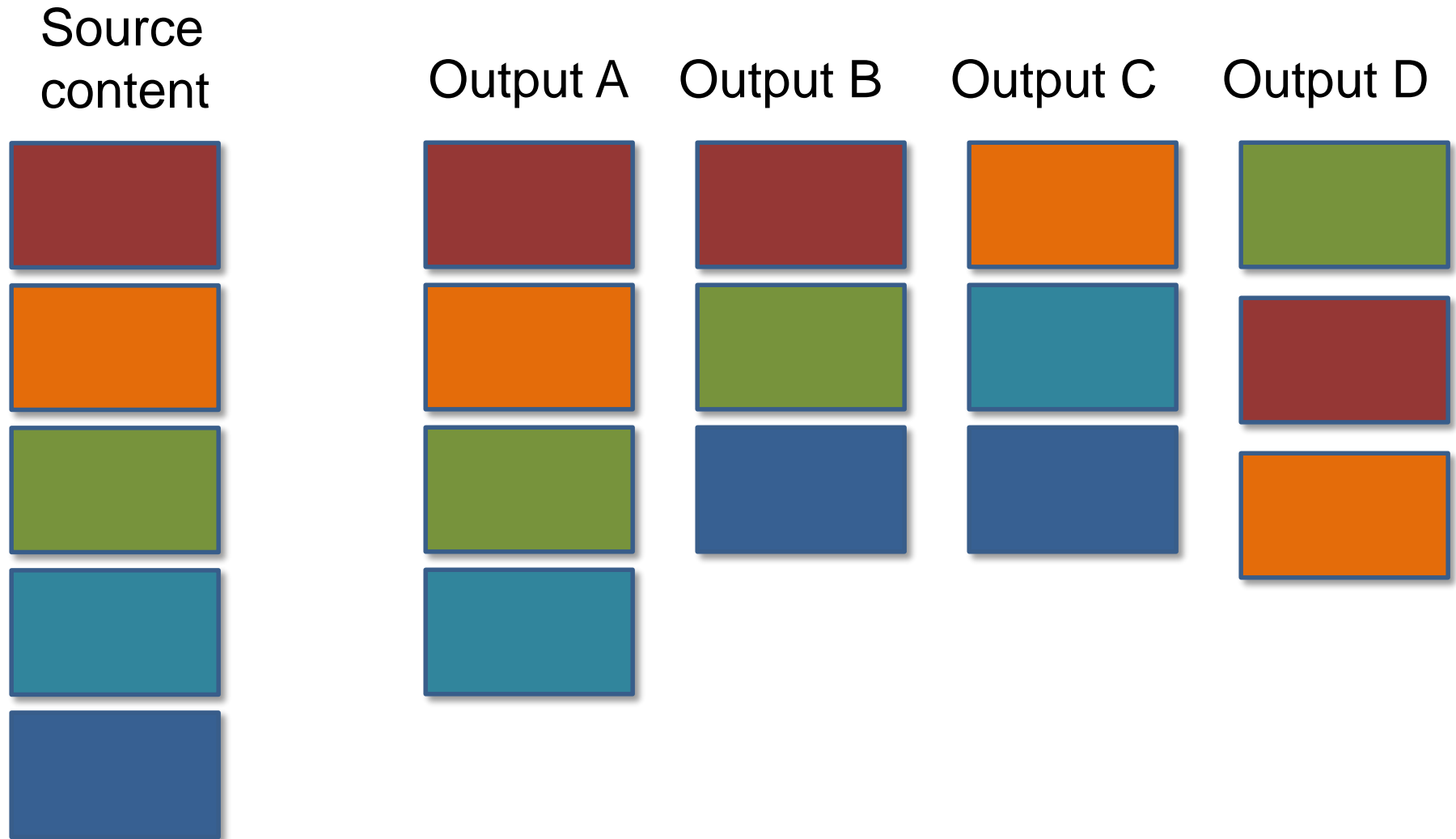
(i) [Memo dated May 14, 2012, from Assistant Director of Planning](#) 



Rethink content: BLOBs to modules IntentionalDesign^{Inc} Content strategies for business impact



Repackage modules



DEBRIEF

Discuss:

- How much re-imagining would it take to figure this out?
- How much did you focus on content quality versus content delivery mechanisms?
- How much will the new delivery method affect the content creation?

