



## **Staff Report for Committee of the Whole Meeting**

**Date of Meeting:** November 20, 2024

**Report Number:** SRCM.24.13

**Department:** Office of the City Manager  
**Division:** Strategy and Transformation

**Subject:** **SRCM.24.13 – Richmond Hill Service Charter**

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### **Purpose:**

This report provides a draft Richmond Hill Service Charter in response to Council's January 25, 2023 motion concerning the development of a Service Charter and the associated implementation timeline.

### **Recommendation(s):**

- a) That the Richmond Hill Service Charter as outlined in staff report SRCM.24.13, be approved.

### **Contact Person(s):**

- Anthony Iannucci, Chief Transformation Officer, Strategy and Transformation, Ext. 5510
- Darlene Joslin, City Manager, Office of the City Manager, Ext. 2423

### **Report Approval:**

All reports are electronically reviewed and/or approved by the Division Director, Treasurer (as required), City Solicitor (as required), Commissioner, and City Manager. Details of the reports approval are attached.

### **Background:**

On January 25, 2023, Council approved the following,

“Staff be directed to review the best practices in delivering services that promote customer satisfaction and operational efficiency and report findings at an appropriate time that aligns with the strategic planning process, operational transformation, and diversity, inclusion and equity strategy with a draft Service Charter for consideration.”

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### Discussion:

City staff researched a wide range of Service Charter, standards, commitments and expectations from municipalities, government agencies, non-profits, and crown corporations to shape Richmond Hill's unique service charter definition.

A Service Charter, as defined by best practices, is a formal agreement outlining the mutual expectations of responsibilities and commitments between the City and the community. The charter establishes a mutual understanding that ensures accountability and maintains high-quality service.

Research has indicated that Service Charters can improve trust and confidence in government through established transparency and accountability. The components of the charter will enhance service delivery by regularly reviewing services, optimizing processes and resources, and managing costs effectively to promote overall community satisfaction.

A well-structured Service Charter will include components like the organization's responsibilities, general service standards the community can expect, and specific, measurable commitments outlining when and how communication will take place between service providers and the public.

Richmond Hill's draft Service Charter is grounded in the components mentioned above and aligns with the City's diversity, equity, and inclusion strategy. The City's Charter are categorized into two parts: A. Service Pledges and B. Service Commitments (see Appendix A).

### Part A:

**Service Pledge** – outlines the City's responsibilities and sets clear mutual expectations for interactions between the City and the public. Richmond Hill is proposing five service pledges, and encourages the public to fulfill three roles to foster a positive service environment.

#### Five Service Pledges

**1. Professional**

We will provide accurate, quality, timely and helpful services.

**2. Accessible**

We will provide easily accessible services to the diverse Richmond Hill community.

**3. Courteous**

We will serve, help, and support you with respect and courtesy.

**4. Open**

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We will be open and accountable.

### 5. Attentive

We will actively listen to your needs and feedback and address requests and complaints quickly and effectively, and strive for continuous improvement.

### Three Roles the Public Fulfills

#### 1. Respect

Please give our team the same utmost respect that we give you.

#### 2. Understanding

Please have patience and understanding. We are working hard to help you and provide you with a safe, positive and welcoming experience.

#### 3. Goodwill

Verbal abuse and aggressive and violent behaviours will not be tolerated.

### Part B:

**Service Commitments** – set clear and measurable expectations for what residents and partners can expect from the City. Service commitments are divided into two levels:

1. General, and 2. Specific.

#### 1. General Service Commitments

Outlines the various communication channels available to the public, including in-person, phone, email, online, and social media. General commitments specify the hours of availability and expected response times for general inquiries.

#### 2. Specific Service Commitments

Outlines the expected timelines and response times for popular and relevant City services to our community and partners. Residents can look up the anticipated response and timeline for a particular service, along with when they can expect communication from City staff.

With the establishment of a two-tier service model, the City helps guide public expectations through increased transparency.

The proposed implementation timeline for the Service Charter is attached as Appendix B. In January 2025, a Service Charter webpage (see Appendix A) will be launched to provide information about Richmond Hill's service pledges and general service commitments, including response times for general inquiries. Posters displaying the public's role and service pledges will be also available at most City service centers, with a drafted design shown in Appendix C. Announcement to the public will be done through a series of social media posts.

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Furthermore, beginning in 2025, specific service area commitments will be easy to find on the City’s website. Residents can access these under each relevant service (see Appendix D) or by entering, “ *[name of service area]+service+commitment* ”, in the website’s search bar. Appendix E provides a complete list of City service areas with published commitments. This list will evolve as Richmond Hill continuously improve service delivery.

The draft Service Charter highlights Richmond Hill’s dedication to transparent, measurable, and equitable delivery of City services. This report asks Council to approve the Richmond Hill Service Charter including the drafted design and proposed implementation timeline.

### **Financial Implications:**

There are no financial implications arising from Richmond Hill’s Service Charter and the proposed implementation timeline in this report.

### **Relationship to Strategic Plan 2024-2027:**

The draft Service Charter design aligns to Pillar 3, Strengthening our Foundations, and advances the Priority Action of “building a culture of continuous improvement, with a renewed focus on delivering quality customer experiences.”

### **Attachments:**

- Appendix A – Draft Richmond Hill Service Charter
- Appendix B – Proposed Implementation Timeline
- Appendix C – Draft Poster Display
- Appendix D – Draft Service Commitment(s) on Service Webpage
- Appendix E – List of Service Areas with Service Commitments

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### Report Approval Details

Document Title:	Service Charter .docx
Attachments:	- Appendix A_Service Charter_Staff Report_Nov 20 2024 COW_2024-11-04.pdf - Appendix B_Service Charter_Staff Report_Nov 20 2024 COW_2024-11-04.pdf - Appendix C_Service Charter_Staff Report_Nov 20 2024 COW_2024-11-04.pdf - Appendix D_Service Charter_Staff Report_Nov 20 2024 COW_2024-11-04.pdf - Appendix E_Service Charter_Staff Report_Nov 20 2024 COW_2024-11-04.pdf
Final Approval Date:	Nov 6, 2024

This report and all of its attachments were approved and signed as outlined below:

**Anthony Iannucci - Nov 6, 2024 - 8:53 AM**

**Darlene Joslin - Nov 6, 2024 - 9:57 AM**