



Request for City Council Committee Action from the Department of City Coordinator

Date: August 5, 2015

To: The Honorable Council Vice President Elizabeth Glidden, Chair,
Committee of the Whole

Subject: Community Indicators, *Results Minneapolis*

Recommendation: Adopt the set of community indicators presented

Prepared by: Jay Stroebe, Deputy City Coordinator
Presented by: Spencer Cronk, City Coordinator; Jay Stroebe, Deputy City Coordinator; Kim Keller,
Results Management Coordinator
Approved by: Spencer Cronk, City Coordinator

Financial Impact

No financial Impact.

Supporting Information

In March 2014, the Council and Mayor adopted new city vision, values, goals and strategic directions. At the time of adoption, a staff direction was given to “Develop measures for Minneapolis’ adopted values, goals, and strategic directions and seek stakeholder and community perspective on measures to be developed.”

As a result of this staff direction, the City Coordinator’s Department has undergone a process of identifying best practices, engaging the community and soliciting feedback from staff experts to arrive at a set of proposed community indicators. While our goals and strategic directions tell us *what we want to achieve*, the community indicators will help answer the question, *are we there yet?*

Community indicators measure what the community cares about and track whether the community is moving in the right direction. To this end, the development of the proposed Community Indicators has been committed to the idea that those who live, work and play in the city should drive the indicator development process. The community participated in a variety of ways, including individual interviews, paper surveys, listening sessions and an online crowdsourcing tool, IdeaScale. These engagement strategies were tailored to ensure we heard a range of perspectives. Over 1,500 people participated in the various engagement efforts. The ideas that were generated were grouped into themes and the themes were matched with possible indicators.

Once adopted, the Community Indicators will be shared along with additional contextual information and related measures. In addition, the Community Indicators will serve as the basis for city goal-focused *Results Minneapolis* reports and conversations which will begin in the fall of 2015.