One solution

This solution can be baked or fried, with a hybrid solution preferable


- Mostly delivered through existing WCMS functionality
- Some data integration from an existing system
- Various aggregation points through use of metadata
- Extensible to potential content production efficiencies upstream



Componentized agendas

1. VIVA Vancouver 2011 Highlights and 2012 Plan [Video Clip of this Item](#)


Krisztina Kassay, Planner, VIVA Vancouver Program, and Jenniffer Sheel, Transportation Engineer, will provide a Report Reference on the VIVA Vancouver program, including highlights from 2011 and the proposed 2012 plan.

[Staff presentation](#) 



COMMUNICATIONS

1. [Revisions to the 2012 Public Hearing Meetings Schedule \(July - December\)](#) [Video Clip of this Item](#)

ADMINISTRATIVE REPORTS



1. [Sale of City-owned Property Situated at 316 East 8th Avenue - WITHDRAWN](#)  [Video Clip of this Item](#)
Request to speak to this report has been received.

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Genre = social construct

<h1>

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AGENDA

Discussion item 1

Description

Discussion item 2

Description

Discussion item 3

Description

Discussion item 4

Description

Item for discussion 5

Description



Schema = technical

Topics

Discussion item 1
Description

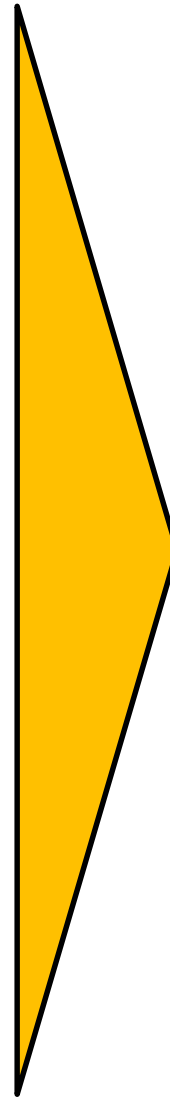
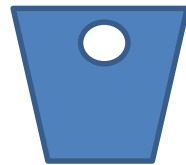
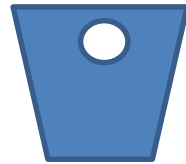
Discussion item 2
Description

