ALLIANCE FOR INNOVATION — Transforming Local Government

The Alliance for Innovation is accepting applications from local governments that are interested in presenting during the 14th Annual Transforming Local Government (TLG) conference, June 4-6, 2008 in Greenville, SC. The theme for the 2008 conference is **Creating Sustainable Futures: Global Issues/Local Solutions**.

2008 Presentation Categories

Submit a successful program, project or initiative in one of the following categories:

~ Environment
~ Economy
~ Social Equity and Community
~ Planning, Urban Design, Infrastructure
~ Organization and Finance

To Apply

Please submit the following to the Alliance for Innovation in electronic format **only**:

• A cover sheet with the information requested (below)
• A synopsis describing your project or service
• Answers to the "Components of Your Presentation" questions

In addition to a one-page synopsis, please answer the following "Components of Your Presentation" questions.

Components of Your Presentation
Innovation/Creativity

How did you unleash or encourage creativity in order to generate solutions? What ideas or opportunities emerged during your creative process? How did your program/concept stretch or improve the boundaries of ordinary governmental operations?

Quality Management

What quality management principles, tools, and procedures were applied to your service delivery?

Value Proposition

What customer needs and expectations were identified and fulfilled? How did your initiative improve access to your government? How has the health of your community improved as a result?

Building Organizational Capacity

How did you remove the barriers to innovation? If you incorporated critical thinking and problem solving techniques, explain your execution process. If your project involved teams, describe the level of autonomy, i.e. setting goals, HR function, budget authority, etc. What technological barriers did your organization overcome?

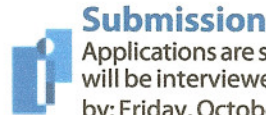**Management Philosophy and Culture**

What philosophy, literature, or body of research influenced your service delivery? How is it evident in your program/concept?

Integrated Processes and Reengineering with the Use of Technology

What new technologies were necessary and what methods and/or applications did you incorporate? What business processes were used during the development of your program/concept? Was an outside consultant used? If yes, please indicate the level of involvement and identify the firm.

Applicable Results and Real World Advice (required)

What are the applications you could share, that would be of value to other local governments (minimum of three)? What are the results/outcomes? If performance measures were used, indicate what they were within the category of qualitative, quantitative, efficiency, effectiveness, or workload statistics.

Submission

Applications are screened and each applying team will be interviewed. Selected entries will be notified by: Friday, October 31, 2007.

Please submit your information in electronic format to: tlgconference@transformgov.org.

COVER SHEET

Presentation Category (Please Select One)

☐ Environment   ☒ Economy   ☐ Social Equity and Community
☐ Planning, Urban Design, Infrastructure   ☐ Organization and Finance

Title of Presentation: New City Madisonville - Hopkins County: Measuring Community Development

Jurisdiction: Madisonville, Kentucky   Project Leader: Tad Long

Presentation Team Members (if known) Mayor of Madisonville; Tad Long (New Cities); Dr. David Rudy (Morehead State University)

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*Mandatory, most communication will be transmitted by electronic messaging.

NewCity Madisonville – Hopkins County: Measuring Community Development

Synopsis: In the fall of 2006, Madisonville and Hopkins County, Kentucky embarked on a four month initiative with the NewCities Institute to engage their citizens in a community dialogue about the future of the city and county. Economic and community development were major concerns among the resident of this small western Kentucky community. The NewCities Institute in partnership with Morehead State University created the NewCities Community Scorecard to benchmark and track results following the initiative. The public expects – and rightly so – demands results. The NewCities Scorecard is an innovative way to provide the public with accountability measures.

Innovation and Creativity: The NewCities Institute and professors at Morehead State University's Institute for Regional and Public Policy (IRAPP) created a tool to effectively measure and benchmark a community's progress when citizen engagement is utilized to create economic and community development strategies. Madisonville and Hopkins County became the testing ground for this innovative tool.

Value Proposition: The NewCities Scorecard provides the public with specific data to measure the effectiveness of the community's efforts to improve the quality of life as well as create economic growth.

Building Organizational Capacity: The NewCity Madisonville – Hopkins County initiative represented the first major effort to engage citizens from every part of the county. The objective was to unleash the creative ideas of as many residents as possible in developing sustainable job growth in the area. The challenge was remove as many parochial and political barriers as possible to create a mutual vision among the citizens.

Management Philosophy and Culture: The NewCities philosophy is predicated on the belief that engaging citizens creates opportunities for sustained growth that would otherwise be squandered. The NewCity Scorecard attempts to capture and measure citizen engagement and identify the results over time.

Applicable Results and Real World Advice: Two valuable lessons emerge from the NewCity Madisonville – Hopkins County initiative: (1) if community leaders engage their citizens effectively, positive sustainable results can be achieved, and (2) measurement tools such as the NewCity Community Scorecard fosters public confidence in the process and produces positive, sustained economic growth over time.