

Open Performance - Launch

(srcity.org/Performance)

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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

Open Performance Initiative

What are we trying to accomplish (or fix)?

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

Spring 2015

Spring 2017

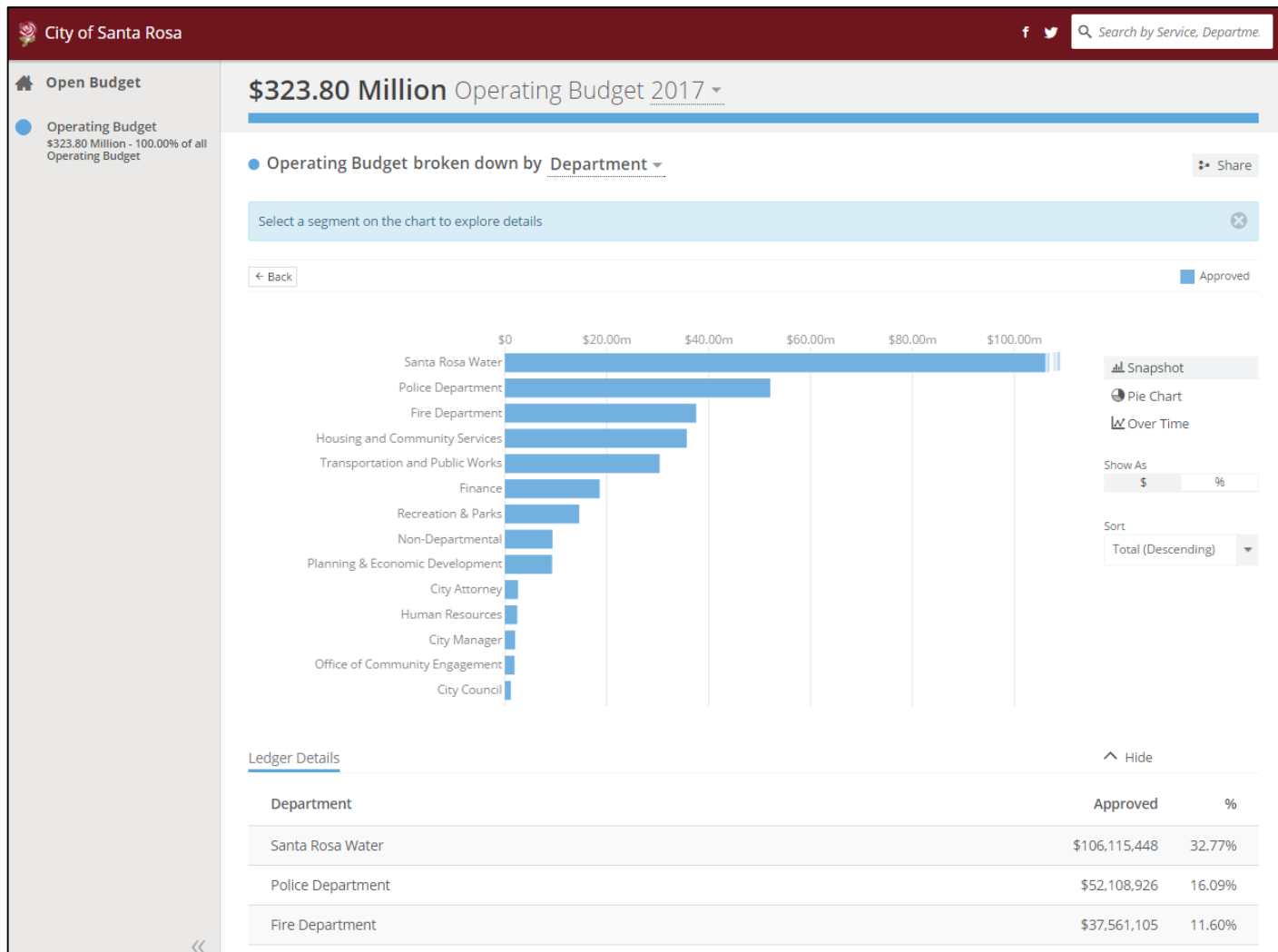
2017/2018


Open Budget
(budget.srcity.org)

Open Data
(data.srcity.org)

Open Performance
Measures
(srcity.org/Performance)

Open
Performance
Goals &
Outcomes





City of Santa Rosa


City Open Data PortalCatalogDevelopers

Search

Sign in


City of Santa Rosa Open Data Portal

Access to public information to facilitate transparency and knowledge




City Government

Data on City government facilities and operations




Recreation and Parks

Data on arts, parks, museums, public spaces and events




Businesses and Economy

Data on businesses and economic development




Housing and Community

Data and information about housing and our community




City Finances

Data on City finances and employee compensation




Permitting and Development

Data on permitting, construction, housing, building inspections, etc.




Fire Services

Data on fire prevention and operations



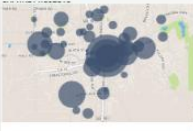
Police Services

Data on crime and enforcement



Santa Rosa Water


Data from the Santa Rosa Water Department



Current City Budget

Interactive tool to understand our current City budget.

<http://budget.srcity.org>



Call For Service Explorer

Interactive view of "Report a Problem" and other calls for service

<http://citizenconnect.srcity.org>

Open Data & Open Performance

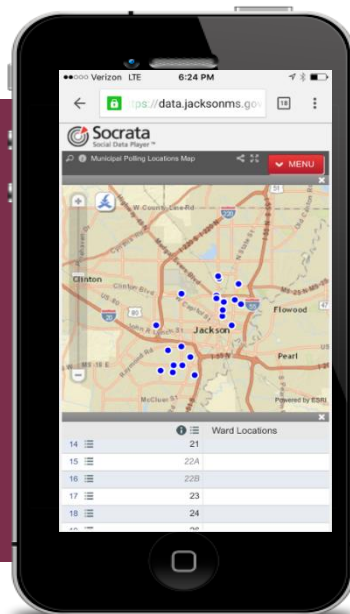
A difference in intentions

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

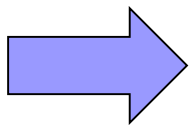
Guiding Principals (ICMA Performance Management)

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



Office of Community Engagement



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

Challenges

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