

SERVICE PARTNERSHIPS PLAYBOOK
ENGAGEMENT STRATEGY

CONTEXT	Canadians' expectations of government are increasing. They expect simple and seamless services regardless of which jurisdiction is providing the service. This means working together, given that jurisdictions serve the same clients.
OBJECTIVE OF THE PLAYBOOK	<ul style="list-style-type: none"> • To improve client experience by fostering service partnerships with other governments. • It is meant to be a resource for different types of service delivery organizations and business lines, e.g. strategic policy, program policy and operations. It is a resource for our organizations to learn more about potential partnerships and to determine where we might want to partner.
OBJECTIVES OF THE ENGAGEMENT STRATEGY	<ul style="list-style-type: none"> • Disseminate the Service Partnerships Playbook to the appropriate audiences within jurisdictions and municipalities, as identified by PSSDC members, to create awareness and foster collaboration and innovation in developing service partnerships. • Facilitate ongoing collaboration on service partnerships by providing access to partnering networks and promoting the use of GCcollab to maintain momentum and keep the Playbook evergreen.
EXPECTED OUTCOMES/RESULTS	<ul style="list-style-type: none"> • Increased awareness of existing service partnerships with a view to replicating and scaling-up. • Accelerated implementation of partnerships, given best practices, examples, case studies, and contact information provided in the Playbook. • Increased motivation to examine internal service delivery processes and begin discussions with other levels of government (federal, provincial, territorial, and Indigenous, and municipalities) on potential service partnerships to improve client experience.

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AUDIENCE AND APPROACH	<p>The engagement strategy will be focused on internal government stakeholders with an interest in service delivery partnerships through three avenues:</p> <ul style="list-style-type: none"> • PSSDC <ul style="list-style-type: none"> ○ Members are encouraged to engage with the stakeholders in their organizations that can leverage the Playbook with a view to replicating or scaling up Partnership ideas showcased in the Playbook. • Service Tables: For FPTM service related committees, an agenda item on the Playbook would be added for an upcoming meeting: <ul style="list-style-type: none"> ○ Clerks and Cabinet Secretaries Table (July 18, 2018) - completed. ○ ADM Government of Canada committee on service - completed. ○ Municipal Service Delivery Officials (MSDO). • Websites and Publications: Reference to the Playbook with a link would be included in relevant internal government service websites and publications: <ul style="list-style-type: none"> ○ Institute for Citizen-Centred Services (ICCS) PSSDC member website. ○ Service Partnerships Playbook CGcollab website. ○ FPT DMs' Table on Service Delivery Collaboration GCcollab website. ○ Internal government service websites or publications identified by PSSDC members, e.g. ESDC's Intersection Newsletter and the Canadian Government Executive Magazine.
TOOLS TO SUPPORT ENGAGEMENT	<ul style="list-style-type: none"> • E-mail for PSSDC members to engage stakeholders to initiate a conversation on the Playbook (Annex A). • Key messages for engagement (Annex B). • A presentation on the Playbook and speaking points (Annex C, D).
MANAGEMENT OF THE STRATEGY	<ul style="list-style-type: none"> • Implementation of the engagement strategy will be led by the Service Network Collaboration Co-Chairs and Working Group in their jurisdictions.