

2019

Annual Report



msdo

**RETHINKING
MUNICIPAL
SERVICE**

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Message from the 2019 President



Deb Bergey
MSDO President

This past year, 2020, has provided challenges never before encountered as a result of the global pandemic, COVID 19. Municipalities have had to re-engineer services on the fly to be delivered in a safe and responsive manner while responding to constantly changing directives from the provincial and federal government. In the midst of that ever moving landscape, municipalities are also developing methods to effectively communicate service changes to citizens and manage expectations. More than ever MSDO members have been able to rely on each other to learn and share their experiences.

While 2019 may feel so far away, there were many valuable activities for members.

- 3 Webinars:
 - Innovation & Digitalization to Improve User Experience Webinar- Service Nova Scotia (October, 2019)
 - Partnership Innovation: Service Ontario (August, 2019)
 - Citizen's First Research, ICCS (December, 2019)
- Annual National Conference – Regina, SK (Sept 16-18, 2019) 50 attendees
- Updated member forum. Since launch:
 - 98 members
 - 555 posts
- Continued Governance and Operational Planning

Despite the unusual experience of 2020, there have been some significant member benefits.

- Weekly / Bi weekly member calls to connect about COVID 19 response. Ranging from 12-34 participants. Included Service Canada and ICCS participation.
- Vendor Sponsored Webinar: Shoppers Confidential: How Mystery Shoppers can assist in COVID. (July, 2020)
- Fall Speaker Series planned with many engaging topics such as City of Toronto Channel Strategy, chatbots, online accounts and more!
- Continued Governance and Operational Planning.

I look forward to the many new adventures 2021 will bring with a focus on member engagement, improved administration and the hope of seeing my treasured colleagues in person again!

Deb Bergey

2019 MSDO Board of Directors



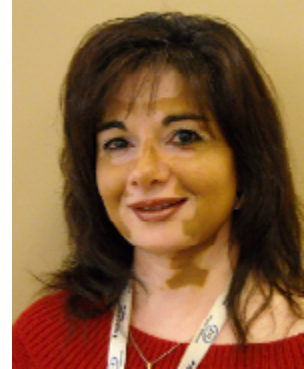
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2019 Events



Annual National Conference

Regina, SK (Sept 16-18, 2019)
50 attendees

Member Webinars

Date	Topic
October 2019	Innovation & Digitalization to Improve User Experience Webinar- Service Nova Scotia
August 2019	Customer Service Revolution (Markham Public Library)
December 2019	Citizen's First Research, ICCS

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.

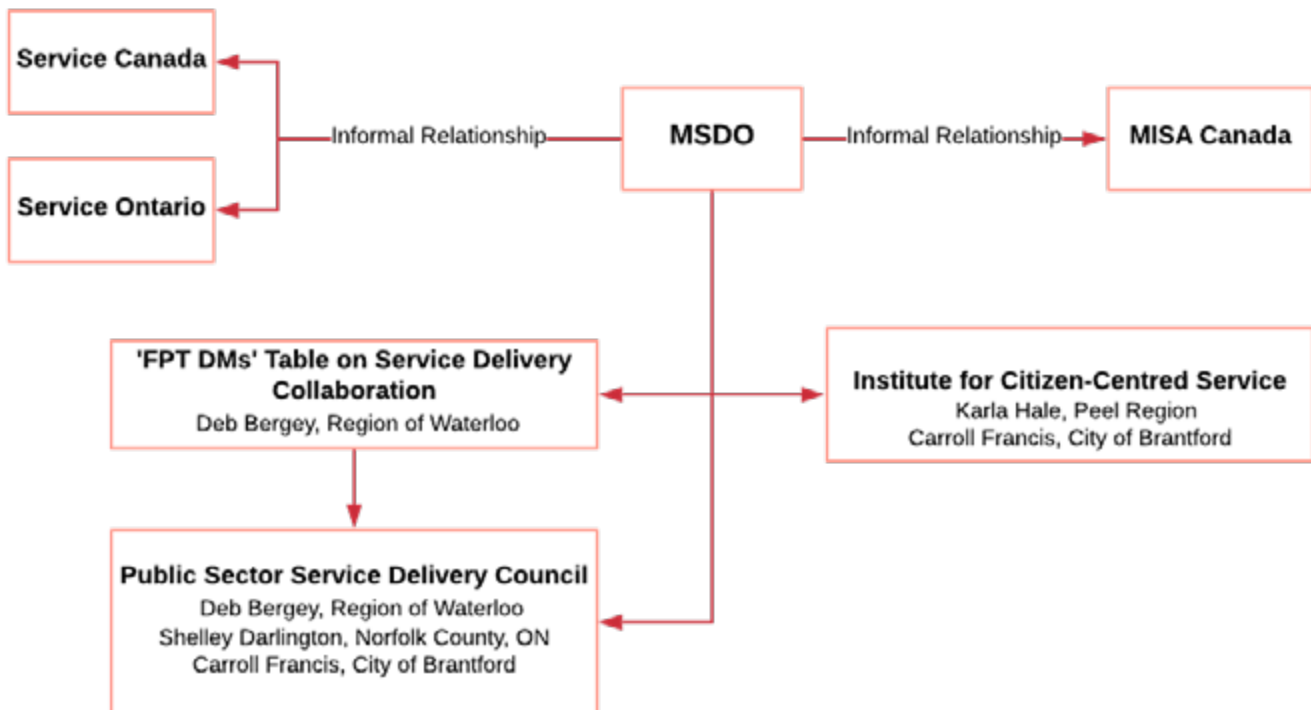
The ICCS provides a neutral place through which inter-jurisdictional collaboration takes place, sharing research, tools, resources and knowledge with jurisdictions to increase their understanding of citizen-centred service.