Discussion item 3
Description

Discussion item 4
Description

Discussion item 5
Description

Tags



AGENDA

Discussion item 1

Description

Discussion item 2

Description

Discussion item 3

Description

Discussion item 4

Description

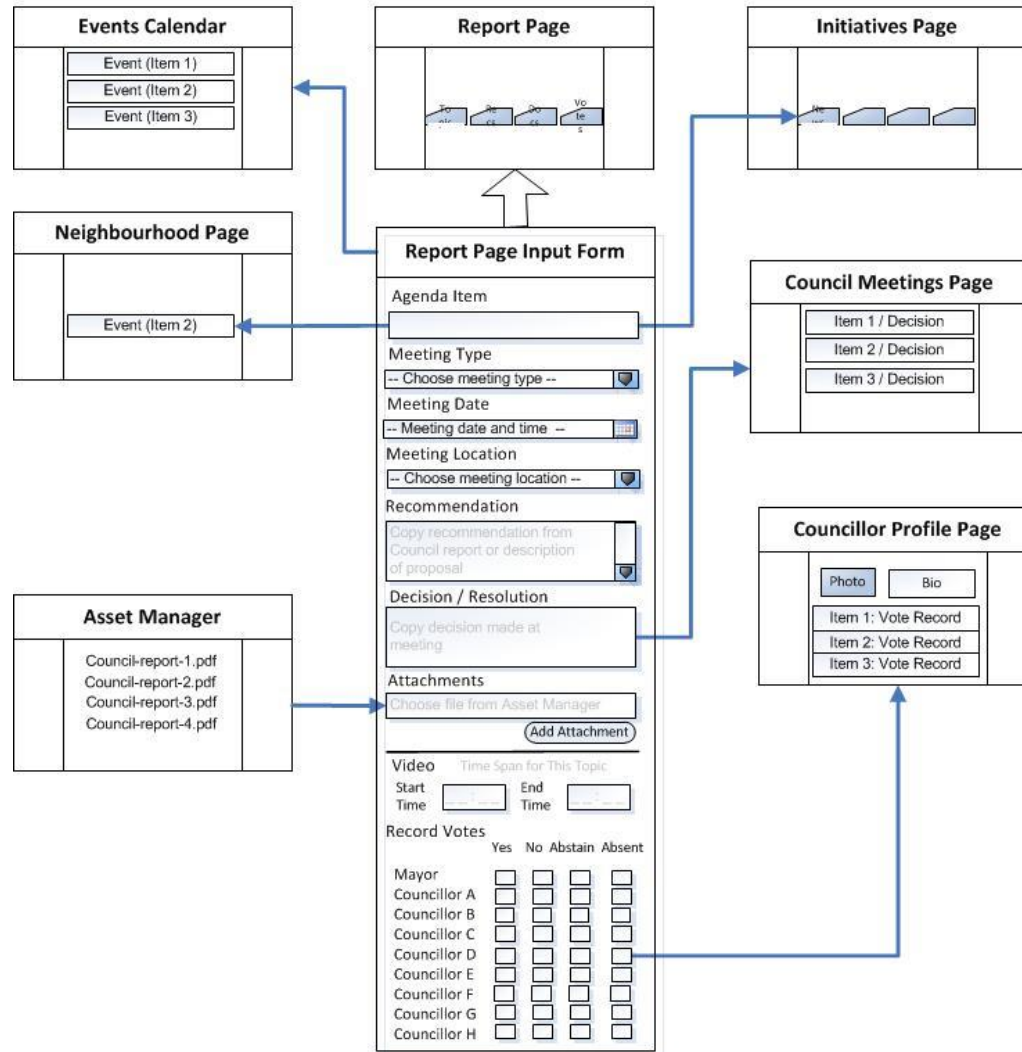
Item for discussion 5

Description



Rethink the content flow

Publishing of Council Material using the CMS



Deliver to neighbourhood pages

Dunbar

Dunbar borders Point Grey (north), Arbutus (east), the Fraser River (south), and the University of British Columbia (west). The area includes:

- MacKenzie Heights
- Musqueam
- Southlands



Popular attractions in the Dunbar area:

- McCleery Golf Course
- Southlands Riding Club & Country Fair
- UBC Botanical Garden
- Pacific Spirit Regional Park

Dunbar news

There are no news items.

Events in Dunbar

Got a question?

