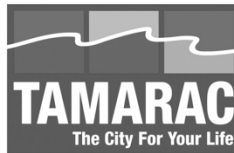


<i>The City of Tamarac</i>			

<b><i>From DRIP to Fountain of Information</i></b>			
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<b>The City of Tamarac</b>			

<b>The City of Tamarac</b>			
<h2>Tamarac Overview</h2>			

<b>The City of Tamarac</b>			
<p>Challenges - Build-Out, Changing Demographics, Decreasing revenues, etc.</p>			

			<b>CHALLENGES</b>
<p>But the challenge I'm here to talk about today is <u>managing data</u> which has not only helped engage our employees, but has also resulted in very usable scorecard</p>			

<b>WE ASKED OUR EMPLOYEES HOW WE WERE DOING AND THEY SAID...</b>			
<p><u>Employee comments</u></p> <ul style="list-style-type: none"> <li>• Strengths – We collect a lot of data</li> <li>• OFI – What are we using it for?</li> <li>• <u>WE ARE A DRIP!</u></li> <li>• <i>Our challenge – Turning <u>data</u> into <u>information</u></i></li> </ul>			

<b>DATA, DATA, EVERYWHERE</b>			

- Types of data we collect – Operational, regulatory, budget, survey, financial, etc
- Use of data – monitoring operations, regulatory reporting, budget performance measures, business planning, improvements, etc
- Storage of data – HTE, Excel Spreadsheets, Access databases, Word Documents, PDFs, shared library drive, etc

<b>THE BIG QUESTIONS</b>			

Is this data being managed efficiently?

- Are we collecting the *right* data?
- Are we collecting *enough* data? *Too much* data?

What do we do with the data when we get it?

- What *could* we do with it? (consolidate, charts)

What does it tell us?

- What *could* it tell us? (trends, benchmarking, etc)

			<b>OUR GOAL</b>
<p><u>Primary – Make it easy, make it usable</u></p> <ul style="list-style-type: none"> <li>• Review performance measures by division and department</li> <li>• Identify the most critical and used measures</li> <li>• Put them in one location</li> </ul> <p><u>Secondary – Linkage to strategic plan</u></p> <ul style="list-style-type: none"> <li>– Link performance measures to strategic plan</li> <li>– Graph with comparisons &amp; targets</li> <li>– Roll-up to city-wide level, segmented by goal</li> </ul>			

<p>How we did it...</p>			

			<b>3 STEP PROCESS - STEP 1</b>

**1. Department Meetings**

- Several meetings with staff
  - Who is our **customer**?
  - What are the **outcomes** they expect?
  - What are the **processes** we use to get them that outcome?
- Identify measures with staff
  - Do we measure what is important to **customers**?
  - Do we measure the success of those **processes** used to deliver the services important to them?

			<b>STEP 2</b>

**2. Division Meetings**

- Look at *all* data collected
  - Operational spreadsheets
  - Budget performance measures
  - State requirement spreadsheets/reports
  - Divisional survey data
  - FBC data
- Decide together - What are we collecting that we don't need?

			<b>STEP 3</b>
<p><b>3. <u>Set up database with staff input</u></b></p> <ul style="list-style-type: none"><li>- Incorporate pared down list of measures by division</li><li>- Determine targets with staff</li><li>- Color code to show achievement of targets (or not)</li><li>- Use comparisons for critical measures</li><li>- Build graphs to make visual</li><li>- Link to strategic plan goals</li></ul>			

<h1>The Result?</h1>			

<b>PW Division Scorecard Example</b>			

<b>LESSONS LEARNED</b>			
<ul style="list-style-type: none"><li>• Involve your employees</li><li>• If it's not useful, don't waste your time collecting it</li><li>• Keep it simple</li><li>• Make it relevant</li></ul>			

<h1>Questions?</h1> 