

**NATIONAL EXECUTIVE FORUM ON PUBLIC PROPERTY
TENTH ANNUAL CONFERENCE**
**Creating Value – How Public Real Estate Can Contribute to
Increasing Canada’s Competitiveness**



Case Study: Citizen-Centred Service Delivery
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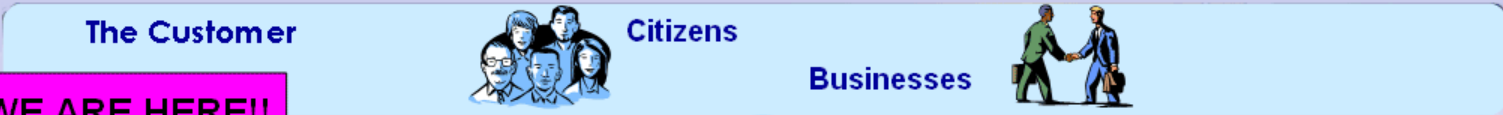


Increasing Canada's Competitiveness

- Citizen-Centred Service Delivery (CCSD) contributes to increasing Canada's competitiveness by:
 - Saving citizens time and money
 - Improving government's ability to meet economic development priorities by being business friendly
 - Creating efficiencies within government and potential for longer-term cost savings

What is CCSD?

- Lead by Ministry of Labour and Citizens' Services
- An approach to improving citizens' experience when accessing government information and services
 - Excellence in Service Quality
 - Easy Access to Services
 - Making Government Services Efficient to Provide
 - Public Confidence in Government's Electronic Service Channels
 - Transformation of the Workforce – Skills and Culture



WE ARE HERE!!

Easy Access

Citizen Facing Shared Services



**Libraries,
Kiosks**



**Gov. Counter
Services**



**Government
Online**



**Gov. Call
Centres**

Seamless Delivery of Services

Client Sectors and Government Ministries

| Natural Resources | | | | Education | | | | Health | | | | Social | | | | Public Sector | | | |
|-------------------|----|----|------|-----------|----|----|------|--------|----|----|------|--------|----|----|------|---------------|----|----|------|
| M1 | M2 | M3 | M(n) | M1 | M2 | M3 | M(n) | M1 | M2 | M3 | M(n) | M1 | M2 | M3 | M(n) | M1 | M2 | M3 | M(n) |
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Seamless Delivery of Services

Corporate Shared Services



Internal governance and support provided by Deputy's Office and CAMSS

Corporate I M & Technology Governance

Citizen-Centered Service Delivery Initiatives



Examples of CCSD Initiatives

- Facilities:
 - Front Counter BC: Natural Resource Opportunity Centre, a single point of contact for natural resource agencies
 - 59 Government Agent offices providing services in person and via community access terminals
- Information Services:
 - Enquiry BC responds to over one million telephone enquiries each year
 - BC OnLine processes more than eight million internet transactions per year



Image 1



Single Point of Contact Service Kamloops, B.C.



Image 2



Image 3



Floor Plan

0 5 10 FT

Challenges of CCSD

- Tendency to focus on cost efficiency vs. better service to citizens
- Funding in a charge-back, cost pass-through model (who pays for vacancy...)
- Vertical approach to facilities administration
- No incentives, rewards, recognition or accountability to support CCSD
- Governance and decision making

Lessons Learned

- Direction must come from the top down with focus on improved service delivery
- Develop funding method for CCSD locations
- Certain programs function well together
- Ministry of Labour and Citizens' Services acts as a facilitator in the planning discussions
- Develop "rules of engagement" for decision making
- Program delivery requirements determine the facility attributes



Benefits of CCSD to Citizens

- One door to multiple services
- Saves citizens time and money
- Offices are warm, friendly and inviting
(see Welcoming Office concept attached)
- Increases citizen satisfaction and confidence
- Demonstrates government is responsive to community needs
- Offices are tailored to the needs of the general community



Benefits of CCSD to Government

- Improves ability to meet economic development priorities by being business friendly
- Creates efficiencies and potential for longer-term savings
- Creates a stable environment regardless of back-end changes
- Supports easier implementation of priorities
- Increases capacity to meet important social objectives
- Facilitates positive staff morale

- Welcoming Office -

Design features and 3d virtual model views

The **'Welcoming Office'** concept is aligned with the 'Citizen-Centered Service Delivery' (CCSD) initiative which is a collaborative cross-government approach to enhance services for the citizens of British Columbia. Welcoming Offices are supportive of the five goals of CCSD. As the 'front face of government' they are intended to be accessible, warm and friendly, and reflective of each community.