Call 3•1•1

TTY 7•1•1

Follow the City on social
media →

Services and resources

Dunbar Community
Centre

Garbage and recycling
schedule and supplies

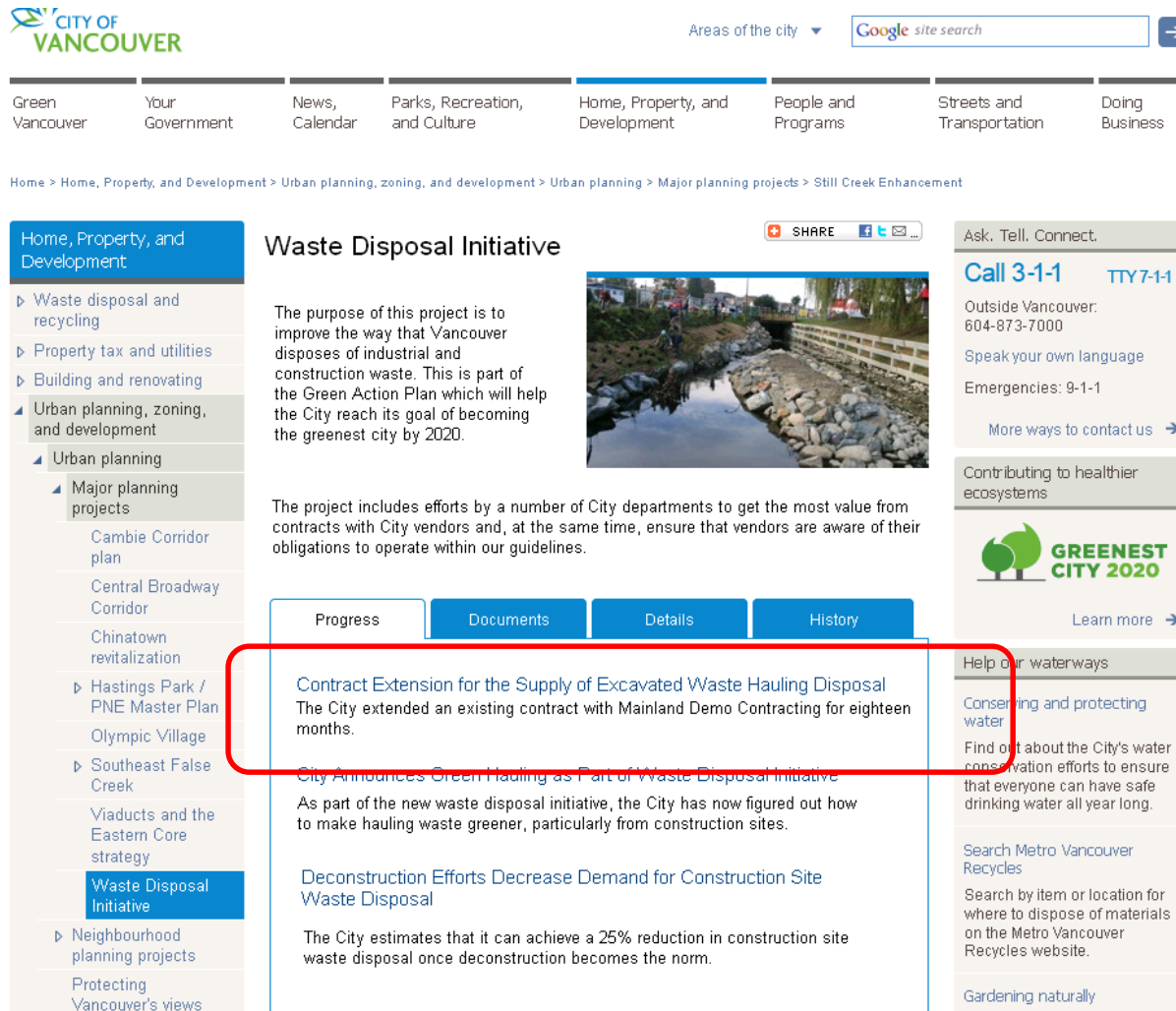
Residential parking
permits

Manage noise

Vancouver Fire and
Rescue Services



Deliver to topic pages



CITY OF VANCOUVER Areas of the city →

Green Vancouver | Your Government | News, Calendar | Parks, Recreation, and Culture | **Home, Property, and Development** | People and Programs | Streets and Transportation | Doing Business


Home > Home, Property, and Development > Urban planning, zoning, and development > Urban planning > Major planning projects > Still Creek Enhancement

Home, Property, and Development

- Waste disposal and recycling
- Property tax and utilities
- Building and renovating
- Urban planning, zoning, and development
 - Urban planning
 - Major planning projects
 - Cambie Corridor plan
 - Central Broadway Corridor
 - Chinatown revitalization
 - Hastings Park / PNE Master Plan Olympic Village
 - Southeast False Creek
 - Viaducts and the Eastern Core strategy
 - Waste Disposal Initiative**
 - Neighbourhood planning projects
 - Protecting Vancouver's views

Waste Disposal Initiative

The purpose of this project is to improve the way that Vancouver disposes of industrial and construction waste. This is part of the Green Action Plan which will help the City reach its goal of becoming the greenest city by 2020.




The project includes efforts by a number of City departments to get the most value from contracts with City vendors and, at the same time, ensure that vendors are aware of their obligations to operate within our guidelines.

Progress | Documents | Details | History

- Contract Extension for the Supply of Excavated Waste Hauling Disposal**
The City extended an existing contract with Mainland Demo Contracting for eighteen months.
- City Announces Green Hauling as Part of Waste Disposal Initiative
As part of the new waste disposal initiative, the City has now figured out how to make hauling waste greener, particularly from construction sites.
- Deconstruction Efforts Decrease Demand for Construction Site Waste Disposal
The City estimates that it can achieve a 25% reduction in construction site waste disposal once deconstruction becomes the norm.

Ask. Tell. Connect.
Call 3-1-1 TTY 7-1-1
Outside Vancouver: 604-873-7000
Speak your own language
Emergencies: 9-1-1
More ways to contact us →

Contributing to healthier ecosystems



Learn more →

Help our waterways
Conserving and protecting water
Find out about the City's water conservation efforts to ensure that everyone can have safe drinking water all year long.
Search Metro Vancouver Recycles
Search by item or location for where to dispose of materials on the Metro Vancouver Recycles website.
Gardening naturally



DISCUSS

- How much of this solution is:
 - Content strategy
 - User experience
 - Systems architecture
- What could be enabling factors or blockers to implementing this solution?



