

Building Markham's Future Together

Municipal Services Workshop with Council

March 2, 2009 General Committee



Slide 1

Agenda

- Overview of Workshop Brenda Librecz
- Background & Go Forward Plan Peter Loukes
- Improvement Process Peter Loukes
- Council Input Council Members
- Next Steps Brenda Librecz



Overview of Workshop

Brenda Librecz

Sponsor, Municipal Services Priority



Purpose and Outcomes of Workshop

- **Advance and shape** Municipal Services strategic direction
- **Engage** Council for its **input** on the proposed direction and priorities
- Input for the development of an **Action Plan** for Municipal Services
- **Communicate and share** with each other



Workshop Format

- This forum is an opportunity to inform and shape the Municipal Services Action Plan – dialogue/idea exchanges and listening
- Commercials - We will be sharing with you an example of municipal service improvement in the format of a ‘commercial’
- Group discussion
- Get Council input to help us shape and create a plan with Council and our constituents in mind



Background & Go Forward Plan and 2009 Improvement Process

Peter Loukes

Lead, Municipal Services Priority



Our Journey.....

- Retreat in 2007 with Council, CCC, and DHF
- Six Strategic Priorities were identified
 - Growth Management
 - Transportation/Transit
 - Environment
 - **Municipal Services**
 - Parks, Recreation, Culture and Library Master Plan/Public Safety
 - Diversity



Our Journey.....

- Originally nicknamed “Hot Buttons”
- Dealt with areas of greatest complaints as identified by Council members
- Individual plans developed to improve services completed in 2008
- In 2009, develop a systematic approach for reviewing key municipal services to determine the most appropriate way to provide them.



2009 Improvement Process

- Developed a proposed framework for Municipal Services – 2008
- Engagement Process to test Proposed Framework:
 - Cross-Commission Staff Involvement – January 20
 - Council Workshop – March 2
 - Public Information Session – March 9
 - Future focus groups



2009 Improvement Process

- Analyze feedback and fine-tune Municipal Services framework
- Work with cross-Commission staff to develop action plan
 - Service Planning is an action being piloted by the Operations Division
- Present action plan to Council
- Implement action plan



Proposed Framework

Key Concept:

Framework must support and align to current mission statement of the organization



Town's Mission Statement

Working with the community to provide high quality municipal services that meet, if not exceed, the expectations of the Town residents and businesses.

Service Excellence – Understanding the needs of the community or customer and shaping our services / products to deliver on the desired outcomes



Town's Mission Statement

*Working with the community **to provide high quality municipal services** that meet, if not exceed, the expectations of the Town residents and businesses.*

Service Innovation – Provide new and creative ways of delivering municipal services. Focus on results and outcomes but leveraging leadership and innovation to deliver the service in the most effective and efficient manner.



Town's Mission Statement

*Working with the community to provide high quality municipal services that **meet, if not exceed, the expectations of the Town residents and businesses.***

Service Value – Why is the service we provide important and valuable to our residents and/or the community as a whole? How do we measure and communicate outcomes and results effectively to residents/customers. Did we do what we said we would?



Proposed Framework

If Markham develops and implements an action plan around these three Elements, Municipal Services goals will be reached.

**Municipal
Services**

=

Service
Excellence

+

Service
Innovation

+

Service
Value



Commercial

- An example of Excellence, Innovation and/or Value -

Click
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to
Play



Findings: Staff Workshop

- A cross-Commission and cross-functional group of 63 staff took part in the Municipal Services Workshop on January 20
- Further work is needed to hone the elements that make up Municipal Services. In addition to Service Excellence, Service Innovation, and Service Value, other considerations included Resources, Sustainability, Context, and Communication.
- Communication and Context appeared to be enablers that would contribute to the success of Municipal Services in general



Findings: Staff Workshop

- Everyone and every department has a role to play in Municipal Services
- There is also a desire to address specifics such as service standards, voice of the customers, service level implications and funding, revisit corporate mission statement
- This workshop is a good start but we are by no means done. There needs to be common understanding, vision, and language.

