



Annual Report 2013

## Annual Report 2013



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# Message from the President

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Thank you for taking the time to review the 2013 Municipal Service Delivery Officials (MSDO) Annual Report. Over the past few years, MSDO has matured into a visible, sustainable and recognized association of engaged members.

We accomplished a great deal in 2013. Here are some highlights.

- MSDO Annual Conference: We learned from the various presenters, and most importantly from each other, all while enjoying the best Vancouver has to offer.
- Common Interest Groups: We selected the CIG subjects at the 2012 MSDO Conference, and we established them in 2013.
- Member and Organizational Profiles on the Member's Website: We enhanced our ability to identify who we can learn from and who may have similar experiences to our own.
- Member-to-Member Communication: We can better connect with each other for advice and information by having moved from multiple individual emails that could be overwhelming at times to a consolidated view and repository of questions and answers on our members' website.

2013 was also a year of growth, and I would like to welcome the municipalities that joined over this past year: the Town of Aurora, City of Barrie, the City of Burlington, and the City of Prince George. We look forward to supporting you and learning from you in the years ahead.

This is MSDO's inaugural annual report, and is the first of many now that MSDO has established itself more firmly. If you have any feedback on this document, please let me know. As the familiar phrase goes, your opinion is important to us.

As you know, the 2014 MSDO Conference will be in Norfolk County. Shelley Darlington and her team are putting together a great program that will be like none we've had before. Mark your calendars for the week of September 22nd and get ready to see another side of Ontario. See you there!

A handwritten signature in black ink that reads "Kate Johnston". The signature is fluid and cursive.

Kate Johnston  
MSDO President

# MSDO Board of Directors

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## 2013-2014 MSDO Board of Directors



**Kate Johnston**  
President  
kate.johnston@halton.ca



**Rhonda Tsingos**  
Vice President  
rhonda.tsingos@brampton.ca



**Michelle Herder**  
Secretary  
michelle.herder@york.ca



**Glenn Brunetti**  
Treasurer  
glenn.brunetti@peelregion.ca



**Janine Haliday**  
Director  
Eastern Region  
jhaliday@stjohns.ca



**Karla Hale**  
Director  
Central Region  
karla.hale@peelregion.ca



**Melanie Swenarchuk**  
Director  
Western/Northern Region  
mswenarchuk@winnipeg.ca

## 2012-2013 MSDO Board of Directors

**Kate Johnston**  
President

**Melanie Swenarchuk**  
Vice President

**Rhonda Tsingos**  
Secretary

**Glenn Brunetti**  
Treasurer

**Janine Haliday**  
Director  
Eastern Region

**Karla Hale**  
Director  
Central Region

**Terry Pearce**  
Director  
Western/Northern Region

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On behalf of MSDO, the Board would like to thank Terry Pearce for his many years of service on the Board. We wish him all the best for his well-deserved retirement, and we hope to enjoy his wonderful sense of humour at a future MSDO Conference!

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# 2012/2013 Committees and Groups

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## Communications Committee

**Melanie Swenarchuk**  
City of Winnipeg – Chair

**Rhonda Tsingos**  
City of Brampton

**Karla Hale**  
Region of Peel

**Deb Bergey**  
Region of Waterloo

**Verna Radford**  
City of Hamilton

**Shelley Darlington**  
Norfolk County

**Jane Young**  
Halifax Regional Municipality

## Call Centre Common Interest Group

**Claudia Petrucci**  
Region of Peel – Co-Chair

**Michelle Solski**  
City of Brampton – Co-Chair

## Conference Committee

**Danny Enright**  
City of Vancouver – Chair

**Renee Berard**  
City of Vancouver

**MSDO Board of Directors**



## Social Media Common Interest Group

**Philippe Leclerc**  
City of Regina – Chair

## Self Service & Channel Management Common Interest Group

**Verna Radford**  
City of Hamilton – Chair

## Small Municipalities Common Interest Group

**Darlene Publow**  
Town of Caledon – Chair

# Affiliations to Other Organizations

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## Municipal Information Systems Association Canada



Municipal Information Systems Association of Canada/Association des Systèmes d'Information Municipale du Canada is a not-for-profit association composed of provincial, inter-provincial or territorial associations of municipal government representatives and others, engaged in, or interested in, the development and operation of municipal information systems. The members of MISA/ASIM Canada are the five regional chapters.

## Public Sector Service Delivery Council

The PSSDC was created in 1998 to bring together service leaders from the federal, provincial and territorial governments to share information and best practices. Subsequently, regional representatives of municipal governments also joined the Council who are currently appointed through the Municipal Service Delivery Officials organization.



The PSSDC has supported a research agenda to gain a better understanding of what drives excellence in public service. There is a sharing of best practices that has led to a number of service integration initiatives which have improved public service delivery across Canada.

