

# Research Committee Presentation to PSSDC

## Presenters:

Richard Dalpé: Research Committee Co-Chair

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**Citizen  
FIRST**

**CITOYENS  
en tête**

POWERED BY OPTIMISÉ PAR



Institute for  
Citizen-Centred  
Service

L'institut des  
services axés sur  
les citoyens

# Purpose

1. Recap Research Committee mandate to identify key insights of the Citizens First Survey and recommendations for possible JC action
2. Provide an overview of key insights
3. Discuss recommendations for possible action
4. Identify next steps for follow-up

# Context

- The findings of the Citizens First 2020 report provides an opportunity for government organizations across Canada to gain a deeper understanding of how clients view government services
- In the past, and again more recently, the Joint Councils **mandated the Research Committee to identify key findings** of the Citizens First Survey and recommendations for possible action
- In response to this request the Research Committee conducted **consultations with Citizens First subscribing jurisdictions** and the Institute for Citizen-Centred Service (ICCS)
- During the consultation process, subscribing jurisdictions helped identify key insights and questions related to the Citizens First 2020 study
- The Research Committee also identified specific recommendations to be considered by Joint Council members to further investigate these key findings

## A Highlight of the Citizens First 2020 Study

- Overview of the Report
- Key Insights
- Recommendations



Image Source: [bizlibrary](https://www.bizlibrary.com)

## JOINT COUNCILS' EXECUTIVE MONTHLY REPORT

Developed by the Research Committee

August 2021

# Key Insights

Based on the Research Committee's consultations with participating jurisdictions, the following are the six most important insights of the Citizens First 2020 study

1

## National Results

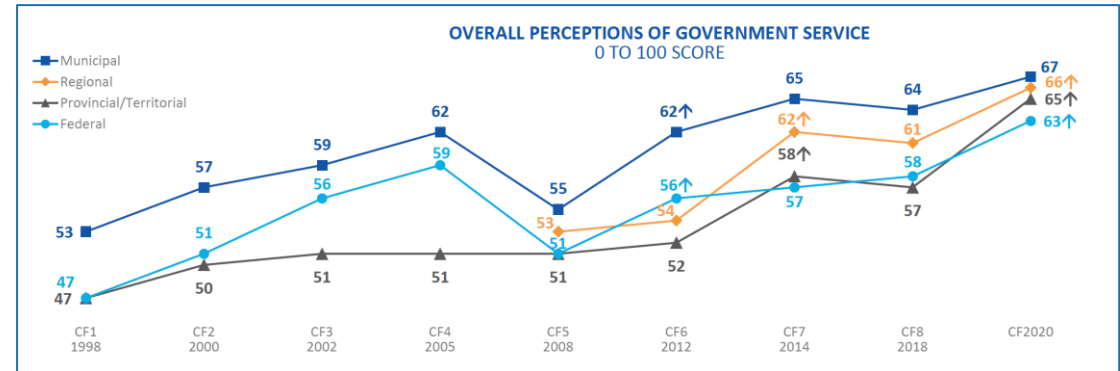


[Citizens First 2020: Actionable insights for public sector service providers](#)

2

## Service Reputation

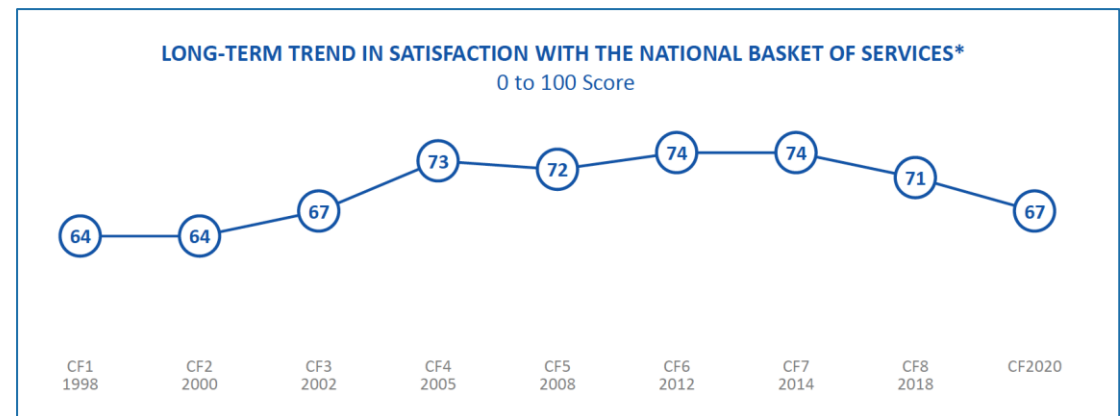
Ratings of government services at all levels are at an all time high —they are higher than they have ever been since these measures were first taken in 1998.



