

Public Sector Services Assessment

The **Public Sector Services Assessment** is an intensive review of reasoning behind offering specific organizational services. For parks and recreation agencies, that may include activities, facilities, and parkland assets. The process includes a location specific analysis of each service for: relevance to the organization's values and vision; the organization's position in the community relative to market; the quantity and quality of other similar service providers in the market area; and the economic viability of the service. Results indicate whether the service is **"core to the organization's values and vision" and are therefore heavily, if not totally, reliant on the taxpayer investment to provide**, or, for other services, it identifies recommended provision strategies that can include, but are not limited to enhancement of service, reduction of service, collaboration, or advancing or affirming market position.


Based on the *MacMillan Matrix for Competitive Analysis of Programs*¹, the Public Sector Services Assessment Matrix is an extraordinarily valuable tool. It is based on the assumption that duplication of existing comparable services (unnecessary competition) among public and non-profit organizations can fragment limited available resources (funding, staffing, assets, etc.), leaving all providers too weak to increase the quality and cost-effectiveness of customer services. The assessment tool challenges an agency to look at its services through a series questions categorized in filters **addressing fit, financial capacity, market strength, and alternative providers** leading to the final development of an agency's **Service Portfolio**.

Please contact **GreenPlay, LLC** for a complete review of the Public Sector Services Assessment process.

Public Sector Services Assessment Matrix

Services Assessment Matrix

USING 4 CRITERIA: Fit, Market Position, Financial Capacity, and Alternative Coverage



The Leading Edge In Parks, Recreation,
And Open Space Consulting


USING THE SERVICES ASSESSMENT MATRIX:

Use this matrix to help focus your decision-making process in response to a key question like: "Are we the most appropriate agency to provide the service?"

1. Start on the left with FIT.
2. Move to the right addressing MARKET POSITION.
3. From the top, address FINANCIAL CAPACITY and ALTERNATIVE COVERAGE.

Where MARKET POSITION and ALTERNATIVE COVERAGE intersect (in the purple boxes) is the most logical Service Provision Strategy.

For more information go to:
www.greenplayllc.com/innovations-and-resources/innovations
or email: info@greenplayllc.com



FINANCIAL CAPACITY			
ECONOMICALLY VIABLE		NOT ECONOMICALLY VIABLE	
Alternative Coverage HIGH	Alternative Coverage LOW	Alternative Coverage HIGH	Alternative Coverage LOW
GOOD FIT	Market Position STRONG	AFFIRM Market Position ¹	ADVANCE Market Position ²
GOOD FIT	Market Position WEAK	DIVEST ³	Invest, Collaborate or Divest ⁴
POOR FIT	DIVEST		Collaborate or Divest ⁷
		Complementary Development ⁵	"Core Service" ⁶
		Collaborate or Divest ⁸	9

© 2015 GreenPlay, LLC. All Rights Reserved. Reuse by permission only. Contact: info@greenplayllc.com