

2018

Annual Report



msdo

**RETHINKING
MUNICIPAL
SERVICE**

www.msdo.ca

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Message from the 2019 President



Deb Bergey

MSDO President

Greetings to my municipal service delivery colleagues! This past year was a significant year of change for the Municipal Service Delivery Officials Association (MSDO). Highlights include:

Learning Opportunities

- MSDO 2018 Annual Conference (hosted by Kawartha Lakes)
- Webinars: E-Vulnerability Index (Government of Canada) and Customer Service Revolution (Markham)

New Look and Tools

- Rebranded MSDO with the guidance of member input
- Revised web tools

Public Sector Service Delivery Council

- Board members represented MSDO at two annual meetings and on working groups
- MSDO President participated at the FPT Deputy Minister's Table on Service Delivery
- The PSSDC sponsored Service Partnership Playbook was shared with members

With the help of a consultant we have begun the work of creating a series of governance policies to guide our work. The Board has also begun the work to separate out governance and operations work. Governance is the work of the Board, while operations can be staff, volunteers or contracts. This distinction is important for Board and organizational sustainability as the Board roles are volunteer and operations can be a significant workload for the Board.

MSDO is a volunteer led organization including the board. I want to acknowledge the contribution of Rob Gilhuly (Saskatoon) who volunteered as a member to lead the website redesign. In addition to thanking the Board for their service in 2018, I would like to acknowledge a few members specifically. Michelle Herder stepped into the President role in late 2017 during a time of change. Thanks for your leadership. 2018 marked the final year on the board for two members. Karla Hale served on the Board as a Director for a decade and made great strides in advancing municipal participation at the provincial and federal levels. Tanya Nelson served as Secretary and in that role led many service improvements. Thank you both for your dedication and significant contributions.

As a primarily volunteer run not-for-profit, our only goal is to create connections between our fabulous and dedicated municipal colleagues. If there is anything we can do improve your connections to others we are always looking for feedback!

See you at the annual conference in Regina!

Deb Bergey

2018 MSDO Board of Directors



Michelle Herder

President
York Region, ON
michelle.herder@york.ca



Carroll Francis

Treasurer
City of Brantford, ON
carroll.francis@brantford.ca



Tanya Nelson

Secretary
City of Regina, SK
tnelson@regina.ca



Shelley Darlington

Conference Liaison
Norfolk County, ON
Shelley.Darlington@norfolkcounty.ca



Deb Bergey

Director at Large
Region of Waterloo, ON
dbergey@regionofwaterloo.ca



Karla Hale

Director at Large
Peel Region, ON
karla.hale@peelregion.ca

2018 Committees and Events



2018 National Conference Committee

Shelley Darlington
Norfolk County

Lee Anna Thornbury
City of Kawartha Lakes

Shelby Verkindt
Norfolk County

Marie Steiner
Norfolk County

Michelle Galea
Norfolk County

Member Webinars and Focus Groups

Two 'Keeping You Connected' events were held in 2018.

Date	Topic
January 24, 2018	Website Focus Group
May 15, 2018	Customer Service Revolution (Markham Public Library)
October 23, 2018	2018 E-Vulnerability Index (Government of Canada)

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.

PSSDC

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, 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 Institute

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.