**Survey Question:** Overall, how would you rate the services you get from each level of government?

## National Basket of Services Scores

The score for satisfaction with the National Basket of Services is currently 67 out of 100, which is a decline of 4 points from 2018 (71). The result for 2020 is the lowest since 2002.



**Survey Question:** Please rate the quality of each of these services. If you did not use this service in the past 12 months, select 'Does Not Apply'.

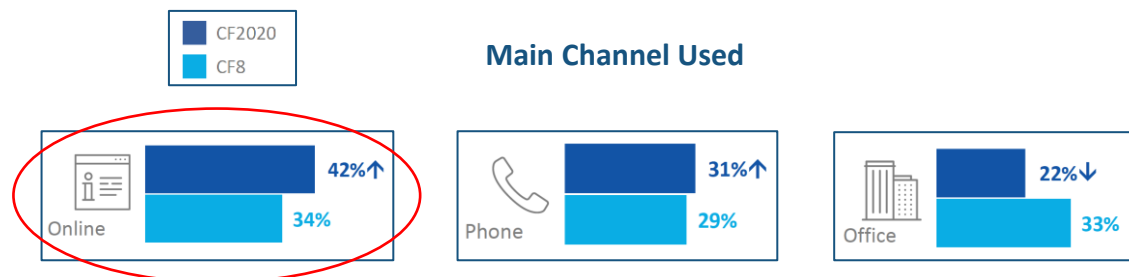
# Key Insights (Continued)

3

## Trends in Channel Usage

COVID-19 has had a substantial impact on main channel usage. Online channels now dominate main channel usage.

### Main Channel Used



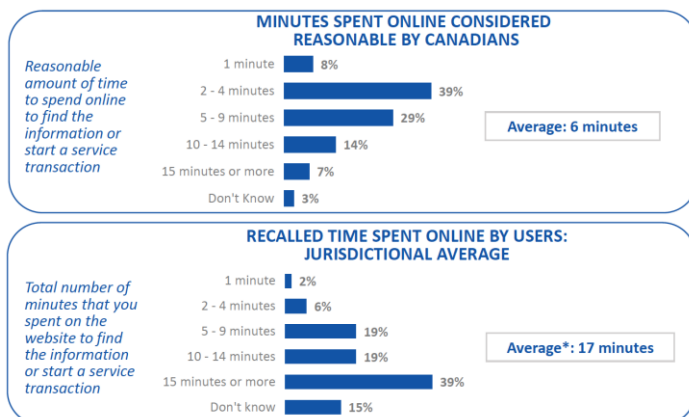
**Survey Questions:**

- What was your first method of contact for this service?
- What other methods of contact did you use, if any?
- If you used more than one method, which was your main one? (Select one only)

4

## Expectations and Time Spent Online

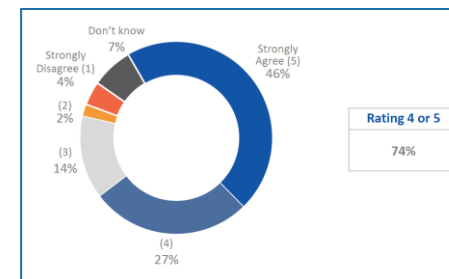
On average, Canadians consider about 6 minutes to be a reasonable amount of time to spend online to find information or start a service transaction. The average recalled time taken is nearly three times longer than what is expected.



