

Annual Report 2014



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Annual Report 2014

Message from the President



This is my first year as President of the Municipal Service Delivery Officials Association (MSDO) following the 2014 annual general meeting. First off, I want to thank Kate Johnston for her two terms as MSDO President. Her leadership has helped our association mature in our planning, website, conference, common interest groups and many other benefits. On behalf of the board, I want to thank her for her continued commitment and participation on our board and MSDO.

In 2014, we have continued to grow as an association. Here are some highlights:

- Hosted the MSDO Annual Conference in Norfolk County which brought together service delivery leaders from across Canada to a hidden gem on the north shore of Lake Erie. For those who attended, they enjoyed the beauty and bounty of the county while learning about service delivery innovations from each other. I understand some adventurous participants even tried zip lining in the wild!
- Established a formal partnership with the Institute for Citizen-Centre Service (ICCS) which provides mutual benefits including MSDO member discounts on ICCS training and products
- Sponsored three Common Interest Group sessions that provided a virtual way for members to learn from each other
- Grew the MSDO website with over 150 registered members and good usage of our members' forum to connect with each other
- Participated at the federal and provincial level through the Public Sector Service Delivery Council at meetings held in Toronto and Yellowknife.

As an association, we continued to grow in 2014 and welcomed three new members – City of Brantford, City of Edmonton and City of Nanaimo. We hope our new members take full advantage of the benefits of their membership.

It's an exciting time to be in the service delivery business. We want to harness all the innovations, new directions and areas of focus to evolve our association. We don't see this as a board driven association, but one supported and driven by an engaged membership. In response to what we've heard from many of you, you will see a greater MSDO emphasis on digital service delivery in recognition of our citizens' preferences and where you and your organizations are focused. This will come through the focus of our 2015 Toronto area conference agenda, our webinars and even through new members signing up. This is just one example of how we are listening to you and trying to respond to your professional and organizational needs.

Our association is built on the premise that no one person has all the answers – our strength is the diversity of our members and the good work that is done everyday. In 2015, I hope each of you will look for opportunities through MSDO to share your good work and diverse backgrounds. You will be not only strengthening yourself personally and professionally but will also be contributing to better outcomes in Canadian service delivery.

A handwritten signature in black ink, appearing to read 'Glenn Brunetti', written in a cursive style.

Glenn Brunetti
MSDO President

2014/2015 MSDO Board of Directors



Glenn Brunetti
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Rhonda Tsingos
Vice President
rhonda.tsingos@brampton.ca



Michelle Herder
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mswenarchuk@winnipeg.ca



Shelley Darlington
Conference Liaison
shelley.darlington@norfolkcounty.ca



Kate Johnston
Past President
kate.johnston@halton.ca

2014/2015 Committees and Groups

2014 Conference Theme



2014 National Conference Committee

Shelley Darlington
Norfolk County

Jill Binkley
Norfolk County

Karen Judd
Norfolk County

Shelby Wilson
Norfolk County

Clark Hoskin
Norfolk County

Tracy Haskett
Norfolk County

Scott Squires
Norfolk County

MSDO Board of Directors

Internal Communications Committee

Rhonda Tsingos
City of Brampton

Karla Hale
Peel Region

Melanie Swenarchuk
City of Winnipeg

Kristen Marples
City of Hamilton

Shelley Darlington
Norfolk County

Deb Bergey
Region of Waterloo
(to May/14)

Verna Radford
City of Hamilton
(to Mar/14)

Jane Young
Halifax Regional Municipality
(to Jan/14)

Common Interest Groups

Social Media

Chair:
Ashley Sokal, City of Winnipeg
asokal@winnipeg.ca

MSDO Board Liaison:
Melanie Swenarchuk
mswenarchuk@winnipeg.ca

Self-Service/ Channel Management

Chair:
Rosanna Wilcox, City of London
rosanna.wilcox@london.ca

MSDO Board Liaison:
Glenn Brunetti
glenn.brunetti@peelregion.ca

Contact Centres

Chair:
Michelle Solski, City of Brampton
michelle.solski@brampton.ca

MSDO Board Liaison:
Michelle Herder
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Affiliations to Other Organizations

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.