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 committees of the Joint Councils of the Public Sector Service Delivery Council and the Public Sector Chief Information Officers Council.

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

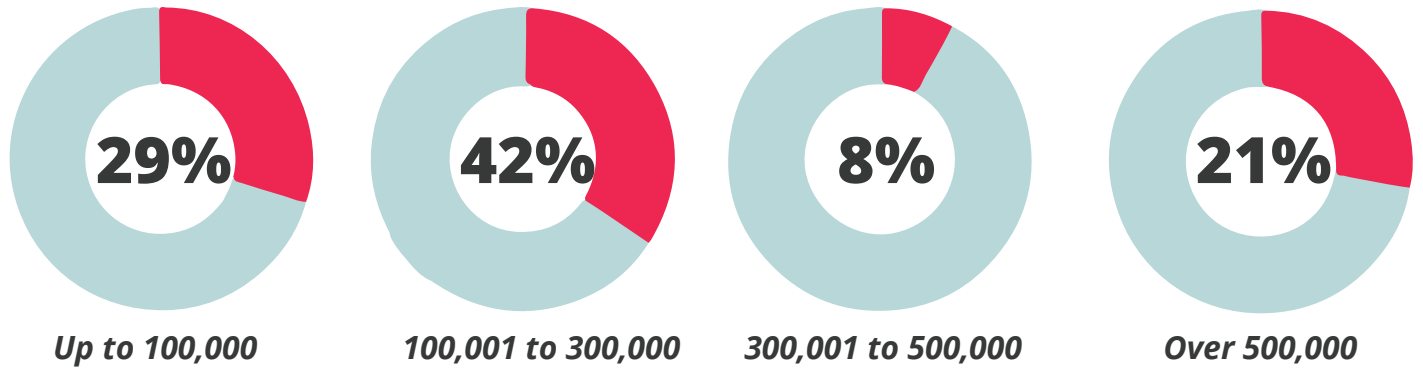


East - All provinces east of Quebec



Other - Non-municipal

Number of members by population size of municipality



Previous Conference Locations

2019 Regina	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

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

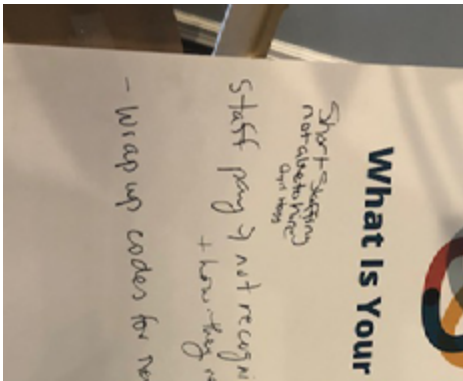
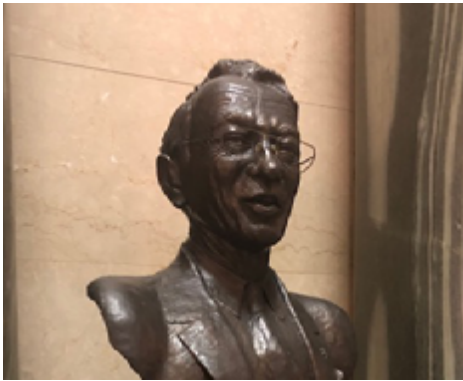
2019 MSDO Income Statement

Revenues	2019
Membership Fees	26,232.30
Conference Registrations	24,526.67
2019 Conference Sponsorships	15,500.00
Total Revenues	66,258.97
Expenses	
Membership Benefits	
MSDO Website	837.83
Webinars	-
PSSDC Board Member Costs	16,913.08
Annual Report	-
2019 MSDO Conference	
2019 Conference Expenses	50,092.66
Administration & Finance	
Telephone, Telecommunications	40.34
Board Meetings	355.49
Contract Services	26,252.95
Other Expenses	3,346.00
Bank Charges	1,555.86
Insurance	1,113.00
Bad Debt	-
Total Expenses	100,507.21
Profit/(Loss)	(34,248.24)

2019 MSDO Balance Sheet

Assets	2019
Prepaid Expenses	1,169.00
Cash and Cash Equivalents	66,818.11
Accounts Receivable	7,195.00
Total Assets	75,182.11
Liabilities	
Accrued Expenses	2,542.50
GST/HST Instalments/Payable	(2,910.24)
Unearned or Deferred Revenue	274.01
Total Liabilities	(93.73)
Equity	
Opening Balance	66,671.97
Unrestricted Net Assets	42,852.11
Net Income	(34,275.84)
Total Equity	75,275.84
Total Liabilities and Equity	75,182.11

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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