Five Goals of Citizen-Centered Service Delivery:

- Excellence in Service Quality
- Easy Access to Services
- Making Government Services Efficient to Provide
- Public Confidence in Government Electronic Service Channels
- Transformation of the Workforce - Skills and Culture



View from Waiting Area

Characteristics of a 'Welcoming Office'

Citizens know what services they can expect to receive in any government office because there is consistency of service type, access and convenience.

Community Driven Service Offerings

- Government services tailored to community needs.
- Access based on defined location criteria.

Common Design Features

- Supports service delivery through customer-friendly design that includes barrier-free accessibility, privacy and security considerations.
- Promoting a healthy environment through ergonomic design for staff and the citizen.
- Selection of environmentally 'friendly' products and finishes.

Common Branding

Promote familiarity to reflect the community through use of 'service center' signage including the BC logo while showcasing local elements such as artwork and materials indigenous to the area.

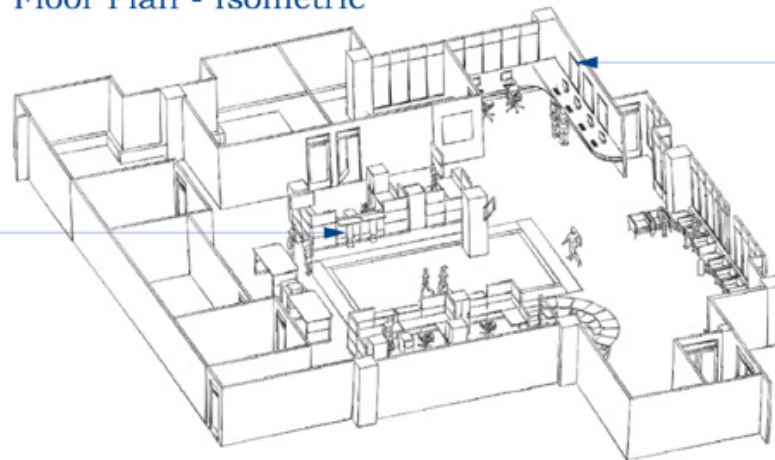
Consistent Service Experience

- 'One door' approach with opportunity to provide for multiple services.
- Enhanced choice in access to services to ensure citizen comfort i.e.: 'face to face', telephone, internet.
- Excellence in customer services through convenience in hours of access, provision of multi-lingual services and payment options.

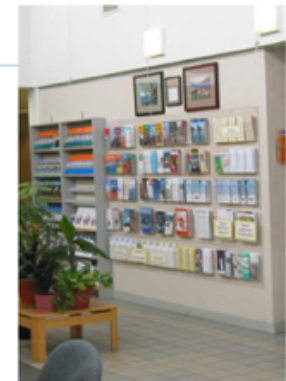
Cost Efficiency

- In accordance to collaboration at the program delivery level minimize duplication of services and resources at point of access.
- Enhance utilization of government resources through effective use of buildings, technology and people.

Floor Plan - Isometric



Service Counter



Pamphlet and standard forms racks

....Access to services from the citizen's point of view.

Welcoming Office Design Elements

- Good natural light
- Background music
- Comfortable waiting chairs
- Windows in office doors; perception of 'open door' culture
- Current information boards and reading material
- Access to public washrooms
- Identity signage
- Easy access to self-help resources ie: printers, computers
- Accessible parking
- Drop box for payments
- Use of local products
- Displays for local history, art & culture

Environmental Stewardship

Guidelines in developing a 'Welcoming Office':

Low-impact materials: choose non-toxic, sustainably-produced or recycled materials which require little energy to process

Energy efficiency: use manufacturing processes and produce products which require less energy.

Quality and durability: longer-lasting and better-functioning products will have to be replaced less frequently



View from Reception Counter