



## INNOVATE BARRIE MEMORANDUM

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**TO:** MAYOR J. LEHMAN, AND MEMBERS OF COUNCIL

**FROM:** D. CLARKE, INNOVATION ANALYST

**NOTED:** R. BUNN, EXECUTIVE DIRECTOR, INNOVATE BARRIE  
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RE:** INNOVATION AT THE CITY OF BARRIE

**DATE:** APRIL 16, 2018

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The purpose of this Memorandum is to provide an update to members of Council regarding the innovation activities at the City in 2018, as per amendment 17-G-024.

### Internal Innovation Activities

#### **Innovatology Program**

In January 2018 we launched our formal Innovatology program with the support of our Innovatology coaches of 2016 and 2017.

*Innovatology is the study of innovation throughout our organization, including the discovery, recognition, and facilitation of innovative practices at the City of Barrie.*

#### Discovery of Innovation Activities

- Innovators [Community of Practice](#)

Open to all staff, employees are invited to meet once a month over lunch to discuss innovation topics, learn new tools and share challenges. Each month features a different theme relevant to innovation.

#### **February – Understanding the Problem**

Understanding the problem is integral to finding the right solutions. In this community of practice, 17 participants explored how the How Might We tool can help align teams on priorities and investigate barriers as part of the ideation process.

#### **March – Process Mapping vs Journey Mapping**

How can coffee help teams explore process improvement and service design? 22 participants learned the differences between the collaborative process mapping of internal processes to find efficiencies and best practices compared to the journey mapping of the customer experience to find unexpected value and new inspirations for service delivery.

#### Facilitation of Innovation

- [Innovation Day 2018](#)

We will be celebrating Innovation Day 2018 on Thursday, April 19 during World Creativity and Innovation Week ([www.wciw.org](http://www.wciw.org)). The [UN recognized Innovation Day](#) starting in 2017 as a tool for generating creative solutions to the challenges of the 2030 Sustainable Development goals. We invite you to join us in the Rotunda from 8 – 11 am for our Innovation Showcase of staff innovations, or in the Georgian Brainstorming room for our *Inspiration and Ideation* event.

- Coaching and Workshops



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Our innovatology coaches continue to facilitate tools and workshops with internal teams on group brainstorming, vision and mission development, aligning objectives and innovation labs. In Q1, coaches supported teams from the Youth Friendly committee, Planning, APLI and ERP.

### Recognition of Innovation Activities

- Regular Communications
  - [Innovatology on InSite](#) – our intranet site with tools, workshop information and events.
  - Monthly newsletter – sent to staff on a subscription basis, currently 175 staff subscribe.

- **Edison Awards:**

#### *Innovators Breakfast*

First annual Innovators Breakfast was held January 10 at Holly Community Centre. Approximately 50 staff who were part of 2017 innovation award winning initiatives joined us to network at an informal breakfast hosted by CAO Michael Prowse. This event also kicked off our Community of Practice for 2018.

The awards program drives staff engagement in recognizing innovation and innovative practices at the City of Barrie. The divisional monthly innovation award program recognized 11 innovations across the organization between December 2017 and March 2018, including some community-facing initiatives, as well as internally-focused activities designed to improve productivity. The list below outlines the initiatives that received awards:

#### **Access Barrie winners**

- [Access Mar 2018.pdf](#) The Transit Department works with our Service Provider to create Snow Navigation Action Plan (SNAP) to prioritize snow and ice clearance at City bus stops.
- [AB Jan 2018](#) A joint effort between Transit and Finance to look for alternatives to the traditional asset sale process resulted in significant returns for the city.

#### **Community and Corporate Services winners**

- [CCS Mar 2018.pdf](#) Creating a technical group to address energy reductions at the WasteWater Treatment Facility.
- [CCS Feb 2018](#) The creation of a spreadsheet for the sale of monthly bus passes in the Recreation Centres increases efficiencies by reducing the effort required for tracking and reconciliation as well as increases accuracy.
- [CCS Jan 2018](#) Innovating debenture issuance using a push strategy instead of traditional pull activities resulted in both cost and productivity savings.

## Infrastructure & Growth Management winners

- [IGM\\_Mar\\_2018.pdf](#) Utilizing data from Strava, a powerful social network for athletes, to help plan bike lanes in the City.
- [IGM\\_Feb\\_2018](#) Streaming the process for billing of Barrie's Backflow Prevention and Cross Connection Control significantly reduces the effort for invoicing, increases accuracy and allows for the fees to be billed on the ICI customer's water bill, thereby satisfying numerous customer requests.
- [IGM\\_Jan\\_2018](#) The City of Barrie is the only municipality (to date) who has earned an approvals exemption from the Ministry of Environment and Climate Change, saving staff time and expense, while demonstrating best practice leadership.
- [IGM\\_Dec\\_2017.pdf](#) Planning & Building Services introduces new signage for notification of development applications. Using colour, icons and more direct language, the new signs effectively show the public the main point of "why" there is a sign on a property. Residents are now more aware of development proposals early in the process.

## Innovate Barrie winners

- [Innovate\\_Mar\\_2018.pdf](#) Initiative to renew recruitment branding and attract quality candidates to the City.
- [Innovate\\_Jan\\_2018](#) Initiative met passion in the development of a digital version of the new recognition notepads for staff.

## Cross-Municipal Innovation Activities

### Municipal Innovators Community (MiC)

The MiC network has grown to 375 members and over 635 monthly newsletter subscribers. The steering committee has recently created a strategic plan to support municipal innovation across the county, adding thought leaders and developing partnerships with other public sector innovation organizations globally.



**Our Vision** - MiC will inspire municipal innovation to be visible, accessible, repeatable and evolving.

**Our Mission** - MiC connects municipal employees to a national community with ideas, tools, experts and approaches that support and improve municipal services.

### Our Value Promise



Visible

• MiC promotes innovative municipal service delivery and best practices at conferences and through our communication channels



Accessible

• MiC provides free and low-cost options to learn innovation methodologies, tools and techniques that support municipal innovators and their organizations on their innovation journey



Repeatable

• MiC connects municipal innovators across the country so that we may learn from each other and from thought leaders in public sector innovation.



Evolving

• MiC supports the evolution of municipal innovation by partnering with other public sector organisations and leaders to share best practices and innovation research



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Our conference [MiC2018: Re:Designing Government](#) will be held September 19-21 in Calgary, Alberta. The conference will feature thought leaders and municipal innovators in four streams:

- re:think – applying ideas and insights from outside of government and learned best practices to provide thought leadership in policy, processes and strategic planning
- re:build – using resources, technology and partnership in novel and unexpected ways to innovate infrastructure
- re:invent – enabling risk, failure and seeking constructive feedback through demonstrated applications of experimentation in action
- re:work – developing and stewarding cultures that support innovation, and consider diversity, inclusion and global principles, and enable sustainable organizations that evolve with emerging needs.

### **Municipal Innovation Network**

The GTA Municipal Innovation Network continues to be a valuable resource. In 2018, we continued to optimize training dollars by offering municipal training across municipal borders, including ICA workshops hosted by Guelph, Innovation in a Box training hosted by Guelph and LEAN principles for municipal innovators by City of Mississauga.