

# Citizens First 8

## Helping Governments Listen to Citizens and Improve Services

### CITIZENS FIRST BACKGROUND

Citizens First 8 is the latest in a series of world-class research initiatives sponsored by the Institute for Citizen-Centred Service. It focuses on offering Canadian public sector managers insight into citizens' views of government services, and on providing trends and suggestions on where to focus service quality improvements for greatest results.

Citizens First (CF) research studies have taken place approximately once every two years since 1998. They have asked Canadians: how they perceive the quality of public services; what their expectations are when receiving services; what factors drive their satisfaction with service, access and confidence in the public sector; what areas of public-sector service delivery they see as priorities for improvement. The empirically-based findings have been used extensively in developing customer-driven service policies and delivery strategies at the national, provincial, territorial, and municipal levels.

For an overview of the Citizens First research and to download previous studies, visit the ICCS website at: <http://www.iccs-isac.org>

### CITIZENS FIRST 8 OBJECTIVES

#### Citizen Service Expectations

Citizens First 8 will investigate citizens' expectations and service standards related to such aspects of service delivery as access, timeliness, channel use, etc.

#### Citizen Service Experience

Citizens First 8 will replicate the approaches to client satisfaction measurement from past surveys to allow comparisons over time but, at the same time, will further refine the methods used to offer an enhanced way of looking at client service experience. Through the use of the ICCS' Client Satisfaction Index and a set of measures examining individual service dimensions, the study will drill down into specific aspects of client satisfaction, identify key drivers and provide jurisdiction-specific actionable insights informing effective service improvement strategies across service types.

#### Special Topics

Citizens First 8 will build on topics explored in previous studies and explore new areas identified by the Canadian public service community. CF8 subscriber input will be sought in the identification of these special topics. Some of the options for these topics include:

- Further examination of the migration of service delivery to the online channel and its impact on more traditional channels
- Deepening our insight into the public appetite for online self-service options and conditions and incentives promoting their adoption, including identity management and authentication issues
- Assessing opportunities and citizen support for service bundling and cross-jurisdictional service integration, including support for smart cards and single-window service delivery options

- Expanding our understanding of the impact of information security and privacy issues as potential barriers to service delivery innovation and their role in client satisfaction in relation to other drivers
- Understanding the opportunities for service improvement, service partnering, and increased public trust through open data and open government
- Exploring the municipal service environment in greater detail including issues such as low-touch services, single window service approaches, and opportunities for service integration

## **METHODOLOGY & GENERAL TIMELINES**

Citizens First 8 will include approximately 6,000 surveys. Each subscribing partner will have a minimum of 400 completed returns from their jurisdiction. The analysis will use advanced statistical approaches such as correlation and multiple regression analysis. Methodological details will be finalized in consultation with the ICCS Research Methodology and Standards Board and the contracted research vendor.

It is anticipated that the study will be launched in early 2017 and the results will be available by the summer/fall of 2017.

## **SUBSCRIPTION TYPES**

### **Core Subscribers**

A core subscription of \$35,000 offers the following products and services:

- 400 completed returns from the core subscriber's jurisdiction
- A detailed jurisdictional PowerPoint report providing full jurisdictional data analysis and actionable insight
- A complete jurisdictional data set
- A national report detailing study findings in electronic format
- A summary report or "bulletin" suitable for distribution to managers and stakeholders with key research findings and actionable insights
- Recognition as a core subscriber

### **Enhanced Subscribers**

An enhanced subscription for \$45,000 includes the products listed for Core Subscribers above. Enhanced subscribers will also receive:

- A set of customized jurisdictional enhancements to the CF8 study up to a value of \$10,000 that includes a combination of the following options:
  - Customized additional survey questions;
  - Expanded sample size;
  - Customized special report(s).
- An in-person (if feasible) or remote presentation of the study results
- Recognition as an enhanced subscriber

For additional information, please contact:

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