

2016

ANNUAL REPORT





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Message from the President



This past year has been eventful for the Municipal Service Delivery Officials Association (MSDO) as we continue to grow as an organization. Here are some highlights:

- Hosted the MSDO Annual Conference in St. John's, Newfoundland and Labrador which brought together service delivery leaders from across Canada to learn about innovations in service and the unique aspects of delivering service in our eastern-most province. Over fifty leaders participated in the three day conference which featured unique learning and networking events and presentations from Service Newfoundland & Labrador, Service Canada, Newfoundland 911, Region of Waterloo, City of Brampton, City of Calgary, Town of Aurora, City of St. John's, Newfoundland Power, Halton Region and an update on data from Taking Care of Business5.
- Built and planned from the feedback from our membership to translate the MSDO vision into a reality and continued to identify opportunities for members to actively participate in their association.
- Continued to grow MSDO engagement with over 200 registered website members and good usage of the member's forum.
- Participated in the Public Sector Service Delivery Council meetings held in Toronto and Victoria, which provided opportunities to bring a municipal perspective to the discussions and service priorities.

As an association, we continued to grow in 2016 and welcomed new members – City of Chatham-Kent, (ON), Town of Leamington (ON) and Township of Georgina (ON). We hope our new members will take full advantage of the benefits of their membership.

In 2016, we offered three all member teleconferences to connect with our members in between our conferences. We showcased work in Vancouver and Sarnia, provided some teasers to support the conference and at the end of the year had conference attendees share what they learned from the conference. Our members have provided lots of ideas for topics in 2017. We are also looking forward to our national conference in Hamilton, Ontario in 2017 where we will continue to share leading practices and innovations with lots of opportunities to network with peers. We hope you will be energized by some of these new areas of focus.

I want to thank our dedicated board for their ongoing involvement and passion in advancing MSDO. In 2016, we saw some changes. Our Past President, Kate Johnston retired from the board as did long-time member Janine Halliday from St. John's. We wish both of them well. We welcomed Tanya Van Curen from City of Regina to the board as our new Secretary. With a board governance review planned in 2017, we are looking forward to continuing to build a sustainable organization. We also want to continue to offer volunteer opportunities to our members, so they can grow their skills and be connected to a growing national association. We hope through our open board, and opportunities for learning and networking, that you will help to build a relevant and sustainable organization that supports better service for Canadians.

A handwritten signature in black ink, appearing to read 'Glenn Brunetti'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Glenn Brunetti
MSDO President

2016 MSDO Board of Directors



Glenn Brunetti

President
glenn.brunetti@peelregion.ca



Michelle Herder

Vice President
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Tanya Van Curen

Secretary
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Deb Bergey

Treasurer
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Rhonda Tsingos

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Karla Hale

Director at Large
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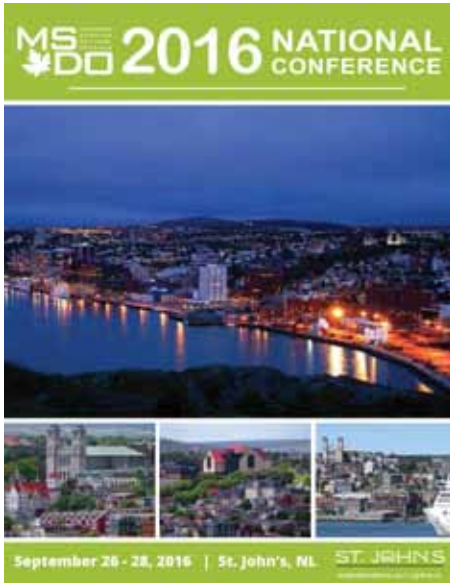


Shelley Darlington

Conference Liaison
shelley.darlington@norfolkcounty.ca

2016 Committees and Events

2016 Conference Theme



2016 National Conference Committee

Shelley Darlington
Norfolk County

Shelby Verkindt
Norfolk County

Angela Butcher
Norfolk County

Janine Halliday
City of St. John's

Chris Pitcher
City of St. John's

Keeping You Connected All Members Calls

Three 'Keeping You Connected' events were held in 2016 with a total of 65 participants. Feedback was very positive with an 88% satisfaction rate.

Date	Topic
March 29, 2016	MSDO Updates and Municipal Roundtable with City of Vancouver and City of Sarnia
June 7, 2016	2016 MSDO National Conference Preview
December 13, 2016	MSDO National Conference Highlights

Connections 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.

PSSDC

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.

