



City Performance: Accountability and Transparency

Committee of the Whole
January 31, 2008



Culture Shift

- Results focused. Accountable. Transparent.

- Walking our talk.
 - City goals and strategic directions
 - Business planning
 - *Results Minneapolis*
 - Business process improvement
 - Sharing performance information with residents

Focus Groups: Background

- Grant from Sloan Foundation
- Focus groups identified:
 - Types of performance information residents care about.
 - Cues residents use for determining if government is delivering results.
 - Preferred medium(s) residents want to use to get performance information.



Focus Groups: Background

- Used professional focus group consultant (Rainbow Research)
- Participant profile:
 - Four groups; three “active,” one “less active;” 35 total participants
 - Average years of residence: 19 years
 - Ten out of 11 “communities” in the City represented
 - 71% homeowners



Focus Groups: Findings

Services of interest

- Public safety
- Education
- Neighborhood vitality
- Housing
- General health and well-being

Organization of data

- By subject area rather than City goal or department
- Geographically by neighborhoods
- Comparative to standards and other known cities

Additional Findings

Cues citizens use

- Direct: personal observation, experience
- Indirect: newspapers, neighborhood newsletters

Preferred mediums

- Internet
- Email
- Major newspapers
- Community newspapers



Next Steps

- Increasing transparency
- *Results Minneapolis* online
<http://www.ci.minneapolis.mn.us/results%2Doriented%2Dminneapolis/>
- Minneapolis marquee measures