Open Performance - Launch
(srcity.org/Performance)

Eric McHenry

Director and Chief Information Officer

Information Technology Department

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Open Performance
(srcity.org/Performance)

- What is Open Performance?

- Why does Open Performance matter?

- What approach are we taking (and why)?

  - Performance *Measures* vs. *Goals/Outcomes*

- Demo of srcity.org/Performance

Efficient governments use data

Until recently, governments made decisions largely based on instinct and rhetoric. They lacked the time and resources needed to fully review the outcomes of various programs.

Open Performance Roadmap
(srcity.org/Performance)

Winter 2014

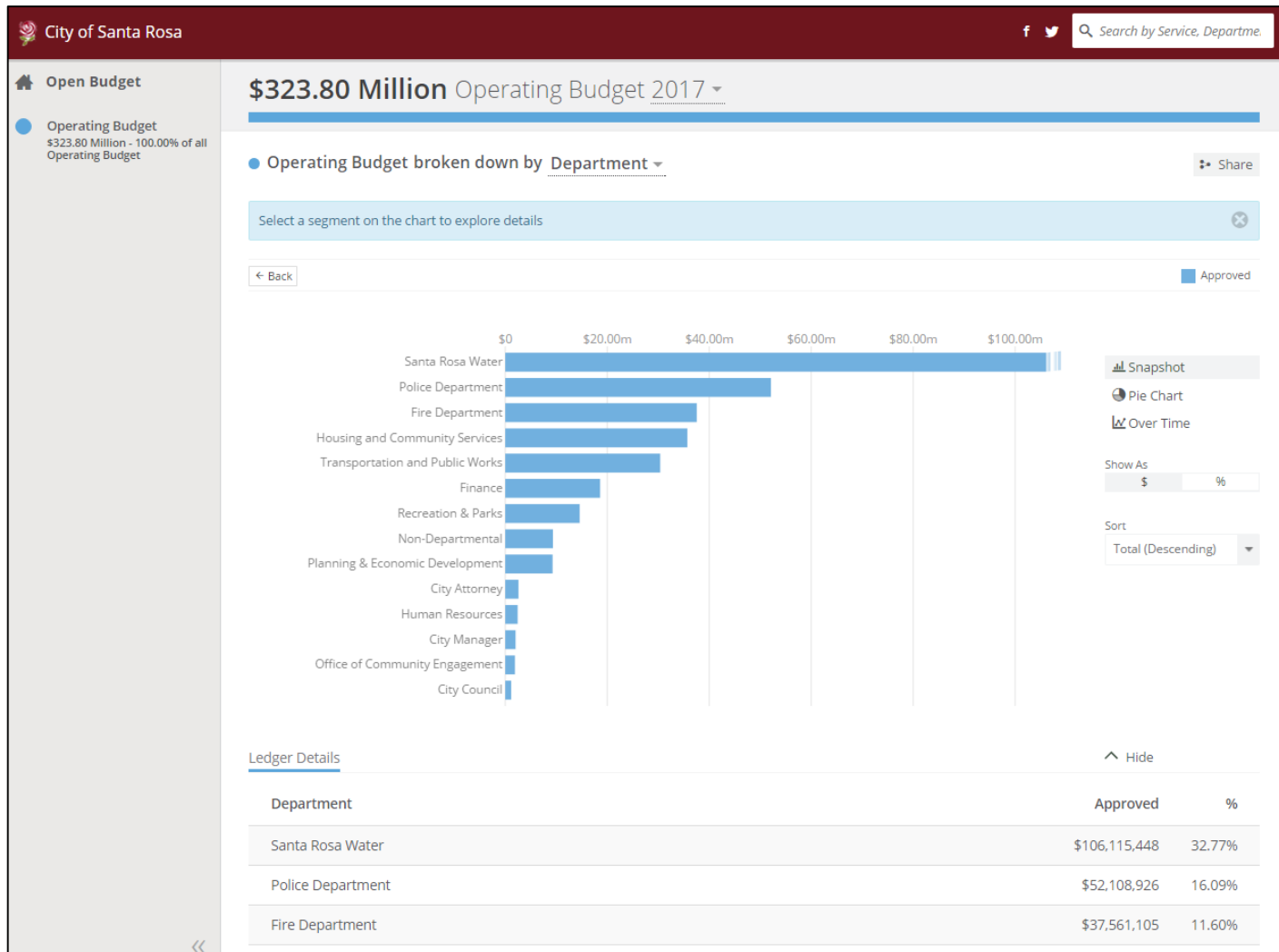**Open Budget (budget.srcity.org)**

Spring 2015

Open Data (data.srcity.org)