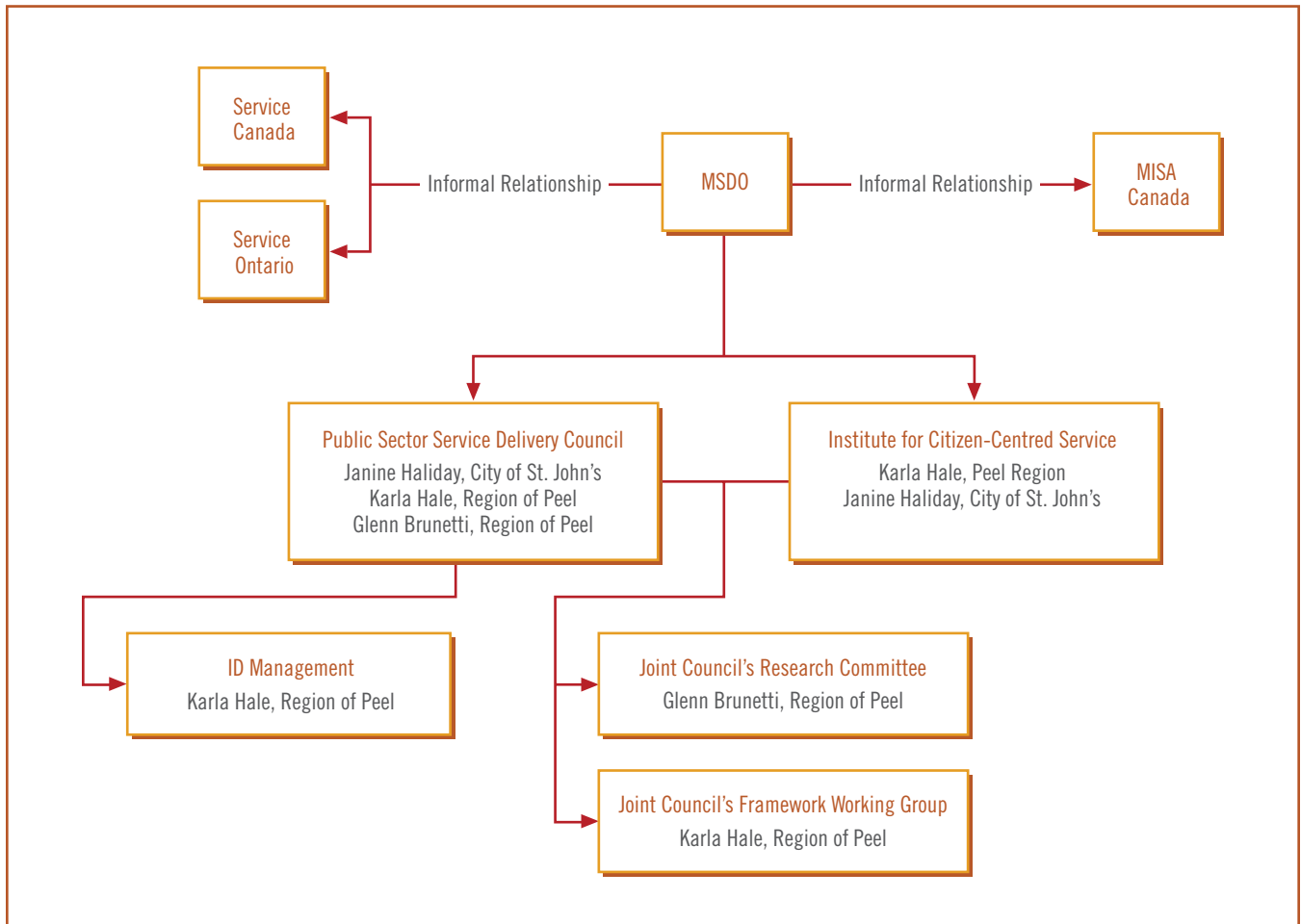
The ICCS provides a neutral place through which inter-jurisdictional collaboration takes place, sharing research, tools, resources and knowledge with jurisdictions to increase their understanding of citizen-centred service.

