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Cathie Ritchie - City Clerk, City of Kawartha Lakes

Re: Creation of a Jump In forum for Citizen Discussion of Services

Council;

Recently the performance and betterment of Services, has become a topic of significant council interest/discussion and staff effort. Several betterment activities have been initiated including a report back on Service/Case Enhancements and a Service Level Review. Other activities, including updating Customer Service Standards are being undertaken through departmental operating plans for the year and of course Service Excellence is a high priority item under Good Government in the city's Strategic Plan.

Any action aimed at service betterment must be based on an understanding of citizen's needs, expectations and experiences with service. Currently there is little known about how satisfied citizens are with city services other than phone complaints, public meeting comments and of course elections. The Jump In platform was designed primarily to gather that type of information from citizens and is working very well for other areas of interest. A Jump In Service forum can bring citizen input to the city, enable the city to inform citizens about services and promote and draw more traffic in general to the Jump In site. Giving citizens a way to have their say on their services is pretty much the definition of what Jump In is intended for.

A Jump In Service Discussion forum might include areas for:

- the city to showcase services and announce service changes.
- citizens to share their service experiences, both good and bad and recommend improvements.
- questionnaires and surveys to assist in setting/assessing service levels.
- a Service performance dashboard (how are services performing).
- posting of electronic performance data for citizen use in analysis (ie Open Data).

The Service forum up and running before service modifying activities start up (ie start of Q2) rather than scrambling to play catch-up when the data is required. The city has good experience setting up and operating the Jump In platform. I would be happy to assist with ideas on its configuration and operation for this forum and would volunteer my help to curate/moderate the site if that would ease the strain on staff.

I recommend a motion be made to immediately begin work on a Service Discussion Forum.

"That staff be directed to create and operate a forum on the Jump In platform suited to engaging citizens in Service Discussions prior to the end of Q1 2021 to be ready to provide assistance to expected Service activities. Staff are encouraged to engage citizens on the design and ongoing operation of the forum."

David Webb

**From the Jump In site:**

Traditional public consultation usually involves attending public meetings, open houses or providing written submissions to Council, and this can often be time consuming, inconvenient and sometimes intimidating. Using an online engagement platform is an effective way for Kawartha Lakes to reach more residents and to give residents an opportunity to bring ideas forward and have their say on issues that are important to them.

- It is a quick, safe and convenient way to have your say on a range of issues and topics.
- It is a great way to keep up to date and contribute your views on issues affecting your community.
- You can see what other community members think about an issue or topic, respond with your own views and engage in a discussion.
- You don't have to attend community meetings at a set place and time, you can contribute at a time and place that suits you.
- It allows for a range of different people, with different views to discuss matters that impact on their community.