



Service Delivery Initiative (SDI) At a Glance

Working together to improve government services for British Columbians.

Imagine the Future

Imagine that you can access the government services you need with a phone call, a click of the mouse, or a single visit to a service centre. Imagine that government services are designed and delivered in a way that takes your needs into account from beginning to end whether you're a citizen, a businessperson or a community volunteer. Imagine that, based on the nature of your request, government assembles the information and applications you need in a way that's easy to understand, timely and simple to use. This is citizen centred service delivery, and increasingly, this is what people are expecting from their governments.

Benefits of Citizen Centred Service Delivery

Citizens' First¹ survey results indicate that citizens expect to easily access services and programs across channels and ministries, according to their preferences and needs. Citizen centred service incorporates the concerns of citizens at every stage of the service design and delivery process. Ministries coordinate and organize services from the perspective of citizens, not from the perspective of the organization providing the service. For example, citizens might want to start a transaction over the telephone and conclude it online or in person without having to restart the process or repeat the same information. This means improved government services to citizens through a "single window" or "one-stop-shopping". This also means equal access to information and service regardless of geography, distance or physical barriers. In addition, citizens get what they require from government without needing to know how government is organized.

Role of the Service Delivery Initiative Office (SDIO)

The Service Delivery Initiative (SDI) is a province-wide initiative for making government services in British Columbia more accessible, easier to deal with, and more responsive to the needs of citizens, businesses and public sector organizations.

The SDIO's impact comes from its leadership in providing the right support and assistance. It focuses on advising, influencing, networking, leading projects and collaborating with ministries, other levels of government, the broader public sector and the private community based sector to advocate for changes to improve the efficiency and effectiveness of the way government services are designed and delivered to the public. The leverage the SDIO brings can help ministries and other partners overcome obstacles on the path to success. The SDIO draws on the experiences of other jurisdictions and on the lessons learned through Service Delivery Networks (SDNs) spanning 57 communities across British Columbia.

¹ Citizens First 4, Institute for Public Administration of Canada, 2005.

Partnerships for Service

The Service Delivery Initiative Office works with staff in Victoria and with SDN members who live and work in 57 communities across B.C. to improve government's direct interface with citizens. At the community level, SDNs demonstrate the benefits of ministries working together as one government to enhance local service delivery. They include representatives of provincial government ministries as well as the broader public sector, including federal, municipal and First Nations members. Co-locating ministries into integrated service centres to improve service delivery at the community level, is just one benefit of ministries working together. Forging partnerships across the broader public sector has also improved service delivery at the community level.

At the corporate level, ministries have commented on how difficult it is to get things done where initiatives cross the traditional ministry boundaries, or affect shared client groups. A recent example of a successful SDIO-led project was the partnership developed to implement the FrontCounter BC: Natural Resource Opportunity Centre in Kamloops, which is a single point of contact for clients of Natural Resource agencies in British Columbia. In addition, the SDIO, working with the United Way, Lower Mainland, is leading the province's work to put in place a province-wide 211 service to provide toll-free, confidential, multi-lingual access to information and referral service across a full range of government and community social services.

At the national level, efficiencies in service delivery for citizens, and in processes for program staff, can also be realized through new working relationships. The Province of British Columbia and the Federal government are developing an agreement to improve the quality and coordination of services to citizens. Relationships are being developed between Service Canada and Service BC to coordinate service offerings and to make service delivery as effective as possible.

Citizen centred service delivery means that systemic organizational and policy barriers to working together are removed so that access is improved for citizens. However, becoming more citizen centred does take time. The active involvement of all partners is critical to improving how government services are developed and delivered in the future. Strong and consistent leadership and management are required to drive and maintain changes to government culture and business processes, which are crucial to developing further citizen centred services in a coordinated manner.

As government develops a coordinated and collaborative approach to decision-making, the SDIO continues to work across all ministries, across all levels of government and with the broader public sector to identify opportunities for program and service coordination, and to collaboratively make decisions that are both good for citizens and good for government.

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