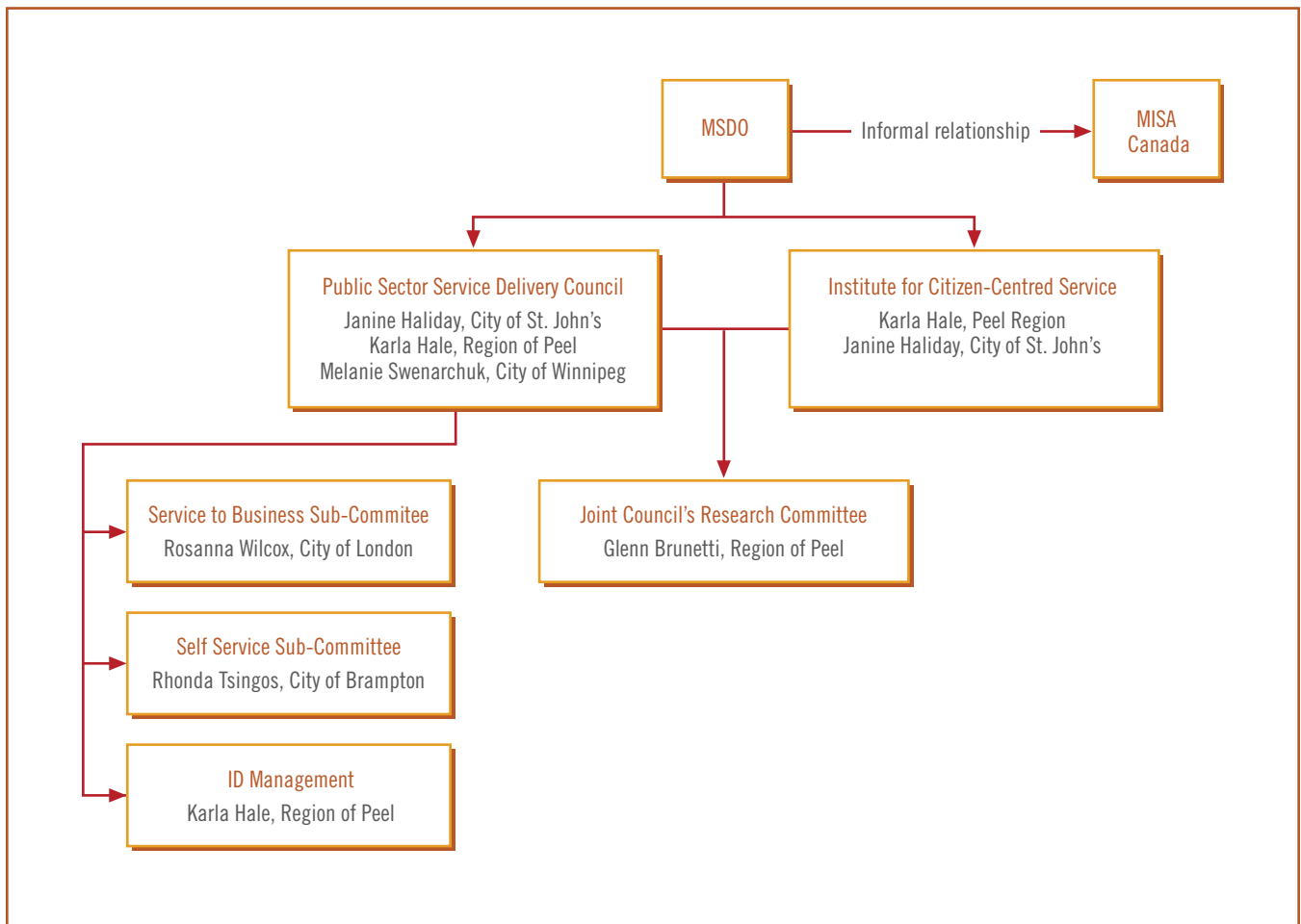
The ICCS provides a neutral place through which inter-jurisdictional collaboration takes place, sharing research, tools, resources and knowledge with jurisdictions to increase their understanding of citizen-centred service.

