

ServiceOntario & Libraries

Partnership Opportunities



April 2024

ServiceOntario - What Do We Do?

SUPPORT PEOPLE



Establish Photo ID

Create a Photo Health Card and Ontario Photo Card for the first time



Bridge Access to Healthcare

Re-registering red and white health cards to photo health cards and validating expired photo health cards



Renewal Reminders

Stay up to date on your renewals and register for email reminders



Virtual Appointments

Verifying ID over video saves eligible Ontarians a trip to ServiceOntario

SUPPORT FAMILIES



Callback Feature

Our call centre agents will call you back so you don't have to wait on the phone



Enhanced Appointment Booking

Easier, more seamless appointments for people and families



Family Friendly Hours

Extended operating hours on evenings and weekends offered for added convenience

SUPPORT COMMUNITIES



Mobile ServiceOntario

Bringing access to government services closer to underserved communities



Co-located Services

Partnerships and co-locations with other Ministries allow customers to access other services in the same frequented space




Innovating in-person experience

Partnerships through alternative service delivery pilots with retailers, municipalities, and First Nations communities

Making the Delivery of Government Services More Convenient

ServiceOntario plays a key role in providing essential services to people across Ontario.

We are continuously seeking to improve and expand the delivery of government services, making it **simpler, faster and better**.



While expanding and improving online services is a key part of our service delivery, **modernizing our in-person footprint** is also essential to sustain a local presence across Ontario. These pilots will help inform future decision-making, using evidence-based analysis.

Service Delivery Models

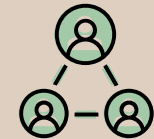
Through our models we are seeking innovative ways of providing in person services to Ontarians. These service delivery partnerships and models consider community need, customer experience and a sustainable and cost-effective community presence.

Mobile Service Centre



North Shore Tribal Council,
Huntsville Mobile Centre

Community Hub



Employment Ontario
Partnership (Eganville)

Retail Partners



I.D.A., Home Hardware,
Canadian Tire, Staples

Community Partners




















North Shore Tribal Council,
Township of Pickle Lake

Service Delivery Pilots

Shifting to a Sustainable Mix Of In-person Service Delivery

Expiring contracts in the Service Provider Network present opportunities to reassess the type of presence that is required based on each community's needs, to ensure the presence is sustainable and to enable the organization to pivot to the ServiceOntario of tomorrow.

- We are piloting 6 alternative service delivery concepts in 20 – 30 communities
- We are evolving our service delivery models:
 - Location based services
 - Integrated service delivery service centres
 - Service Provider service centres
 - First Nation operated service centres
 - Community hubs
 - Mobile service centres
- These pilots enable our new operating/ funding models and implementation approach

ASD Pilots:	Pilot 1 Employment Ontario	Pilot 2 Public Libraries	Pilot 3 First Nations	Pilot 4 Municipalities	Pilot 5 Retailer	Pilot 6 Mobile Service
Partners:	 Ontario Ministry Integrated Service Delivery	 Library Partners	 First Nation Partners	 Municipalities Co-Location	 Corporate Retailer Partner	 ServiceOntario
Service Delivery Model(s):	  Service Provider ServiceOntario ServiceOntario Select Services	  Service Provider ServiceOntario ServiceOntario Select Services	  Service Provider ServiceOntario ServiceOntario On the Road	  Service Provider ServiceOntario ServiceOntario Select Services	  Service Provider ServiceOntario ServiceOntario Select Services	 ServiceOntario On the Road
Concepts:	<ul style="list-style-type: none"> Integrated SO-Employment Ontario services Simplifying transactions Streamlining centre footprint Community hub Compensation modeling Accelerated onboarding Integrated training Public Office Partnership 	<ul style="list-style-type: none"> Simplifying transactions Streamlining centre footprint Community hub Compensation modeling Accelerated onboarding Integrated training Public Office Partnership 	<ul style="list-style-type: none"> Integrated SO-social assistance services Underserved community outreach ID replacement service Community hub Compensation modeling Accelerated onboarding Integrated training 	<ul style="list-style-type: none"> Integrated SO-municipal services Community hub ID replacement service Community hub Compensation modeling Accelerated onboarding Integrated training 	<ul style="list-style-type: none"> Simplifying transactions Community hub Streamlining centre footprint Accelerated onboarding Compensation modeling Integrated training 	<ul style="list-style-type: none"> Underserved community outreach Emergency response Promotion and awareness

Key Objectives



Customer Service Excellence



Community Presence



Cost Effectiveness



Scalability

Innovation Through Partnership

ServiceOntario is exploring partnerships that:

- Provide customers **one-stop access** to the services they need
- Offer **community-based** service-delivery solutions
- **Drive efficiencies** in service-delivery through **integration of services**

One-Stop Access to Services

We are improving the customer experience by creating **community hubs** for Ontarians to receive the services they need in one convenient location

Building on a strong history of co-locations with municipalities, broader public sector and small businesses, we will create a more seamless and integrated customer experience with our service-delivery partners

In 2023/24, we launched five service-delivery pilots that provide customers with one-stop access to multiple services including:

- Employment Ontario
- First Nations
- Municipalities
- Retailers
- Mobile Service

- In 2025 we plan to launch more partnerships including with Public Libraries.

Based on current projections, we estimate that in 2024, ServiceOntario will serve about 20M Ontarians in person.

Broader Public Sector Partners



Community-Based Solutions

We are partnering with service-delivery organizations that **know their communities best** and are committed to service excellence

In July 2022, ServiceOntario launched its first ever **Indigenous-led ServiceOntario** service centre with the North Shore Tribal Council

- An integrated service centre at the Serpent River Trading Post in Cutler, ON
- A mobile trailer to deliver ServiceOntario services in their member First Nations along the North Shore of Lake Huron

Approximately 60% of ServiceOntario services centres are located in small/rural communities



Serpent River Trading Post in Cutler, ON

Integrated Service Delivery

We are **driving efficiencies** for both the province and for our service-delivery partners by integrating services

This includes cross-training staff and sharing staffing and operating costs

In May 2023, we launched our first partnership with a community non-profit organization in Eganville, Ontario

This will be ServiceOntario's first "Select" service centre offering a select number of our most popular transactions

In 2022, 90% of customers waited less than 20 minutes to be served in person



Integrated Service-Centre in Westport, ON

Proven results

ServiceOntario has positive brand association, with an overall customer satisfaction rate of 74% – an **in-person satisfaction rate of 80%.***

Notably, we have worked with several municipalities across the province in the delivery of ServiceOntario services

Our existing partnerships have made for **better experiences** for Ontarians, and **more efficient** service-delivery for our partners.

We continue to build on what we are learning through our partnerships to iterate and make improvements across our people, processes and technology.

* data for 2021-22 Q4

What our customers say about our municipally operated locations...

“ A welcome change to previous experiences.

They were pleasant and professional. I was out of there in 2 minutes and 2 seconds. I'm glad they've opened the Service Ontario office in St. Marys again.

- Municipally operated ServiceOntario in St. Marys

I was treated very well. I will come back here for all my future needs.

- Municipally operated ServiceOntario in Dresden

An Innovative Service Delivery Partnership



A partnership with ServiceOntario can:

- Drive **foot traffic** to public libraries
- Enhance **support** for seniors, newcomers, and other **vulnerable populations** accessing library services
- **Drive efficiencies** through the sharing of staff and operating expenses
- Create **community hubs** for residents to access multiple services in one convenient location

ServiceOntario

Don't hesitate to reach out!

Connect With Us!

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