ICMA Performance Management Advisory Committee

Meeting: Sunday, September 23, Baltimore Convention Center Room 345, 10:00-11:15am.

Agenda

- Welcome and introductions

- Presentation re: Data Sphere concept: Xavier Hughes, ICMA Chief Technology Officer

- Open Access Benchmarking: https://icma.org/benchmark

    - Since last year, database has grown from 12,800 data points to 16,000 (25%)
    - Discussion re: state/regional promotion
        - For example, El Paso County, TX, has provided data; the City of El Paso is now aligning their data collection around the 80 KPIs.
    - Flyers available for sharing back home or in regional meetings
    - 2018 data collection

- Certificate program
    - 2018: 57 recipients, plaques being mailed
    - Sample documents are posted online

    Popular Annual Financial Report, Suwanee, Georgia
    To engage residents, Suwanee, Georgia, turns to a comic-book format for its annual report.
    icma.org

        - Re: Suwanee's report: "This is the most awesome....nerdy cool CAFR in the history of municipal government......"
        - City of 5,000 in another state loves the idea and wants to run with it. (Woodstock, VA).
        - How else can we encourage similar idea-sharing?
    - 2019 Certificate applications open November 1
        - Discussion re: certificate criteria

- E-book: Getting Started with Performance Management, second edition
  - Contributions received from Scottsdale, Wichita, and Montgomery County, and also solicited from international affiliates
  - Updated content will also include new dashboards, links, and graphics

- Student webinar with Boulder
  - Posted online https://icma.org/blog-posts/sharing-performance-management-knowledge-students and shared on social media:

- o Share the link and recording with MPA groups/student chapters in your area
- o How else can we reach out to student groups?

- Outreach efforts
  - o PM Magazine (June edition)

by the numbers | performance management
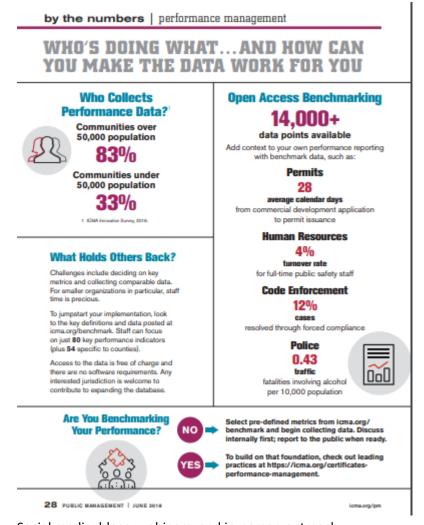
WHO'S DOING WHAT... AND HOW CAN YOU MAKE THE DATA WORK FOR YOU

Who Collects Performance Data?[1]

Communities over 50,000 population

83%

Communities under 50,000 population

33%

1. ICMA Innovation Survey, 2016.

What Holds Others Back?

Challenges include deciding on key metrics and collecting comparable data. For smaller organizations in particular, staff time is precious.

To jumpstart your implementation, look to the key definitions and data posted at icma.org/benchmark. Staff can focus on just **80** key performance indicators (plus **54** specific to counties).

Access to the data is free of charge and there are no software requirements. Any interested jurisdiction is welcome to contribute to expanding the database.

Open Access Benchmarking

14,000+

data points available

Add context to your own performance reporting with benchmark data, such as:

Permits

28

average calendar days from commercial development application to permit issuance

Human Resources

4%

turnover rate for full-time public safety staff

Code Enforcement

12%

cases resolved through forced compliance

Police

0.43

traffic fatalities involving alcohol per 10,000 population

Are You Benchmarking Your Performance?

NO ➡ Select pre-defined metrics from icma.org/benchmark and begin collecting data. Discuss internally first; report to the public when ready.

YES ➡ To build on that foundation, check out leading practices at https://icma.org/certificates-performance-management.

28 PUBLIC MANAGEMENT | JUNE 2018   icma.org/pm

- o Social media, blogs, webinars, and in-person outreach
  - ▪ This week's conference includes sessions on stat programs (Baltimore and Montgomery County), performance excellence/Baldrige awards (Fort Collins), and motivating department staff ("What's in it for Me?"- Wichita).
  - ▪ What other topics should the Advisory Committee engage on in the next year? Would it make sense for those to be one-way communication (e.g., articles), webinars, or group discussions?

- Other business

- Adjournment and Thanks

Gerald Young, gyoung@icma.org