RESOURCES

Select content standards

Content Standards

W3C Open Web Platform

<http://www.w3.org/standards/>

Semantic Web

<http://www.w3.org/standards/semanticweb/>

RDF

http://en.wikipedia.org/wiki/Resource_Description_Framework#Overview

Triplestore

<http://en.wikipedia.org/wiki/Triplestore>

XML Technology

<http://www.w3.org/standards/xml/> (which includes componentization, query, internationalization, transformation, processing, and publishing standards)

DITA OASIS Standard - for creating structured, modular content

<http://dita.xml.org/standard>

Web of Devices

<http://www.w3.org/standards/webofdevices/> (adaptive content and device independence)

Accessibility Standards

▶ Web Content Accessibility Guidelines 2.0

- <http://www.w3.org/TR/WCAG20/> - for public-facing content
- <http://www.w3.org/TR/ATAG20/> - for interfaces built for internal use

▶ XML Localisation Interchange File Format

https://www.oasis-open.org/committees/tc_home.php?wg_abbrev=xliff

Metadata standards

▶ Microformats - this is the one the major browsers agreed to use

<http://schema.org/>

▶ Metadata standards for SVG files (text layer in images)

<http://www.w3.org/TR/SVG/metadata.html>

▶ Taxonomy / Thesauri standards

http://www.iso.org/iso/catalogue_detail.htm?csnumber=53657

▶ Standard for managing controlled vocabularies

http://www.niso.org/kst/reports/standards?step=2&gid=&project_key=7cc9b583cb5a62e8c15d3099e0bb46bbae9cf38a

Process Standards

▶ Human-centred design for interactive systems

ISO 9421-210 http://www.iso.org/iso/catalogue_detail.htm?csnumber=52075



More resources

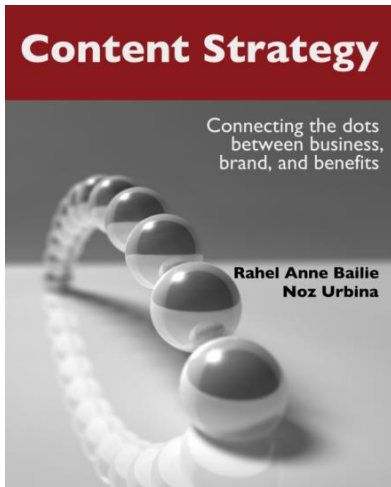


- Context for semantics
<http://alistapart.com/article/battle-for-the-body-field>
- Semantic elements
http://www.w3schools.com/html/html5_semantic_elements.asp
- Schema
<http://schema.org/>
- Content typing in DITA
<http://docs.oasis-open.org/dita/v1.0/langspec/ditaref-type.toc.html>
- Web writing essentials
<http://www.slideshare.net/GinnyRedish/redish-stc-seattle-2013>
<http://www.slideshare.net/adobetcs/developing-an-adaptive-content-strategy-adobe-rockley>
- New York Times Innovation Report
<http://visualdays.no/files/2014/05/224608514-The-Full-New-York-Times-Innovation-Report.pdf>

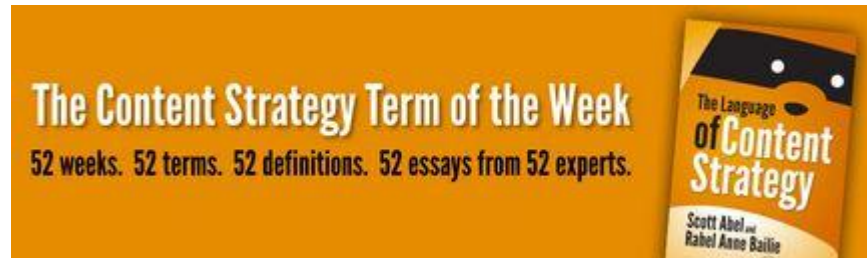


WRAP-UP: QUESTIONS DISCUSSION

Contact Rahel Anne Bailie



TheContentStrategyBook.com







TheLanguageofContentStrategy.com



content strategy workshops
two days of practical learning from industry experts
ContentStrategyWorkshops.com

Content strategies for business impact

   [Email Me](#)

 Content strategist for omnichannel projects. Focused on Increase ROI of product lifecycle content. Synthesizer of requirements analysis, Information architecture, and content management. Interpreter of geek to business during content management Implementations. Aficionado of content structure and standards. Founder of Intentional Design (IntentionalDesign.ca). Fellow of STC (stc.org).

Co-producer of Content Strategy Workshops (contentstrategyworkshops.com).

Co-author of Content Strategy: Connecting the dots between business, brand, and benefits (thecontentstrategybook.com). Co-editor of The Language of Content Strategy (thelanguageofcontentstrategy.com).





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Content strategies for business impact

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