



What is the value of
MUNICIPAL
SERVICES?

Presentation Proposal for the
2013 Transforming Local Government Conference
Atlanta, Georgia
April 2013

About the **City of London**

The **City of London** is the 10th largest city in Canada. London is located half way between Toronto and Detroit as the urban hub of southwestern Ontario. London's metro area is home to almost 500,000 residents with an annual GDP topping \$17 billion. London is an innovation centre with strengths in life sciences and healthcare, information technology and digital media, and advanced manufacturing. London is known as “the Forest City” and “the City of Opportunity” with a world class quality of life.

About the **Presenters**

Rosanna Wilcox is the Manager of Business Planning in the Finance Department at the City of London. Rosanna engages across all 92 services at the City of London in business planning, budgeting and performance measurement. Rosanna has a Masters of Arts degree from Western University (London Ontario).

Kate Graham is the Manager of Corporate Initiatives in the City Manager's Office at the City of London. Kate is responsible for a variety of cross organizational projects including transforming the City to a more customer centered organization. Kate has a Masters of Public Administration degree from Western University (London Ontario).

About the **Proposal**

Category: **Organizational Design**

Jurisdiction: City of London (Ontario, Canada)

City Manager: Art Zuidema

Consider for Innovation Award: No (not an Alliance member)

Consider for Rapid Fire Session: Yes

What is the value of **municipal services**?

A bottle of water costs around \$2.

For that same \$2, you can refill a reusable bottle almost 3500 times with municipal water provided by the City of London.

And yet, when municipal water rates go up modestly, residents complain. Why?

We can tell a similar story for most municipal services. Snow plowing. Garbage. Parks and recreation. Child care. Road maintenance. Historically municipalities have struggled to demonstrate the value of their services. Some municipalities cannot clearly articulate what services they provide, let alone the cost of each service and any measure of how effectively the service is provided.

The City of London has undergone a dramatic transformation over the past five years to demonstrate the value of public services to citizens. London was the first municipality in Canada to adopt a 'service based budget' - meaning that the budget is presented to show the costs of services that are familiar to citizens, rather than the traditional departmental approach. We've also shifted our organizational and governance models to focus on services thus making it easier for citizens to understand and participate in decisions about the services that matter most. In fact, London was awarded a Silver IPAC/ Deloitte Public Sector Leadership Award for its service based approach. Learn more about our approach in the video available online at www.london.ca/Business_Planning.

We would like the opportunity to tell London's transformation story at the 2013 Transforming Local Government Conference. Our presentation will include:

- A description of how we became a 'service based' organization, including defining and cataloguing our services, augmenting our budgeting process to include business planning, performance measurement and corresponding changes to our corporate structure and governance model;
- An overview of new ways that we are exploring to engage citizens in the process including open data and a budget app contest;
- A synopsis of recent research into ways to use customer intelligence to inform more effective service delivery strategies; and
- A series of concrete lessons learned for municipalities who are on the journey to better demonstrate the value of their services and show that the quality of life for citizens is improved as a result of the services they provide.

It's all about **style**

Our presentation style is dynamic! We're strong and engaging speakers who make good use of visuals in our presentations. We use a combination of photos and infographics to help us tell our story, ensuring the audience can focus on listening rather than reading text filled slides.

We believe strongly in audience engagement and the value of group discussion. Rather than 'talking at' a crowd, we prefer to get the room chattering as a group through questions and group dialogue.

We would love the opportunity to be a part of the 2013 Transforming Local Government Conference with a theme of "Cool Communities". We think the City of London is a pretty cool community and would like the chance to share our story and learn from other municipalities across North America.

Contact Information

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