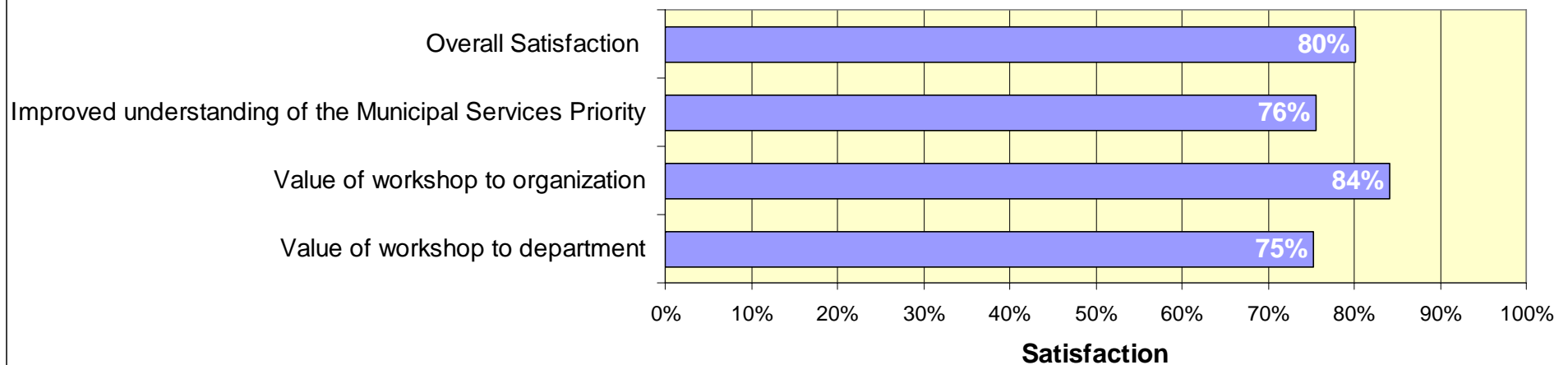


Participant Feedback

Of the 63 participants who took part in the Workshop, 41 feedback forms were received which resulted in a terrific response rate of 65%. Participants were invited to rate the workshop and provide written feedback.

Municipal Services Workshop with Staff

January 20, 2009, n: 41



Council Input



Council's Role

Making Choices

Service Needs

Service Delivery

Which services?
What service level?
Are there competing priorities?
Who should provide the service?

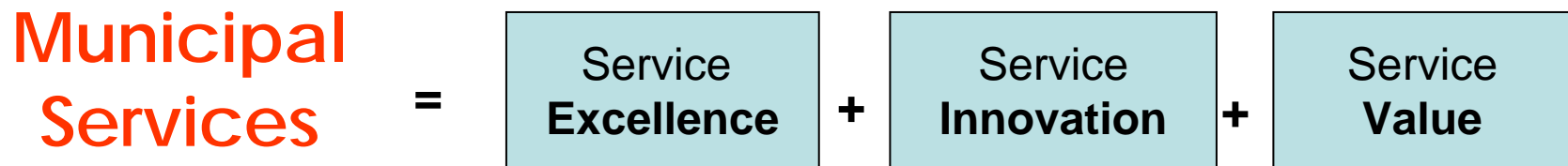
Policy/ Strategy

Who should pay?
What are the desired outcomes?
What is the cost to deliver?
Is the service sustainable?



Proposed Framework

Review the Key Elements.
Are they appropriate?



Staff Feedback – Resources, Sustainability, Context and Communication



Public Engagement

- Advice and insight in engaging the public



Next Steps

- Q2 - Review Council input and complete engagement process
- Q1-Q2 - Analyze feedback and fine-tune Municipal Services framework
- Q1-Q3 - Work with cross-Commission staff to develop action plan, i.e. Service Planning is an action being piloted by the Operations Division
- Q3 - Present action plan to Council
- Q4 - Implement action plan



Thank You

- ..for taking part in this workshop
- ..to the teams for sharing their experience as ‘commercials’ in our session today
- ..to the various staff who helped to organize, execute, and wrap-up this workshop for us