Spring 2017

Open Performance Measures (srcity.org/Performance)

2017/2018

Open Performance Goals & Outcomes

(budget.srcity.org)

(data.srcity.org)

Open Data & Open Performance
A difference in intentions

Open Performance

- Data already analyzed and formatted specifically for your pre-defined measures
- Not as useful for answering questions beyond the pre-defined metrics
- You are putting your own "lens" on the data and telling a story

Objective
Show trends and progress against your pre-defined performance goals
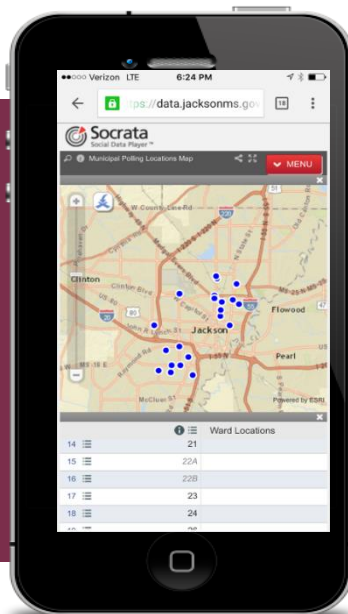
Open Data

- Raw, incident-level data
- Pulled directly from system of record
- Not pre-aggregated or pre-analyzed
- Easy to filter or roll-up
- Allow the user to tell their own story

Objective
Allow the user to draw their own insights from the data

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Guiding Principals
(ICMA Performance Management)

Performance Measures should be...

- Aligned with City Council and General Plan mission, goals, priorities.

- Results focused: strategies, processes, and decisions are designed to achieve desired results.

- Relevant: Matters to both the city government and the community.

- Transparent: Easy for stakeholders to access and understand.

- Timely, accurate, and pertinent: Data drives decisions and processes.

- Transformative: Continuously improves the organization, management decisions, and policy-making processes.

- Sustainable over time and across organizational changes.

Performance Goals Roadmap

- Establish *draft* Measures and Goals.
- Catalog, collect and verify the data.
- Build a narrative.
- Test and Review with subject matter experts and stakeholders.
- Refine Measures and finalize Goals.

- Establish Performance Measures based on Outcomes.
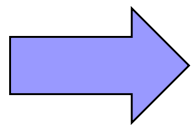
Open Performance Roadmap
(srcity.org/Performance)

Welcome to the City of Santa Rosa Performance Dashboard
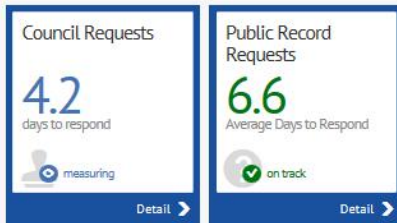
The City of Santa Rosa Performance Dashboard was developed as a way for the city and its residents to monitor the city's progress toward Council and Department goals online. The dashboard is organized around City Departments, each of which has several topic areas pertaining to the goal.

Clicking on a tile for each topic area will allow you to delve further into the strategic objectives underway in that area and the metrics that are being used to monitor it. The City of Santa Rosa dashboard is powered by the city's Open Data portal (data.srcity.org), which allows users to drill down into the individual or aggregate data.

City Manager's Office

Council Requests
4.2
days to respond
measuring
Detail >

Public Record Requests
6.6
Average Days to Respond
on track
Detail >

Office of Community Engagement

Grants to the Community
648,252
annual dollars
measuring
Detail >

srcity.org/Performance
- \>50 Performance Measures
- Tied to Open Data Portal (data.srcity.org)
- Initially department-based
- Will be aligning with Council goals
- Updated daily, monthly or quarterly

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Implementing Open Performance

Challenges

- Data verification
- Definition and development of "Success"
  - Outcomes vs. Measures
- Communication