



# Camas Data Program Relaunch

---

CITY COUNCIL WORKSHOP

MARCH 7, 2022



*From a practice point of view, performance measures are simply numerical reflections of how well a program, service, line of business, strategy, action or activity is working.*

# Why is gathering data important?

---

As a public sector agency, the City lacks some of the same methods the private sector uses to convey outcomes to stakeholders.

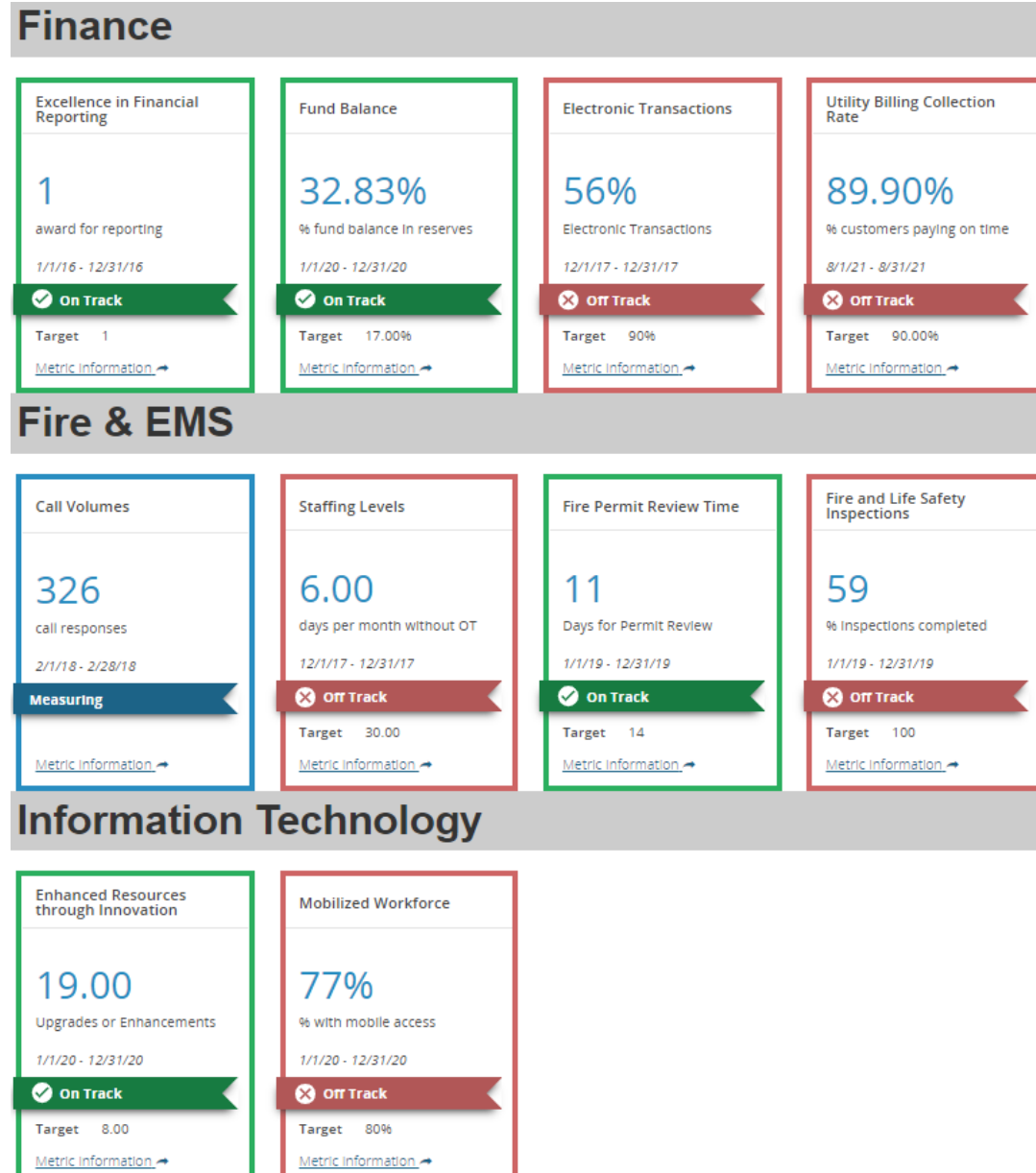
Navigating the City's financial publications can be difficult, and the documents do not convey the status of City programs providing services to the community.



Department data could help fill this reporting gap by providing an at-a-glance status of City programs.

Data dashboards can help identify:

- if a program is meeting desired or required outcomes for service
- where resources may be needed to bring a program back on track
- programs with potential capacity to be grown or developed further



# Why relaunch the data program?

---



Ensure compliance with the Government Finance Officers Association's requirements for receiving the Distinguished Budget Presentation Award.



Budget with greater transparency by clearly identifying how funds are used to deliver services and the status of those services.



Help departments begin building a central data hub for transparency and data-driven decision making.



Ensure the citywide ERP migration is designed and launched with data that will facilitate monitoring program metrics.



Educate stakeholders about the services provided by local government in order to develop a greater understanding of complex financial and operational decisions.

---

*Measuring what we're trying to accomplish is far more valuable than measuring the data we happen to have.*

**STEVE GORCESTER**, FORMER EXECUTIVE DIRECTOR OF THE  
WASHINGTON STATE TRANSPORTATION IMPROVEMENT BOARD (TIB)  
*MUNICIPAL DASHBOARD PRACTITIONERS' HANDBOOK*

# Next steps...

---

Staff will work with departments to draft metrics.

Staff will return to council in the second quarter to provide an update on the program relaunch.

Staff will continue to update council on the progress of the data program through the year, including during a summer budget retreat.





*Questions*