The PSSDC and its sister organization, the Public Sector Chief Information Officer Council (PSCIOC) meet and work on initiatives together. Collectively, they are referred as the Joint Councils.

## Institute for Citizen-Centred Service



The Institute for Citizen-Centred Service, an innovative not-for-profit organization built by and for the broader public sector, continues to be recognized as the leading centre of expertise in citizen-centred service delivery. Formed and funded by all orders of government across Canada, its mission is to support public-sector organizations in achieving high levels of citizen and business satisfaction.

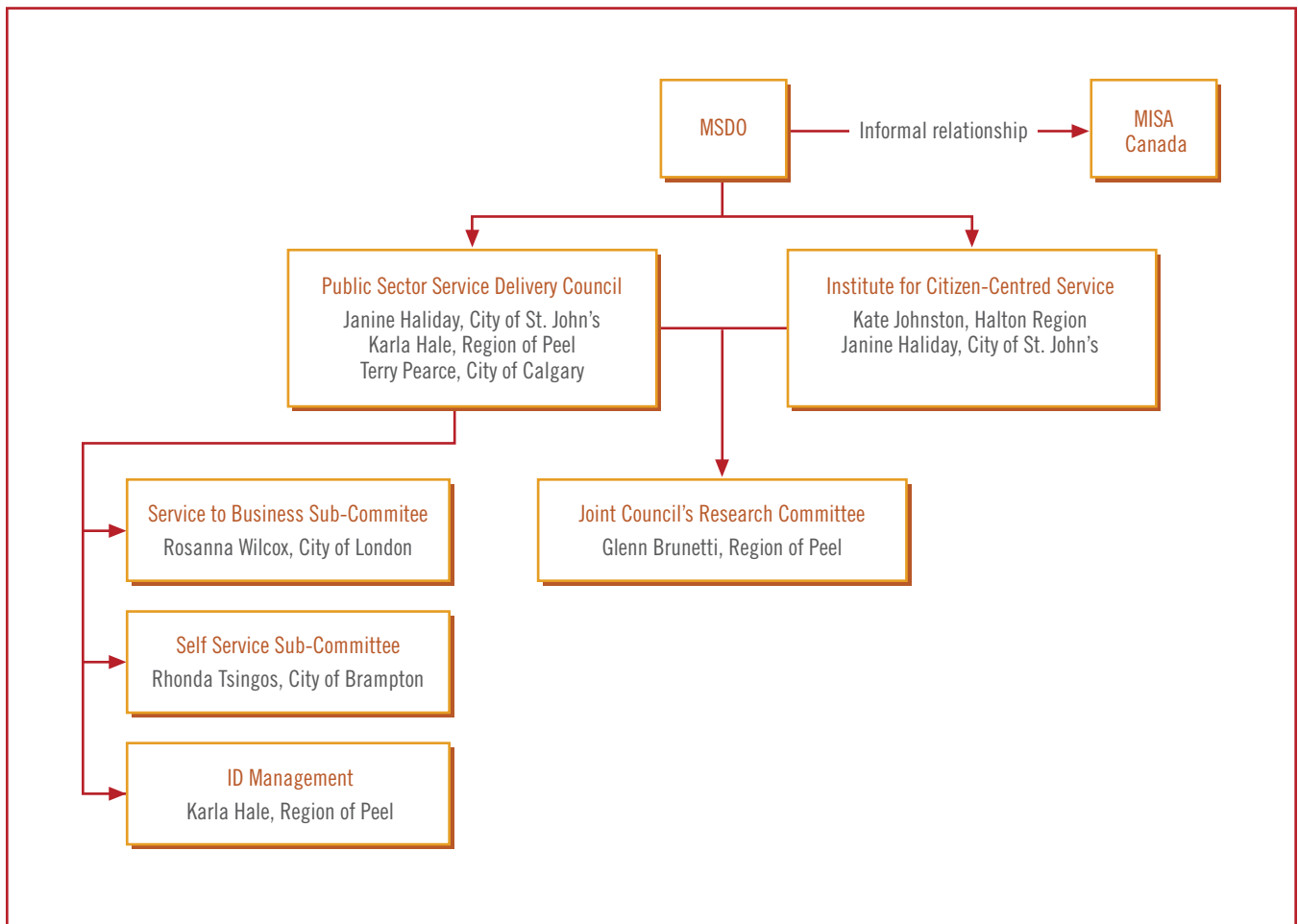
The ICCS provides a neutral place through which inter-jurisdictional collaboration takes place, sharing research, tools, resources and knowledge with jurisdictions to increase their understanding of citizen-centred service.

