



CITY OF MCMINNVILLE
CITY COUNCIL GOAL SETTING
DEC. 9 2023

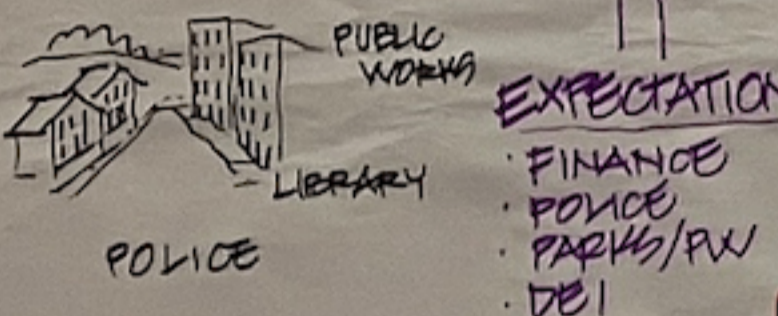
- FAIRNESS
- INEQUALITY
- OUTCOMES OF DECISIONS
- ACCOUNTABILITY
- ACCESS & AWARENESS

GOALS/EXPECTATIONS

- INPUTS**
 - DATA
 - FEEDBACK
- ACCURACY!**
 - RECENT/CURRENT REPRESENTATIVE
- GOALS**
 - WHAT ARE WE MEASURING?

EXISTING MODEL

- ADHOC**
 - HIGH STANDARDS
 - GREAT USE OF DATA
- DATA AVAILABILITY**
 - SOMETIMES LIMITED
 - REDUCED STAFFING
 - SCALE & COST



