



## Development of Data-Driven Playbook

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PSSDC Meeting – Interim Project Update

1. Project Overview
2. Playbook Framework
3. Maturity Model
4. Early Themes From Research and Engagement
5. Next Steps

# Imagine If ....



The police were able to get to a crime scene before the criminals leading to prevention and better service for potential victims of crime



Building inspectors could target the highest risk developments reducing the number of inspections without increasing risk thereby lowering red tape for business and citizens



Executive teams could visualize key performance indicators from over 10 million service transactions in a single dashboard enabling better macro management of service systems and improved client experience



Siloed program areas could share information, reducing redundant work effort, increasing efficiency and reducing client frustration and effort



Program and policy makers could identify complex client and program interrelationships across health and social service domains to enhance value for money and improve access and outcomes of services

# Project Mission and Success

### Mission:

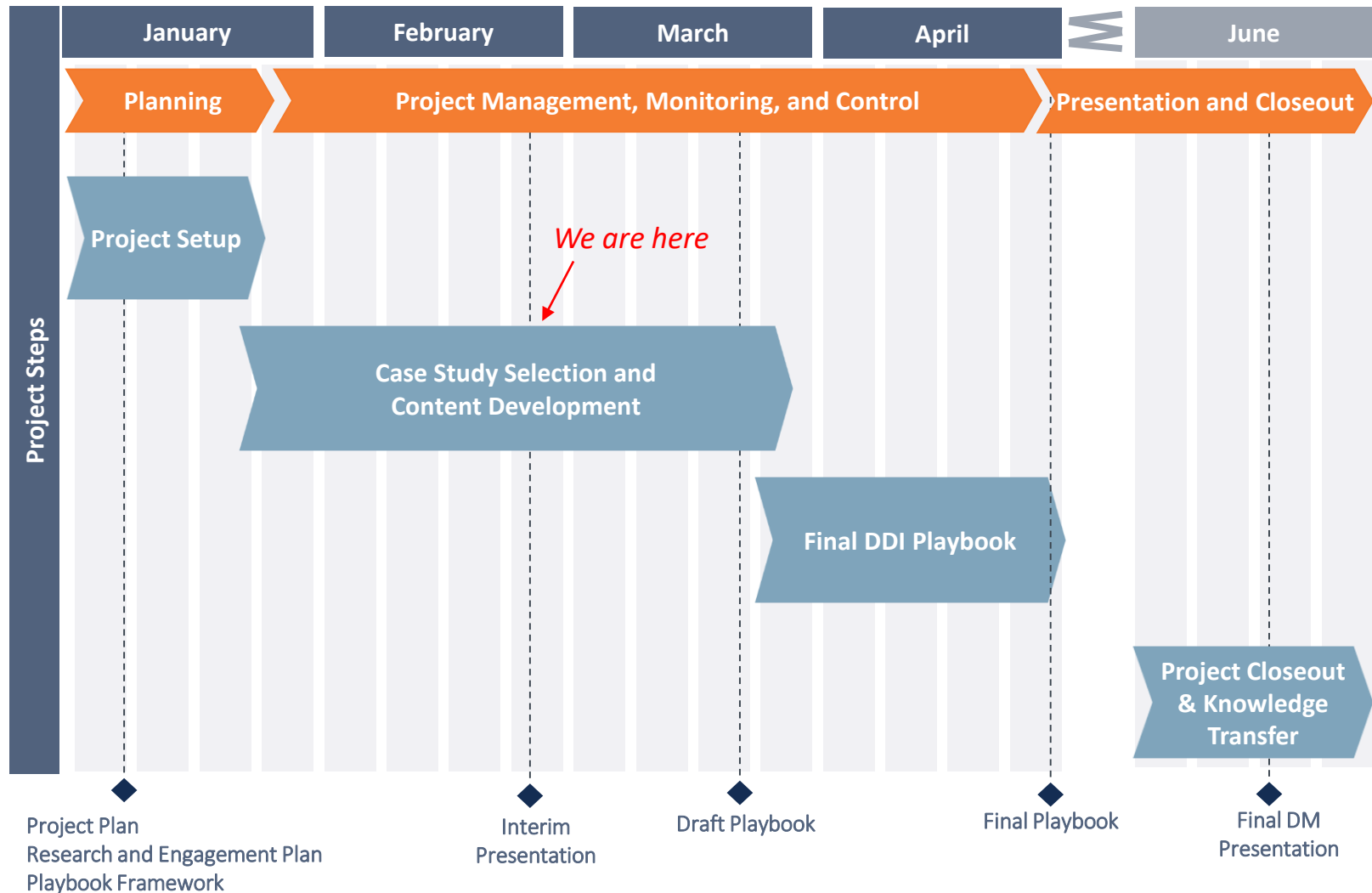
The Institute for Citizen-Centred Service (ICCS), on behalf of the Public Sector Service Delivery Council (PSSDC), is developing a Playbook which will support and advance efforts of the Data-Driven Intelligence (DDI) Working Group to improve the use of DDI across public service organizations, in particular to use DDI to improve service delivery.