# Interjurisdictional Activities



**One of the objectives of MSDO is to represent members in discussions with other levels of government and other associations in matters affecting municipal or inter-jurisdictional delivery of government services.**

The below chart shows the relationships that MSDO has had and indicates those who were primarily managing those relationships. Lines connecting the organizations represent two-way communications affording opportunities for MSDO to contribute information and insights of value to other organizations in formulating their policies, operating practices and activities, and vice versa.



# MSDO at a Glance

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**Total number of members**

**The following provinces have municipalities who are members**

-  British Columbia
-  Alberta
-  Saskatchewan
-  Manitoba
-  Ontario
-  Quebec
-  Nova Scotia
-  Newfoundland

## Number of members by geography

 **7**

West and North all provinces west of Ontario plus the Territories

 **27**

Central this is Ontario and Quebec

 **2**

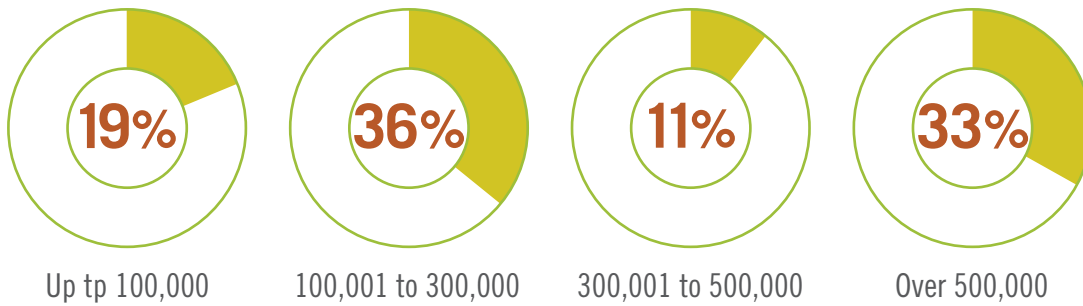
East all provinces east of Quebec

 **2**

Other non-municipal



### Number of members by size of municipality



## 2004

The year an informal network of municipal service delivery leaders was born which would eventually grow and evolve into MSDO.

### Previous Conference Locations

**2013**  
Vancouver

**2012**  
Kitchener

**2011**  
Ajax

## 2008

The year MSDO was officially launched and incorporated.

**2010**  
Mississauga

**2009**  
Windsor

**2008**  
Calgary

### Affiliations



Municipal Information Systems Association Canada



Public Sector Service Delivery Council



Institute for Citizen Centred-Service

# Strategic Plan

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## Our Vision

**To be a highly visible, sustainable and recognized association of engaged members collaborating to promote municipal service delivery excellence in Canada.**

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## Our Mission

To promote municipal service delivery excellence for Canadians by providing members with:

- access to information, resources, best practices and like-minded municipal service professionals;
- a strong municipal voice in broader public service improvement initiatives; and
- a sustainable association that meets their needs.

## Member Benefits

### Promising Practice Sharing and Networking

- Access to members and their vast knowledge and expertise through the membership list, an excellent resource to have your questions answered and best practices shared
- Access to membership survey results and collaborative information sharing
- Access to specialized MSDO information on a secure portion of the MSDO website
- Endless networking opportunities with a great group of individuals

### Advocacy

- Opportunity to support the growth and professionalism of municipal service delivery
- Ability to participate in discussions with federal, provincial and municipal counterparts involving service delivery improvements including discussions on the introduction of 211, 311, identity management and authentication, business numbers, self service
- Ability to influence and offer your voice on service delivery issues at a national level through organizations such as the Institute for Citizen-Centred Service (ICCS) and the Public Sector Service Delivery Council (PSSDC)

### Other

- Discounted price for MSDO and other events

# Goals and Performance Indicators

| Goal  | Performance Indicator   | Result   |
|---|---|--|
| <b>Sustaining MSDO</b>                                      | # of member to member requests via web                                    | 97 requests with 250 responses                   |
|   | % of membership renewals  | 92%  |
|   | % of members who indicate satisfaction with communication from MSDO Board | n/a  |
|   | # of new members  | 4 new members                                    |
|   | # of hours of administrative support secured                              | 0  |
|   | # of members involved in committees of the Board                          | 9 members  |
|   | Host municipality for each conference identified                          | Yes  |
|   | # sponsorship dollars raised  | \$8,000  |
|   | # of sponsors secured   | 3 sponsors                                       |
|   | # of repeat sponsors  | 2 repeat sponsors                                |
|   | # of member polls conducted   | 1 (related to MSDO conference)                   |
|   | % member response rate  | 82% (related to MSDO conference)                 |
|   | <b>Promising Practice Sharing and Networking</b>                          | % of members involved in a common interest group |
| % of members with fully completed online profiles           |   | 47%  |
| # of members participating in common interest groups        |   | 34   |
| # of members using social tagging                           |   | n/a  |
| # of attendees at conference                                |   | 48 attendees                                     |
| <b>To provide a strong municipal service delivery voice</b> | # of requests for member participation received and shared with members   | 2  |
|   | # of members participating in PSSDC and ICCS subcommittees                | 9 members  |