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

43

Total number of members

The following provinces have municipalities who are members

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

Number of members by geography

 **9**

West and North all provinces west of Ontario plus the Territories

 **32**

Central this is Ontario and Quebec

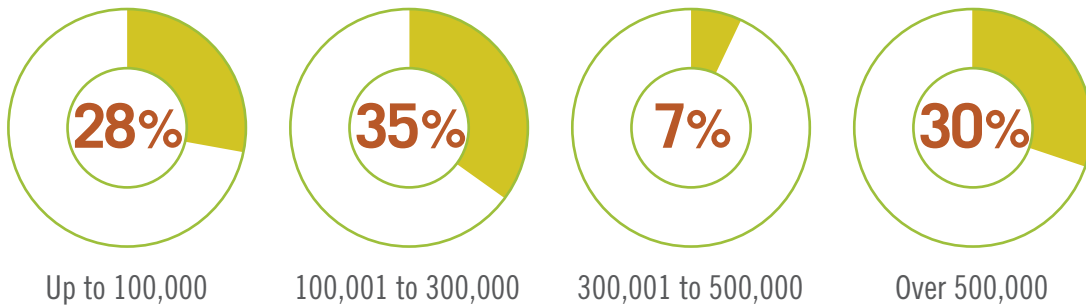
 **2**

East all provinces east of Quebec

 **2**

Other non-municipal

Number of members by population 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



2008

The year MSDO was officially launched and incorporated.

Affiliations



Municipal Information Systems Association Canada

PSSDC

Public Sector Service Delivery Council



Institute for Citizen Centred-Service

Strategic Plan

Our Vision

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

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 experience through the members' forum, an excellent resource to have your questions answered and best practices shared
- Annual national conference for member learning and networking
- Three Common Interest Groups (CIGs) hosting regular webinars with our members
- 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 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 annual conference and ICCS products and courses

Goals and Performance Indicators

Goal	Performance Indicator	Result
Sustaining MSDO	# of member to member requests via web	88 requests with 285 responses
	% of membership renewals	93%
	% of members who indicate satisfaction with communication from MSDO Board	n/a
	# of new members	3 new members
	# of hours of administrative support secured	0
	# of members involved in committees of the Board	16 members
	Host municipality for next annual conference identified	Yes
	# sponsorship dollars raised	\$12,000
	# of sponsors secured	3 sponsors
	# of repeat sponsors	1 repeat sponsor
	# of member polls conducted	2
	% member response rate	56 %
Promising Practice Sharing and Networking	% of members with fully completed online profiles	74 %
	# of participants in common interest group activities	58
	# of members using social tagging	n/a
	# of attendees at conference	83 attendees
To provide a strong municipal service delivery voice	# of requests for member participation received and shared with members	2
	# of members participating in PSSDC and ICCS subcommittees	13 members

2014 MSDO Operating Statement

2014 MSDO Operating Statement

Revenues

Membership Fees	\$26,250.00
Conference Registrations	\$28,376.30
2014 Conference Sponsorship	\$12,243.70
Total Revenues	\$66,869.00

Expenses

Membership Benefits

MSDO Website	\$2,621.47
PSSDC Board Members Costs	\$10,136.46
Member Communications	\$3,800.55
Common Interest Groups	\$0.00

2014 MSDO Conference

2014 Conference Expenses	\$34,937.38
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Administration & Finance

Legal Fees	\$0.00
Book Keeping	\$1,200.00
Bank Charges	\$1,909.92
Administration	\$332.13

Total Expenses	\$54,938.00
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Net Revenues	\$11,931.09
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2014 MSDO Balance Sheet

2014 MSDO Balance Sheet

Assets

Cash and Cash Equivalents	\$92,613.13
Accounts Receivable	\$8,000.00
Total Assets	\$100,613.13

Liabilities

Accounts Payable	\$13,146.03
HST Payable	\$2,750.32
Total Liabilities	\$15,896.35

Equity

Opening Balance	\$68,461.69
Unrestricted Net Assets	\$4,324.00
Net Income	\$11,931.09
Total Equity	\$84,716.78

Total Liabilities and Equity	\$100,613.13
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