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## Digital Identity

Most citizens (74%) agree that it should be a priority for government agencies to develop safe and effective means of digital identity for citizens accessing online services.

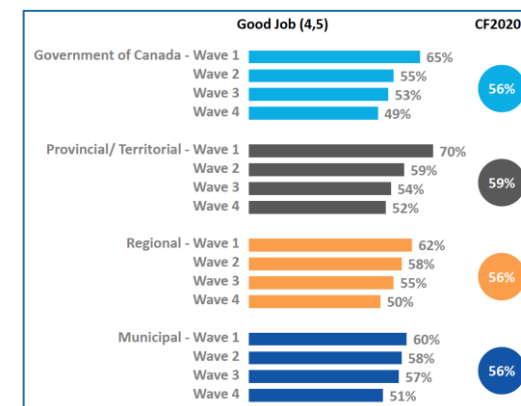


**Survey Question:** To what extent do you agree or disagree that Digital identity should be a priority for government agencies to develop safe and effective means of digital identity for citizens accessing online services?

6

## Perception of Government COVID-19 Response

Citizen ratings of COVID-19 management are positive, however, declined substantially throughout 2020 for all levels of government.





# Recommendations to Address Key Findings

Citizens First 2020 Key Insights	Questions Raised by Subscribing Jurisdictions	Recommendations for Joint Councils Consideration
1. <b>Service Reputation</b>	<b>Service reputation was at an all-time high in 2020</b> for all jurisdictions. What drove this significant increase?	Task the Research Committee to conduct an analysis of available research to further investigate this trend by identifying service reputation as a topic to be featured on a Joint Council's Executive Monthly Report.
2. <b>National Basket of Services Scores</b>	Jurisdictions are interested in <b>why the satisfaction score with the national basket of services is the lowest since 2020</b> . Specifically, what drove this decline.	Invite the ICCS and Ipsos-Ried to a Joint Council's meeting to further discuss and share insights on the data that illustrates this decline.
3. <b>Trends in Channel Usage</b>	Jurisdictions are interested in <b>what drove the shift towards the online channel preference</b> . Are clients choosing online channels due to preference or necessity (as a result of the pandemic)?	Identify trends in online channel use as a topic to be featured on a Joint Council's Executive Monthly Report. The Research Committee will explore available research to analyze this trend.
4. <b>Expectations &amp; Time Spent: Online</b>	According to the report, <b>expectations for service delivery times are not being met by governments online or by phone</b> . To better understand how to narrow the gap, jurisdictions are interested in better understanding the data that illustrates this trend.	The Joint Councils' should host a session on this issue to identify strategies to narrow the gap on client expectations for service delivery times.
5. <b>Digital Identity</b>	A number of jurisdictions highlighted an interest to <b>learn more regarding findings around digital identity</b> .	The Joint Council's Digital Identity Program should leverage the findings in the report to support the ongoing work to develop the Pan-Canadian Digital Identity Plan.
6. <b>Perception of Government COVID-19 Response</b>	Jurisdictions are interested in what drove the <b>decline (from wave 1 to 4) in client perception of government COVID-19 response efforts</b> .	Review client perception of government COVID-19 response efforts in a year to identify if there is a long-term effect on client satisfaction levels.

## Alignment with Joint Council's Priorities

The key insights gathered by the Research Committee align with the current priorities outlined in the Joint Council's Strategic Plan (2021 – 2022). These priorities include<sup>6</sup>:

- Digital identity:** Accelerating the work to deliver trusted digital identity for Canadians.
- Client Centric Services:** Designing services that reflects the specific needs of citizens, rather than the needs of government.
- Research and Strategic Intelligence:** Addressing current and forthcoming challenges by leveraging research findings to design and implement service improvement strategies.

Joint Councils (PSSDC & PSCIOC) Strategic Plan 2021-2022

# Discussion Questions

- Which, if any, of the Report's recommendations should be pursued by the PSSD?
- How can the Research Committee help advance this work?
- How can the findings of CF2020 influence the future mandate/activities of the PSSDC and Joint Councils?



Please direct any questions you may have to the Research Committee Co-Chairs:

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Thank you

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