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

47

Total number of municipal members

The following provinces have municipalities who are members

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

Number of members by geography

 10

West and North all provinces west of Ontario plus the Territories

 35

Central this is Ontario and Quebec

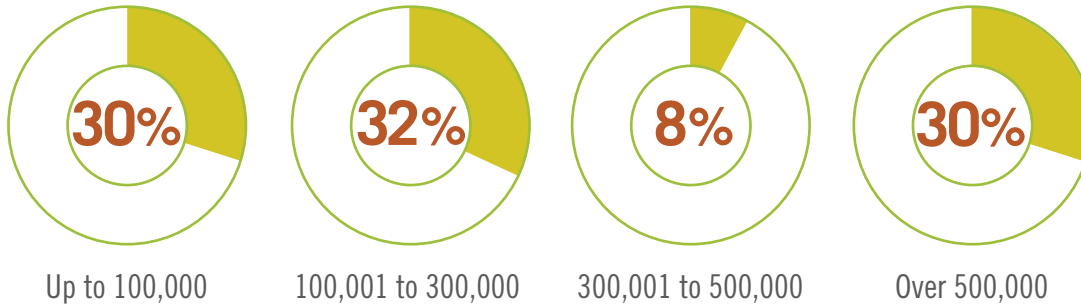
 2

East all provinces east of Quebec

 1

Other non-municipal

Number of members by population size of municipality



Previous Conference Locations



2004

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

2008

The year MSDO was officially launched and registered as a non-profit association.

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
- Regular virtual meetings 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, territorial and municipal counterparts involving service improvements including identity management, digital strategy, service to business, channel shifting and service collaboration
- 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

Measure Type	Performance Indicator	Result
Process Measures	# of items completed from Strategic Plan	n/a
	% of items completed from Strategic Plan	n/a
Customer Measures	% of increase in total membership	12%
	% of members satisfied/very satisfied with membership	n/a
Financial Measures	% increase in revenue	4%
	spent budget vs actual	31% negative variance*
Engagement Measures	# of registered users on MSDO website	218 (24% increase)
	# of online information requests amongst members	176 (18% increase)
	# of online responses from members	518 (24% increase)
	% of items of municipal interest included at FTP (Federal/Territorial/Provincial) meetings	100%

* Variance in spending due to out-of-Ontario conference location and was offset by increased revenues.

2016 MSDO Operating Statement

2016 MSDO Operating Statement

Revenues

Membership Fees	\$27,750.00
Conference Registrations	\$33,601.13
2016 Conference Sponsorship	\$10,533.88
Misc. Revenue	\$975

Total Revenues	\$72,860.01
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Expenses

Membership Benefits

MSDO Website	\$2,332.93
PSSDC Board Members Costs	\$7,949.45
Member Communications	\$2,281.33

2016 MSDO Conference

2016 Conference Expenses	\$51,124.94
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Administration & Finance

Strategic Planning	0
Legal Fees + Insurance	\$2,354.12
Book Keeping	\$361.44
Bank Charges	\$1,893.05

Total Expenses	\$68,306.21
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Net Revenues	\$4,553.80
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2016 MSDO Balance Sheet

2016 MSDO Balance Sheet

Assets

Cash and Cash Equivalents	\$77,482.08
Accounts Receivable	\$5,402.85
Reserve Fund	\$20,000.00
Total Assets	\$102,884.93

Liabilities

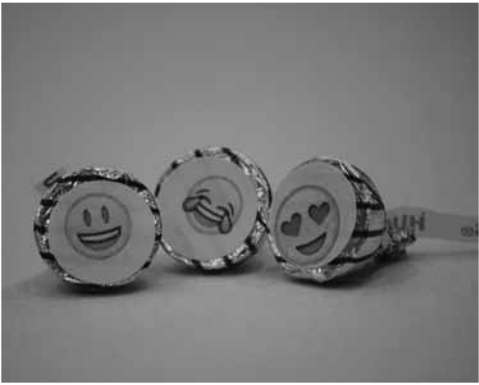
Accounts Payable	0
HST Payable	(\$2,622.99)
Pending HST Refund	(\$4,700.68)
Total Liabilities	(\$7,323.67)

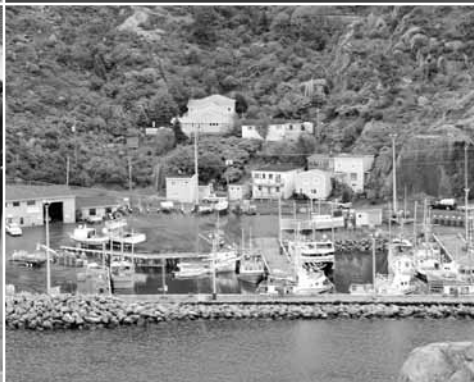
Equity

Opening Balance	\$66,671.97
Unrestricted Net Assets	\$38,982.83
Net Income	\$4,553.80
Total Equity	\$110,208.60

Total Liabilities and Equity	\$102,884.93
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Note: HST amounts may not pertain to the year shown as refunds are not necessarily received in the same year.







MSDO.CA