**City of Fort Collins Community Dashboard: A One-Stop Shop for Performance Measures**

Category: Performance Excellence

City of Fort Collins, Colorado

Population: 151,330

Darin Atteberry, City Manager

Consider for Innovation Award – yes

Consider for Rapid Fire Session – yes

**Project Leader**

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**Presentation Team**

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**Intent of the Project/Program/Service**

In its ongoing quest to better serve residents by providing information and transparency, the City of Fort Collins launched an innovative website in February 2013 called the Community Dashboard that has improved the City's ability to report on its performance. At the same time, it is a continuation of the City’s efforts to be a results driven organization.

The City's Community Dashboard offers a quarterly snapshot of how the City is performing in its seven strategic Outcomes: Community and Neighborhood Livability, Culture and Recreation, Economic Health, Environmental Health, High Performing Government, Safe Community and Transportation. It is comprised of 38 strategic measures that are meaningful to City Council and citizens.

**Cost/Savings**

**Innovation Characteristics**

The website provides the public, press, staff and businesses with timely, up-to-date information on the overall performance of the community. The website is also a testament to the City of Fort Collins' steadfast commitment to accountability and continuous improvement while tracking and reporting overall progress toward community goals. It was an innovative project in that it was the first time the City created visual, online graphics of its strategic performance measures with targets and existing benchmarks. Additionally, the interactive functionality of the website allows viewers to get additional information about each measure, as well as change the data shown in each graph.

**Obstacles**

The primary obstacle in creating the Dashboard was determining what metrics to include. There was no shortage of available data, but the City was faced with the decision of including data that was outside of its control, such as unemployment numbers. The project team made a conscious decision to include those types of measures so that citizens have "one-stop shopping" to see the overall performance of the City of Fort Collins. Further, it gives potential families and businesses who are considering moving to Fort Collins a well-rounded perspective of how the City is performing that can be compared to other cities.

Another potential obstacle of this initiative was the question of executive level buy-in. The City of Fort Collins has a consistent history of being a transparent, data-driven organization. This value is supported by City Council and our City Manager and executive staff. This type of support is critical to ensure project success. Resources must also be considered. Fort Collins was fortunate to have strong in-house expertise that allowed us to produce the Dashboard very economically with no outside consulting. It was accomplished with the contributions of City Council, executive staff, project team direction, departmental contribution, as well as the Communication and Information Technology department's expertise.

**Applicable Results and Real World Practicality**

The outcome of the Community Dashboard has been an increased visibility for City Council and the citizens of Fort Collins to the City’s overall performance in its seven key strategic Outcomes. In addition to the data, the textual context provided helps the viewer understand what the data is saying for each measure. Earlier in this case study it was stated that the Community Dashboard is an output. It is one of many outputs that contribute to the City's High Performing Government Outcome.

**Presentation Style**

Using a presentation and live, online demonstration of the Community Dashboard, Fort Collins City Manager, Darin Atteberry, Mike Beckstead, Chief Financial Officer & Lawrence Pollack, Budget and Performance Measurement Manager will share how the site clearly demonstrates transparency and information on the City's performance to the community. He will also share the latest progress from these ongoing Outcomes and measures that will shape the future of Fort Collins for years to come. There is also the opportunity for a breakout session to focus on what obstacles attendee communities might have to overcome to accomplish a similar outcome for their own community.