# 2013 MSDO Operating Statement

## 2013 MSDO Operating Statement

Actual

### Revenues

|                             |                    |
|-----------------------------|--------------------|
| Membership Fees             | \$24,500.00        |
| Conference Registrations    | \$20,510.00        |
| 2013 Conference Sponsorship | \$3,967.50         |
| 2013 HST Fee Collection     | \$4,060.50         |
| <b>Total Revenues</b>       | <b>\$53,038.00</b> |

### Expenses

#### Membership Benefits

|                               |            |
|-------------------------------|------------|
| MSDO Website                  | \$2,434.31 |
| PSSDC Board Members Costs     | \$4,844.27 |
| Member Communication Strategy | \$0.00     |
| Common Interest Groups        | \$0.00     |

#### 2013 MSDO Conference

|   |             |
|---|-------------|
| 2012 Conference Payments  | \$695.96    |
| 2013 Conference Expenses<br>(See Conference Budget for breakdown) | \$20,322.23 |

#### Administration & Finance

|                                 |             |
|---------------------------------|-------------|
| Association Liability Insurance | \$1,027.08  |
| Event Insurance                 | \$444.96    |
| Legal Fees                      | \$0.00      |
| Book Keeping                    | \$0.00      |
| Bank Charges                    | \$1,062.71  |
| 2012/13 HST Reimbursement       | \$12,528.04 |
| Administration                  | \$100.00    |

|                       |                    |
|-----------------------|--------------------|
| <b>Total Expenses</b> | <b>\$43,459.56</b> |
|-----------------------|--------------------|

|                     |                   |
|---------------------|-------------------|
| <b>Net Revenues</b> | <b>\$9,578.44</b> |
|---------------------|-------------------|

# 2013 MSDO Balance Sheet

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## 2013 MSDO Balance Sheet

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### Assets

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#### Current Assets

|                           |             |
|---------------------------|-------------|
| Cash and Cash Equivalents | \$58,461.69 |
| Accounts Receivable       | \$0.00      |

#### Long-Term Assets

|                                |             |
|--------------------------------|-------------|
| MSDO Reserve Fund (Investment) | \$10,000.00 |
|--------------------------------|-------------|

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|                     |                    |
|---------------------|--------------------|
| <b>Total Assets</b> | <b>\$68,461.69</b> |
|---------------------|--------------------|

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### Liabilities

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#### Current Liabilities

|                  |        |
|------------------|--------|
| Accounts Payable | \$0.00 |
|------------------|--------|

#### Long-Term Liabilities

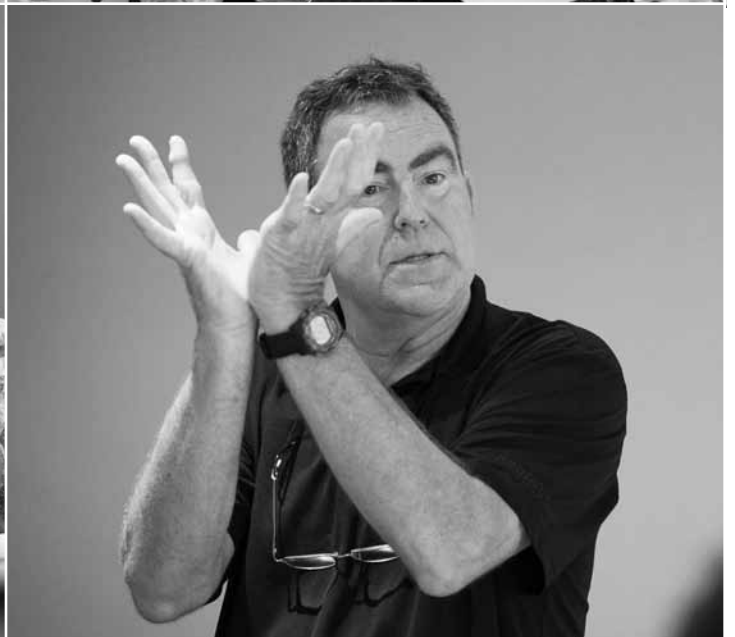
\$0.00

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|                          |               |
|--------------------------|---------------|
| <b>Total Liabilities</b> | <b>\$0.00</b> |
|--------------------------|---------------|

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|  |                    |
|--|--------------------|
| <b>Total Liabilities and Account Balance</b> | <b>\$68,461.69</b> |
|--|--------------------|







To learn more about  
the Municipal Service  
Delivery Officials, visit

**MSDO.CA**