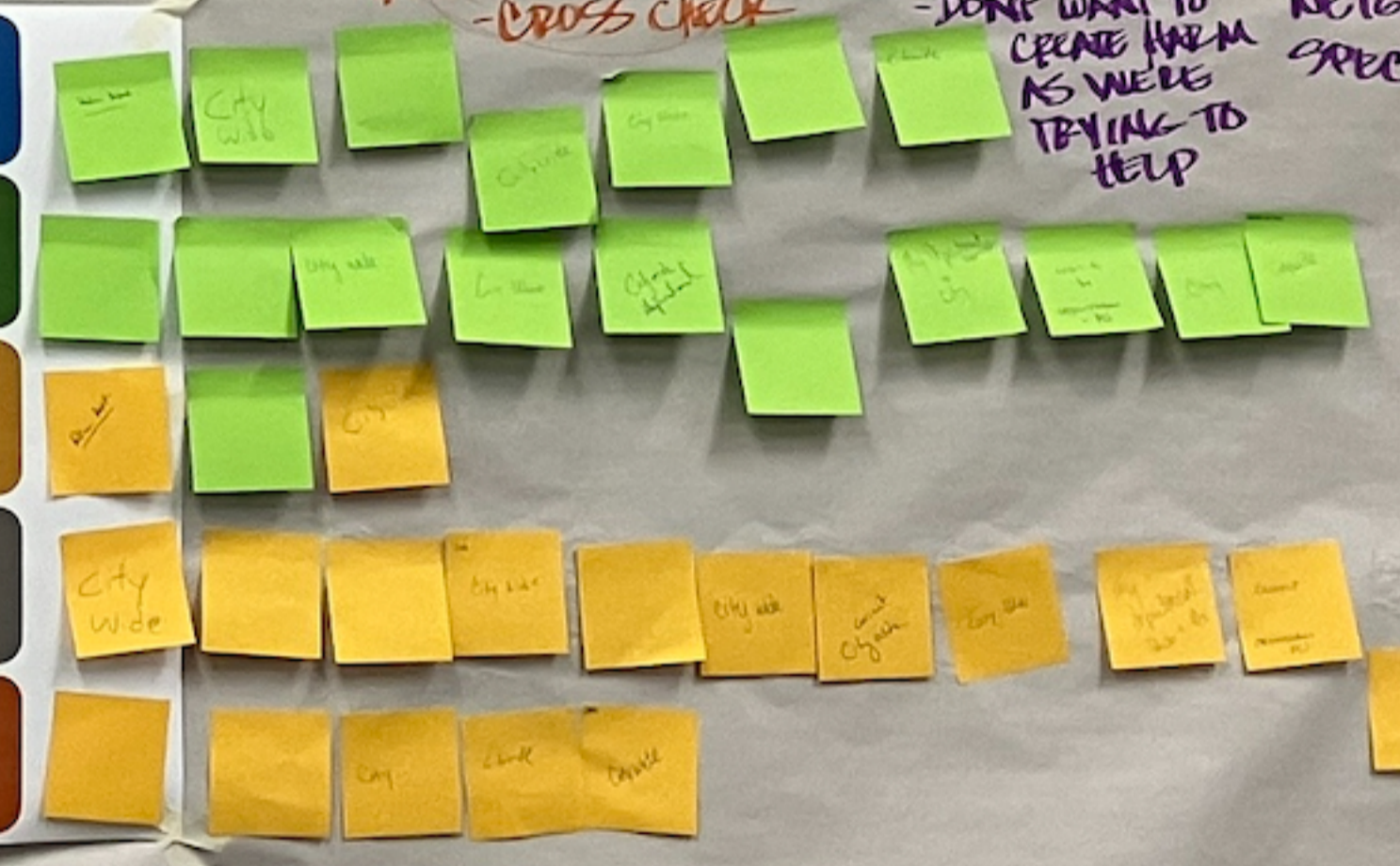
BALANCE COST V. OUTCOMES
ACCURACY INPUTS/ACTIONS CONSISTENCY
MULTI-PERSPECTIVES

HUMAN CENTERED UNDERSTANDING STORY BEHIND DATA

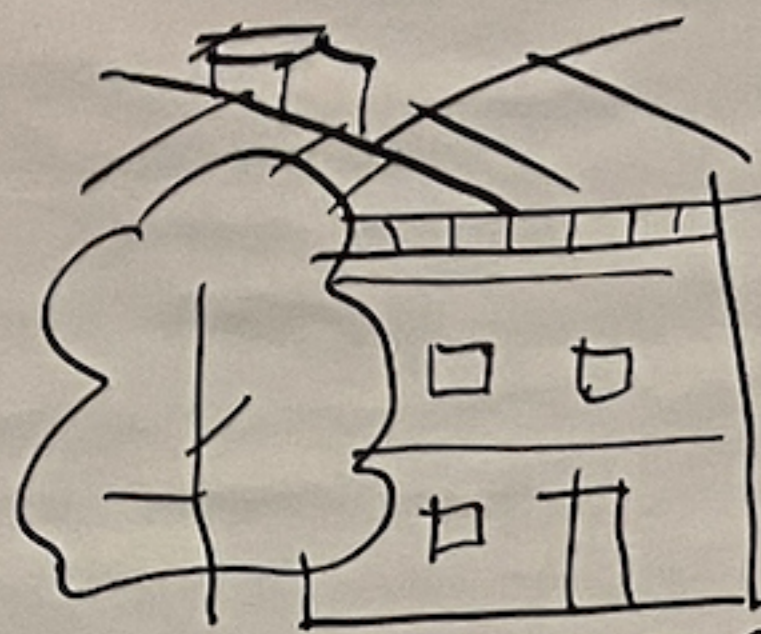
DATA MATURITY MODEL

5	Optimized Organization adopts data-driven strategy. Data used to create performance culture.
4	Integration Organization adopts data into the enterprise. Data used for prediction and improvement.
3	Alignment Organization sets standards for data and reporting. Data used to understand why situations occur.
2	Developing Organization establishes reporting within departments. Reports are tactical and used for operations management.
1	Chaos Organization dependent on ad hoc processes and data. Reporting from financial applications. Spreadsheets rule.

APPLY TO REAL LIFE
PARK & REC
"INEQUALITY" WENT ALWAYS
PROBLEMATIC - HIGH BASIC NEEDS
- SOME COMMUNITIES HAVE MORE RESOURCES
- DON'T WANT TO CREATE PROGRAMS WE'RE TRYING TO HELP
HOW WE COMMUNICATE IS CRITICAL
ESSENTIALLY TARGETED UNIFORMITY
SCALE SOMETIMES WE NEED MACRO SOMETIMES NEIGHBORHOOD-SPECIFIC
CONCERNS @ BIRDS IF IMMEDIATE
DATA ACCURACY
CAREFUL w/ AUTOMATION - CROSS CHECK



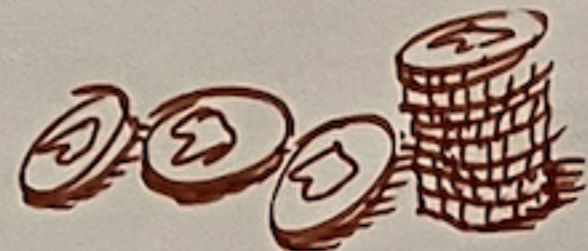
MANY INPUTS
- COMMUNITY
- FIELD STANDARDS
- BEST PRACTICES
- TRENDS
- MAPPING - SCREENS TO UNDERSTAND SUBPOPULATIONS
- ACCESSIBILITY - SPECIAL NEEDS CHILDREN & PDS
- VISUALIZATION
- WHAT DID WE LEARN
- WHAT WILL WE DO?
- PRIORITIES
- OBJECTIVE
- BREAK DOWN THE PRIORITIES BY WHAT THEY MEANT TO PEOPLE
- TRENDS
- THINGS CHANGE QUICKLY
- LOOK @ DATA MORE FREQUENTLY



