



Data Driven Intelligence

PSSDC - Toronto, ON
February 22, 2018

Objectives / Purpose



- Seek PSSDC endorsement of Data Driven Intelligence (DDI) as a priority and establishment of a working group.
- Provide progress update on DDI activities, including progress on the E-Vulnerability Index (EVI) tool and potential playbook.

Background



- In Victoria (Fall 2016), the Joint Councils was asked to consider establishing a DDI working group. It was proposed the working group would leverage open data and advanced data analytics to improve service delivery.
 - Joint Councils recommended that interested members should work within PSSDC to define the priority and identify objectives.
- In April, 2017, the FPT Clerks and Cabinet Secretaries noted the absence of a DM Champion for the initiative and voiced support for DDI. In August, DM Scott Sinclair became the DM Champion for DDI.
- In Charlottetown (Fall 2017), the results of a national scan of DDI projects were presented to PSSDC along with a number of partnership opportunities to encourage information sharing and cross-jurisdictional cooperation.
 - It was agreed that the EVI could help support the shift to digital services while mitigating unintended consequences by providing evidence on clients at greater risk of being disadvantaged with the digitalization of services.
- Post-Charlottetown: A DDI Community of Practice was established and jurisdictions were consulted on what they would like to see included in a Pan-Canadian EVI tool. The EVI tool received strong support.

DDI Rationale



- DDI provides governments an opportunity to better understand:
 - How programs work, intended outcomes and whether outcomes are attributable to the program;
 - To know our clients and their behaviours;
 - Value for money, potential improvements and returns on investments.
- Currently, data and research is siloed in departments, within and between jurisdictions. Even when data is available, not all service partners have the analytical capacity to make good use of the data.
- It is not enough to break intra-jurisdictional silos for data sharing. Common analytical tools enhance capacity by creating:
 - A shared database;
 - Analytical tools; and
 - Build employee competencies.

Why PSSDC? Why DDI?



- Data is the new currency of Deputy Ministers, Chief Executive Officers, Chief Operating Officers, and Chief Information Officers. DDI supports evidence-based decision-making and can help jurisdictions benefit from each other's investments.
- PSSDC is the right forum to engage, collaborate and benefit from DDI as it supports the development of tools and resources that have a short project lifecycle, accelerating capacity across the country.
- Adding DDI as a priority will enable members to customise and shape DDI projects to meet the needs of their client. For example:
 - Based on PSSDC member consultations, the EVI is being tailored to specific geographic areas (CA/CMA, Census Subdivisions etc.) and different groups of the population (aboriginal, immigrants, youth etc.) to know which clients to engage to optimize digital service delivery. The index measures three dimensions of cyber-vulnerability: access, comfort, and skills.

Considerations



- A good idea depends on its implementation. PSSDC engagement is needed to help ensure that valuable DDI resources and tools are not overlooked.
- PSSDC support is critical to develop analytical tools like the Service Network Collaboration (SNC) Points of Service Mapping Tools, the EVI, and future applications like text mining algorithms to capture and automate client feedback analysis using machine learning. These are just a few examples of tools that can be co-developed.
- A DDI working group can help FPTM organizations tackle the administrative challenges, e.g. data governance, information sharing agreements, technology, human resources strategies, balancing accessibility with privacy, creating demand for DDI etc.
- The DMs' Table supported the development of a playbook to help jurisdictions overcome common challenges. With PSSDC endorsement the playbook could be advanced. The DDI Community of Practice including MB, BC, TBS, CRA, ISED and ESDC will need PSSDC participation and support.

Proposed Terms of Reference Outline



Terms of reference should provide strategic direction for the DDI working group.

The **purpose** is to evolve our understanding and capacity for DDI by leveraging knowledge and tools that governments already have.

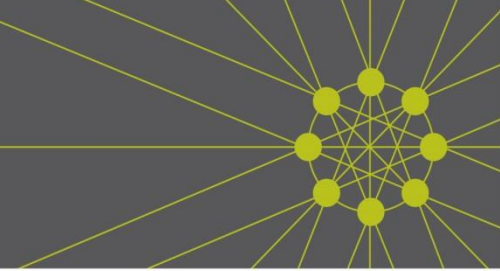
Its **membership** will be open to PSSDC members and would leverage the informal network established through the DDI Community of Practice.

The **aim** is to implement a lifecycle / innovation approach to help identify projects where we can collaborate, develop and move to the next project.

The **role** of the working group will be to facilitate collaboration on projects that can help partners benefit from others advancements.

This will foster **collaboration** with other working groups (Open Government and SNC) to improve data holdings and develop innovative pilots.

Proposed Scope of Work



Governance

Identify leads and endorsement of Terms of Reference and work plan at upcoming April teleconference.

Collaborate on DDI Playbook and develop EVI at PSSDC teleconferences.

Seek to expand membership within MSDO members and FPTM partners.

DDI Playbook

Scope DDI playbook with jurisdictions.

Draft version for discussion at September in-person meeting.

Finalized version for in-person February 2019 meeting.

EVI Tool

Refine the EVI tool based on jurisdictional feedback (February/March 2018).

Present tool to DMs' Table in May.

Promote use of the tool within service organizations (e.g. Gccollab and Service Canada Service Research Conference, Fall 2019 TBC).

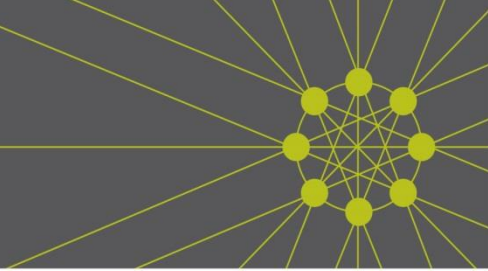
Other Pilot Projects

Leverage (non) traditional sources of data to demonstrate "quick wins" in pilot project development.

Explore possibility of enabling PSSDC to test and develop innovative pilots for a national audience.

In the long-term, work towards becoming coordinating hub to advance members capacity to deliver better services using Open Data and advanced analytics.

Proposed Next Steps



- Identify federal, provincial and municipal Co-Chairs.
- Draft a Terms of Reference for the Working Group.
- Present a work plan for PSSDC endorsement, for example:
 - Develop national data analytical tools to support service improvements.
 - e.g. Develop and enhance a pan-Canadian EVI
 - Develop common resources to support capacity building.
 - e.g. Develop Playbook

For Discussion



- Do PSSDC members agree that DDI should be adopted as priority?
- What insights can PSSDC members share with the DDI Community of Practice to help them move quickly from establishing a working group (terms of reference) to implementing a work plan?
- How can we ensure the goals of member organizations are being captured within DDI objectives?
- How can PSSDC bridge the development and implementation gap to ensure the potential of common tools is maximized?