### Success:

- Identification of leading best practices and examples in the application of Data-Driven Intelligence (DDI) to improve public sector service delivery.
- Increased level of engagement from thought leaders, DDI working group members, and other key stakeholders in the selection of content to be shared through the development of a DDI Playbook.
- A highly engaging, interactive and well-designed DDI Playbook used to share information on DDI to a broad range of stakeholders including senior executives, generalists, and DDI specialists.
- Buy in and endorsement of the playbook from the PSSDC and the Federal-Provincial/Territorial Deputy Minister's table.

# Project Approach and Timelines

Four-month engagement to complete the development of the Final Playbook



# DDI Working Group Membership

- Guy Gordon (Co-Chair), Manitoba
- John Houweling (Co-Chair), York Region
- Shawn Gallagher, Service Canada
- Nicolas Vincent, Service Canada
- Stephanie Jay-Tosh, Immigration, Refugees and Citizenship Canada
- Nataliya Rylska, Innovation, Science and Economic Development Canada
- Yan Fang, Innovation, Science and Economic Development Canada
- Adriana Poveda, British Columbia
- Perry Slump, British Columbia
- Dan Gautreau, Nova Scotia
- Anne Matthews, Ontario
- David Ward, Ontario
- Ghislain Berthelot, Quebec
- Amber Sare, MSDO
- Dan Batista, ICCS
- Maria Luisa Willan, ICCS

