

Proposed Article: Canadian Government Executive Magazine
Supports Service Partnerships Playbook Engagement Strategy

Improving Services to Canadians through Partnerships

Have you ever had a family member or friend lament the frustrations associated with their attempts at obtaining a government service? Whether that frustration comes from not knowing where to find a service or not being able to get all their government service needs met in one spot, government service delivery has become a shorthand for service that does not meet the demands of clients when compared to the private sector. That frustration is likely shared by those who deal with said frustrations everyday: those Canadians who work to provide other Canadians with government services.

There are many ways to reduce the inefficiencies of government to provide more seamless services to clients. A simple one is increasing collaboration across levels of government. Being able to share data, pool resources, and lend expertise creates valuable partnerships which can improve the client experience. Increasing levels of collaboration also lends itself to reflections on the future of service, and in particular, the potential of service delivery partnerships. Such is the focus of the *Service Partnerships Playbook: Jurisdictional Collaboration to Improve the Client Experience*, or simply the *Playbook*, a newly-developed resource by the Public Sector Service Delivery Council (PSSDC) which is supported by the Institute for Citizen Services as Secretariat. PSSDC is comprised of representatives from federal, provincial/territorial governments and municipalities focussed on interjurisdictional collaboration to improve services for citizens.

As federal and provincial/territorial governments and municipalities develop and deliver services for the same clients, effective collaborative service partnerships are essential to facilitating connected and ideally one-stop shop service experiences for clients. PSSDC and the Federal-Provincial-Territorial Deputy Ministers' Table on Service Delivery Collaboration have endorsed the new Service Partnerships Playbook as a tool for governments in Canada to foster more seamless and integrated services to Canadians. Ultimately, the Playbook encourages multi-level collaboration by envisioning partnerships as a step-by-step process, and highlights innovative service delivery partnerships happening throughout the country.

The Playbook highlights four Service Partnerships models, in increasing levels of sophistication, all with successful projects as examples. The first model is **Cross Promotion**, where one government promotes programs and services on behalf of another government. One such example highlighted in the Playbook is where Service Canada collaborates with the Ministry of Transportation of Ontario to help First Nation's communities obtain drivers licenses in Northern Ontario.

The second model is **Outreach**, where two or more governments coordinate to reach out to a specific community together, to provide a variety of simultaneously occurring service needs. One such example highlighted in the Playbook is rapid responses to emergencies like the Fort McMurray fires in 2016, which required multiple levels of government performing a coordinated outreach to that community.

The third model is **Co-Location** wherein clients can access services from different governments within the same shared space. One such example is Ottawa City Hall in Ontario, an ongoing and successful execution, where clients can access numerous federal, provincial and municipal services within the same shared physical location.

The final model, **Service Integration**, discusses more integrated service delivery methods between governments. These include digital platforms, integrated payments, data integration and sharing, and bundled services such as the Birth Bundle.

Going forward, and with the establishment of new partnerships it is anticipated that the Playbook will inspire innovative and more seamless service delivery in Canada. Building a partnership-adept service delivery landscape in Canada to improve the client experience requires engagement from all levels. We hope readers will share the Playbook with their teams, colleagues and management, become involved in discussing the future of service, and consider ways to build upon the ideas in the Playbook.

Every Canadian accesses government services at different points throughout their lives. The more efficient we can make that process, the better placed governments of all levels and priorities are to have legitimacy and approval in the eyes of those we serve.

The Playbook and its resources may be accessed through the GCcollab group [FPTM Service Partnerships Playbook](#). If you have questions about this article or the Playbook you can contact NC-SP-PS-GD@hrdc-drhc.net