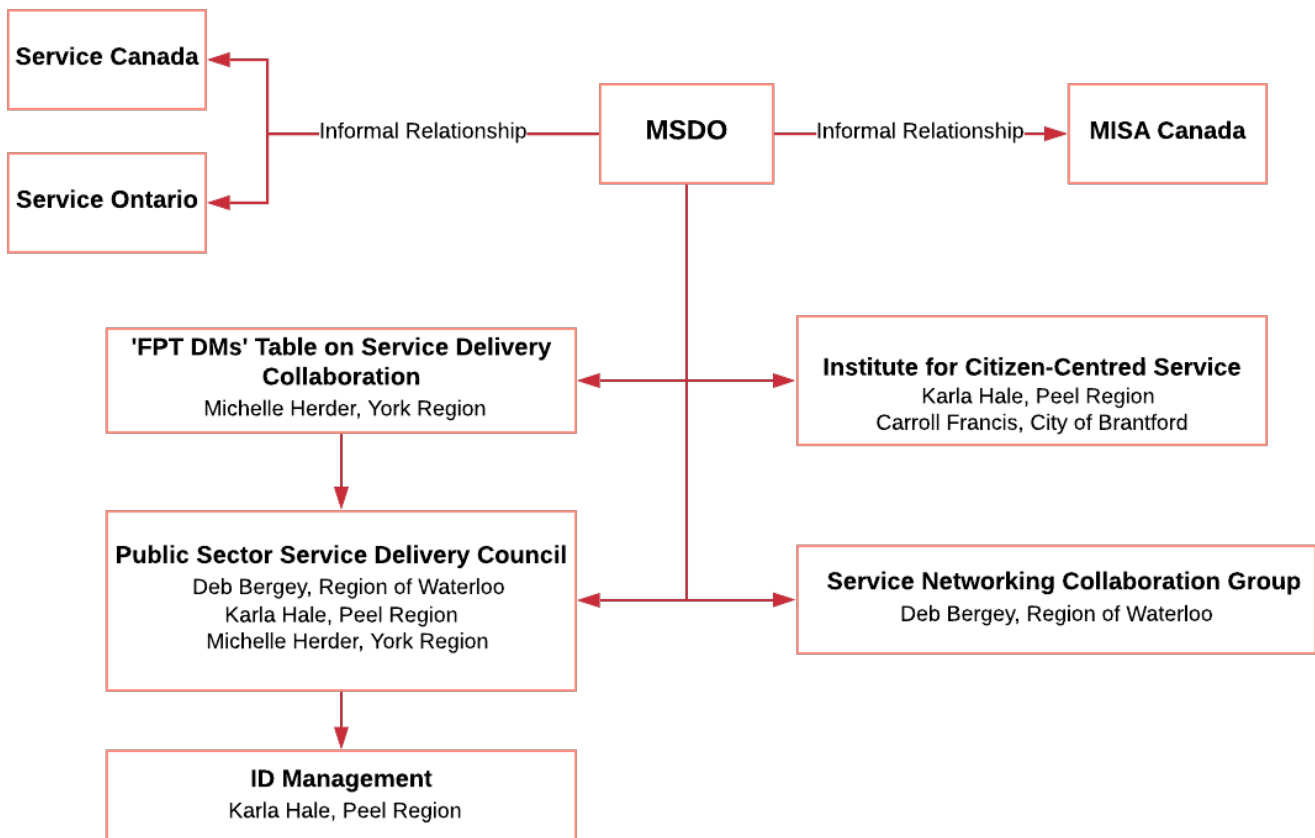
The ICCS provides a neutral place through which inter-jurisdictional collaboration takes place, sharing research, tools, resources and knowledge with jurisdictions to increase their understanding of citizen-centred service.

Interjurisdictional Activities

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.



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.



MSDO also had representatives on the following committees of the Joint Councils of the Public Sector Service Delivery Council and the Public Sector Chief Information Officers Council:

Digital Strategy Working Group - Michelle Herder, York Region

Framework Working Group - Karla Hale, Peel Region

Client Centric Services - Deb Bergey, Region of Waterloo

MSDO at a Glance

57

Total number of municipal members

The following provinces have municipalities who are members



British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Nova Scotia, Newfoundland and Labrador, and New Brunswick.