# Playbook Structure

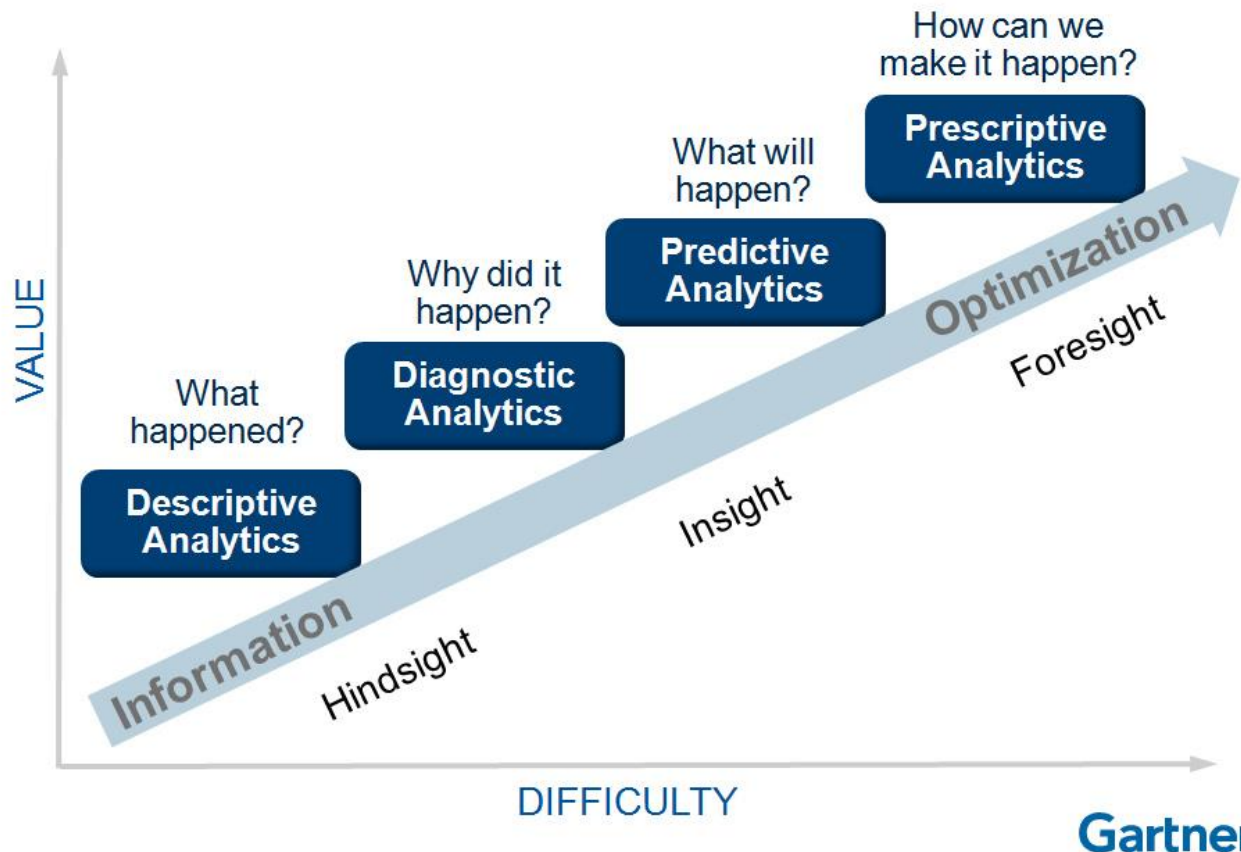
## *Playbook Table of Contents*

1	<b>Introduction</b>	<ul style="list-style-type: none"> <li>▪ Message from DM Champion</li> <li>▪ Acknowledgements</li> <li>▪ Playbook Background</li> </ul>
2	<b>Definition and Value of DDI</b>	<ul style="list-style-type: none"> <li>▪ What is DDI (Analytics)</li> <li>▪ What are the different types of DDI (maturity model)</li> <li>▪ What problems can DDI help solve</li> <li>▪ What are the potential use cases for DDI in the public sector</li> <li>▪ What is the expected value or return from using DDI</li> </ul>
3	<b>Key Success Factors of Data Driven Organizations</b>	<ul style="list-style-type: none"> <li>▪ What are the foundational organizational requirements and supports that are needed to start adopting DDI</li> <li>▪ What are the more advanced organizational requirements to move up the maturity curve</li> <li>▪ What can get in the way and how to mitigate risk</li> </ul>
4	<b>How to Apply DDI</b>	<ul style="list-style-type: none"> <li>▪ How should organizations start and scale the use of advanced analytics to improve service delivery</li> </ul>
5	<b>Case Study Examples and Supplemental Content</b>	<ul style="list-style-type: none"> <li>▪ Where have other jurisdictions successfully used DDI to enhance service delivery</li> <li>▪ How did these jurisdictions design, plan, implement and evaluate DDI initiatives</li> <li>▪ What were the results and lessons learned from previous work</li> <li>▪ What tools and resources could be leveraged by others to implement and build on similar models</li> <li>▪ What were the project outcomes, what value did the project add to the organization</li> </ul>

