

PSSDC Information-Sharing Template – October 2017

JURISDICTION: MSDO		Contact
<p>1. Accomplishments: Briefly highlight major service delivery accomplishments, progress, and/or significant milestones achieved in your jurisdiction over the past 6-12 months.</p>	<p>The MSDO as an organization continues to grow its membership and demonstrating its value. There are over 50 large, medium and small municipal members from 7 provinces across Canada (representing municipalities where approximately 14 million Canadians live). MSDO is governed by a 7 member Board of Directors.</p> <p>To date, we achieved several major accomplishments:</p> <ul style="list-style-type: none"> - Hosted two virtual meetings with national membership in March and May to foster learning about customer journey mapping and behavioural insights. - Welcomed three new municipal members – City of Timmins (ON), Strathcona (AB) and City of Lethbridge (AB) with a new membership recruitment strategy underway - Hosting national conference and AGM in September, 2017 (Hamilton, ON) focused on sharing innovations in municipal service delivery. The agenda includes many topics aligned to the PSSDC agenda such as participation from Service Canada, Digital Strategy (Vaughan and Saskatoon), call reduction strategy (Region of Peel), innovations in service delivery presentations from Calgary, and a full-day Behavioural Insights Workshop. - Board Governance review completed to improve the efficiency and effectiveness of the board 	
<p>2. Priorities: Briefly describe what your organization sees as its top service delivery priorities/initiatives over the next 12 to 36 months.</p>	<ol style="list-style-type: none"> 1) Governance Review completed with implementation underway to shift to a new structure, governing model and policies to deliver on the vision. 2) Membership growth strategy underway along with broader participation from its base in traditional service delivery towards a greater digital focus. 3) Enhance municipal participation at the Public Sector Service Delivery Council (PSSDC) and Joint Councils through active participation in agenda setting and meetings. Ensuring observer participation for board succession planning. Take advantage of the renewed FPT interest in municipal partnership and opportunities for participation and linking up the right municipal people/partners to those opportunities. 	

<p>4) <u>Showcase/Sharing:</u> Are there any resources in your jurisdiction such as applications, processes etc. that other jurisdictions may have an interest in applying or implementing in their own jurisdiction? <i>(This information will help in agenda planning for future meetings.)</i></p>	<p>MSDO can share some of the municipal service innovations (focused on digital) presented at our annual conference at future PSSDC/Joint Councils meetings.</p>	
<p>5) <u>Issues and Needs:</u> Briefly describe any service delivery issues you would like to share with the Council and what assistance you might be seeking from PSSDC.</p>	<p>MSDO can act as a broker for municipalities across Canada between PSSDC/Joint Councils/FPT initiatives to get rapid feedback and input. As well, with smaller, more flexible governance structures, more rapid decision making ability and close contact with citizens, municipalities can be leveraged as mini labs to test assumptions/concepts, perform audience research, pilot initiatives, test and learn, etc.</p> <p>Identifying key digital business leads in municipalities to offer a stronger voice to the focus areas for the Joint Councils and PSSDC discussions.</p> <p>With a growing membership representing most major municipalities from across Canada (and municipalities representing where 14 million Canadians live) – the ability to influence and offer the municipal voice on service delivery issues at a national level.</p>	