Number of members by geography



West and North - All provinces west of Ontario plus the territories



Central - Ontario and Quebec

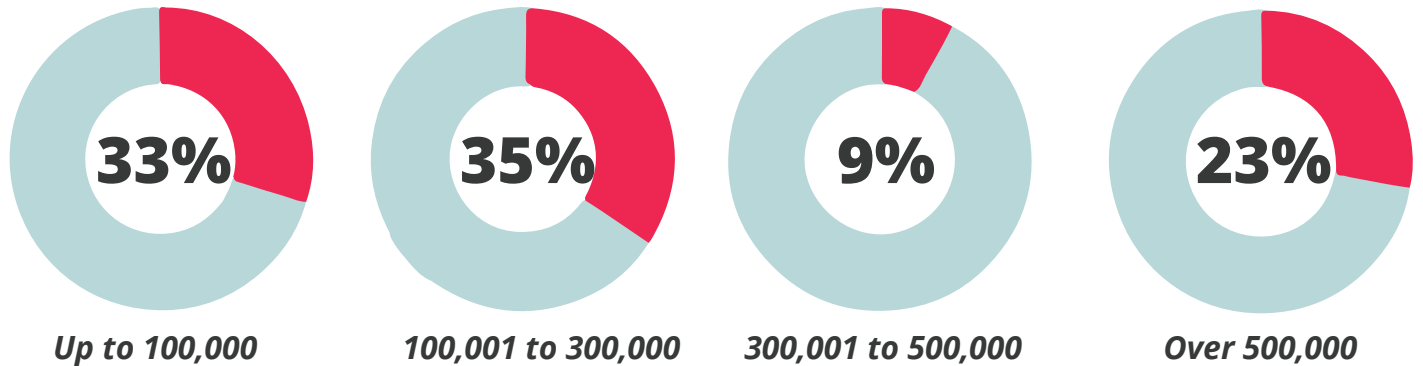


East - All provinces east of Quebec



Other - Non-municipal

Number of members by population size of municipality



Previous Conference Locations

2018 Kawartha Lakes	2017 Hamilton	2016 St. John's	2015 Brampton Peel Region Toronto	2014 Norfolk County
2013 Vancouver	2012 Kitchener	2011 Ajax Whitby	2010 Mississauga Brampton Peel Region	2009 Windsor

2002

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.

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.

Membership 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 - www.msdo.ca/members
- 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

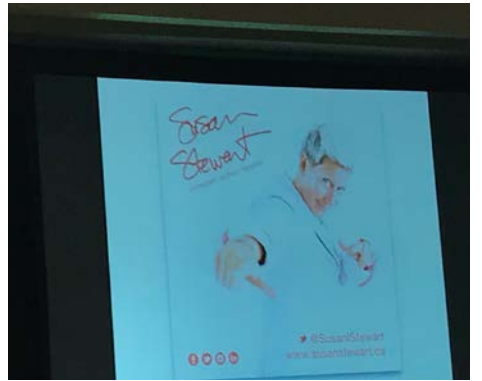
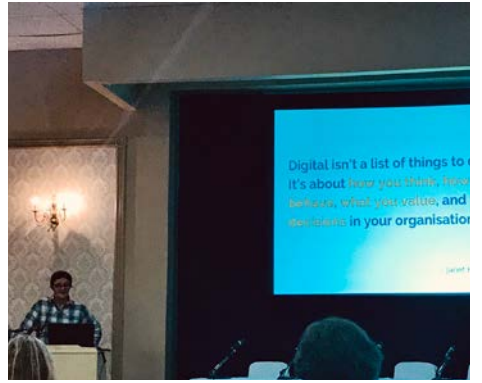
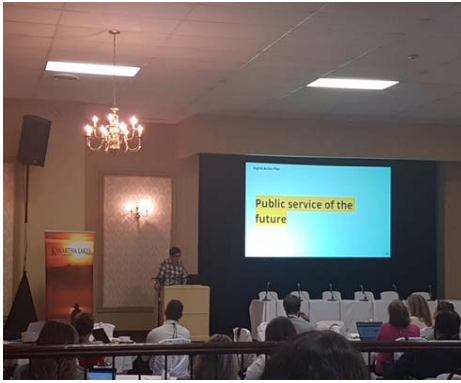
2018 MSDO Income Statement

Revenues	2018
Membership Fees	36,000.00
Conference Registrations	34,100.88
2018 Conference Sponsorships	13,795.40
Total Revenues	83,896.28
Expenses	
Membership Benefits	
MSDO Website	3,630.00
Webinars	808.59
PSSDC Board Member Costs	10,188.76
Annual Report	1,700.00
2018 MSDO Conference	
2018 Conference Expenses	55,267.19
Administration & Finance	
Telephone, Telecommunications	192.23
Board Meetings	4,930.96
Contract Services	15,664.78
Other Expenses	336.04
Bank Charges	3,016.08
Insurance	1,102.00
Bad Debt	4,200.00
Total Expenses	101,037.23
Profit/(Loss)	(17,140.95)

2018 MSDO Balance Sheet

Assets	2018
Prepaid Expenses	0
Cash and Cash Equivalents	86,632.38
Accounts Receivable	2,800.00
Reserve Fund	20,000.00
Total Assets	109,432.38
Liabilities	
Accrued Expenses	4,237.50
GST/HST Instalments/Payable	(4,329.20)
Total Liabilities	(91.70)
Equity	
Opening Balance	66,671.97
Unrestricted Net Assets	59,993.06
Net Income	(17,140.95)
Total Equity	109,524.08
Total Liabilities and Equity	109,432.38

Note: HST amounts may not pertain to the year shown as refunds are not necessarily received in the same year.
Reserve Fund consists of cash that has been set aside for operational contingency.





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