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BALANCE
COST V.
OUTCOMES

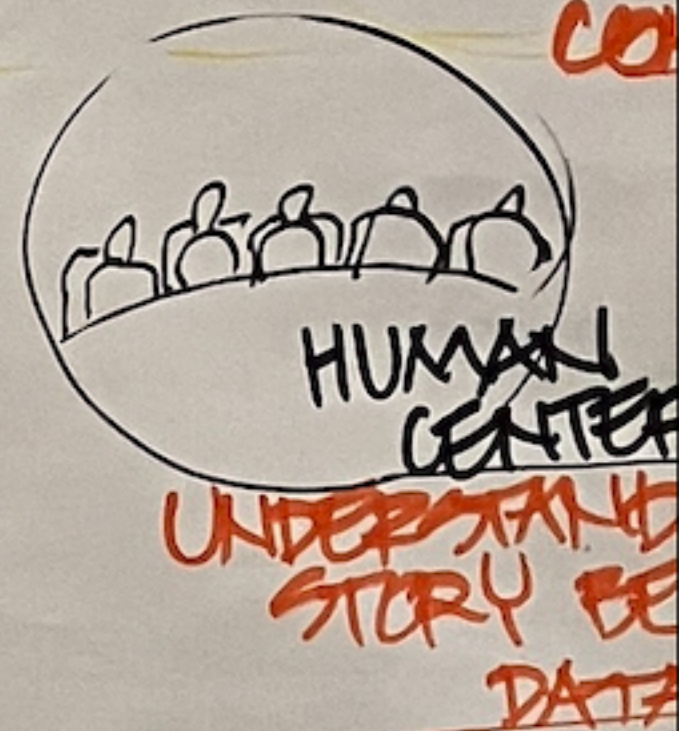
ACCURACY



- FAIRNESS
 - INEQUALITY
 - OUTCOMES OF DECISIONS
 - ACCOUNTABILITY
 - ACCESS & AWARENESS
- RULES
- ADVANTAGE/DISADVANTAGE
- FINANCIAL IMPACTS, CHILD CARE

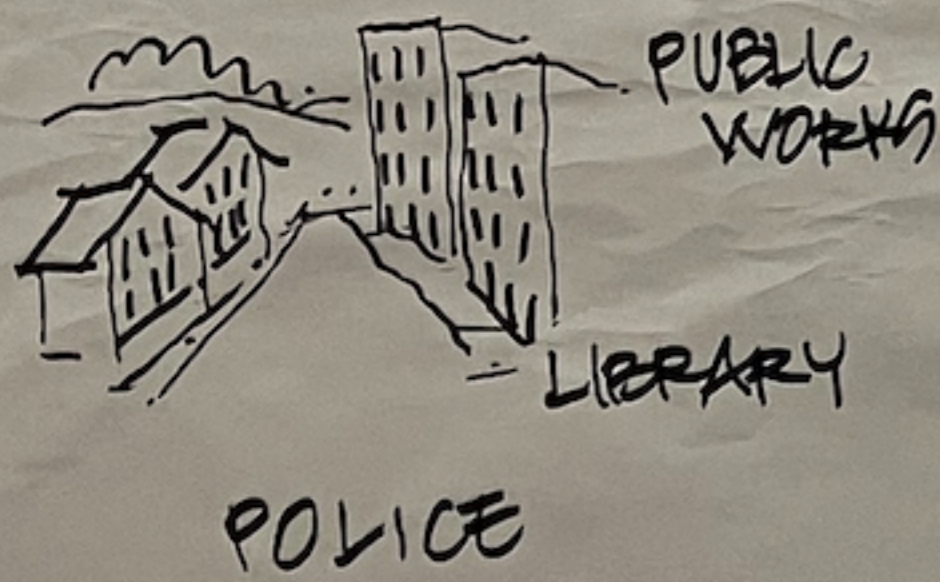
GOALS/EXPECTATIONS

- INPUTS
 - DATA
 - FEEDBACK
 - LEARNING/COLLABORATION
- PEOPLE, MEDIA
- ACCURACY!
 - RECENT/CURRENT
 - REPRESENTATIVE
 - EASE OF USE/ACCURACY
 - AUTOMATION
- GOALS
 - WHAT ARE WE MEASURING?
 - ONGOING IMPROVEMENT



EXISTING MODEL

- ADHOC
 - HIGH STANDARDS
 - GREAT USE OF DATA
- INTEGRATION
- DATA AVAILABILITY
 - SOMETIMES LIMITED
 - REDUCED STAFFING
 - SCALE & COST
- COMMUNITY INPUT?
- CAPACITY
- INTENTIONAL SYSTEM-WIDE APPROACH



EXPECTATIONS

- FINANCE
- POLICE
- PARKS/PW
- DEI