# Data and Analytics

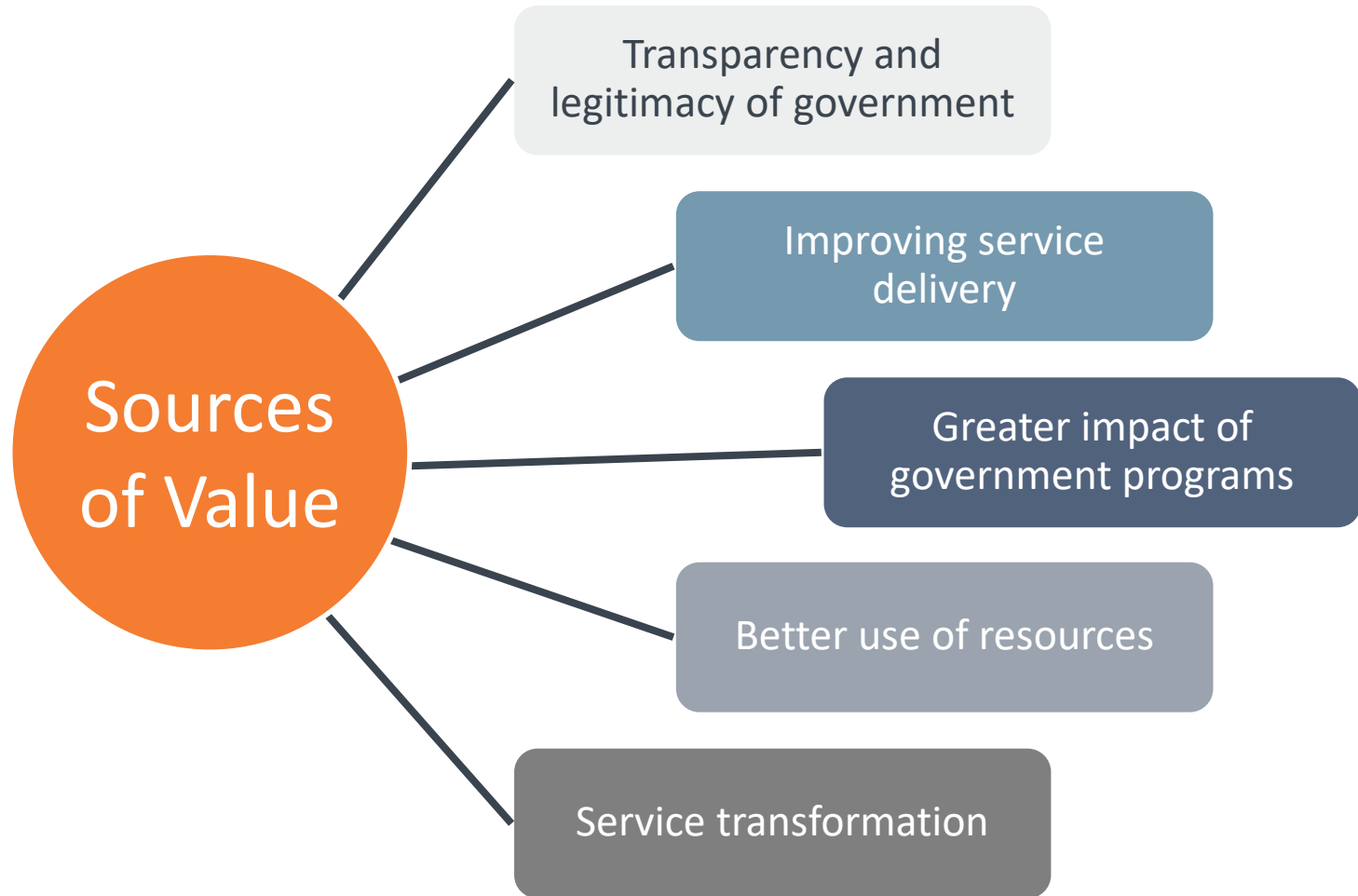
The Gartner maturity model for analytics will be used to frame the Playbook as well as categorize case studies

## Analytic Value Escalator



# Value of Data and Analytics

Based on the interviews conducted so far we have identified the following emerging themes





## Early Themes From Research and Engagement

# Key Success Factors

Based on the interviews conducted so far we have identified the following emerging themes



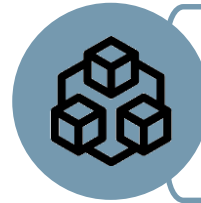
## Early Themes From Research and Engagement

# Challenges

Based on the interviews conducted so far we have identified the following emerging themes



Bias in Data and Algorithms



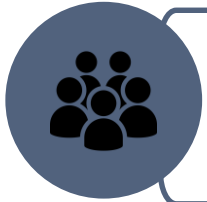
Lack of Digital/Data Infrastructure



Balance of Privacy and Availability of Data



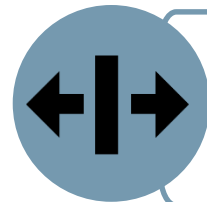
Data Literacy



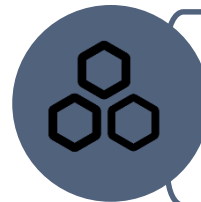
Social Licence and Public Sentiment



Demonstrating Value



Acting Horizontally



Scarce Resources

# Implementation Considerations

Based on the interviews conducted so far we have identified the following emerging themes



# Case Study Criteria and Submissions

Many case studies have been submitted to date but more would be welcome to fill gaps and highlight leading practices.

Domains Represented	Maturity Level	Volume
<ul style="list-style-type: none"><li>▪ Transactional service delivery</li><li>▪ Social programs</li><li>▪ Justice</li><li>▪ Transit</li><li>▪ Waste management</li><li>▪ General government</li><li>▪ Red tape reduction</li><li>▪ Health</li></ul>	<b>Descriptive</b>	
	<b>Diagnostic</b>	
	<b>Predictive</b>	
	<b>Prescriptive</b>	

# Immediate Next Steps

Next Steps		Target Date
1	Conduct remaining interviews	Early March
2	Develop Playbook content (including case studies)	Mid March
3	Digital Playbook complete	End of April
4	DM Presentation	Mid June