



CUSTOMER
2014 SUMMIT

OPEN PERFORMANCE IN ACTION

How Maryland and Kansas City are making a difference with data

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Integrating Citizen Satisfaction Into Open Performance

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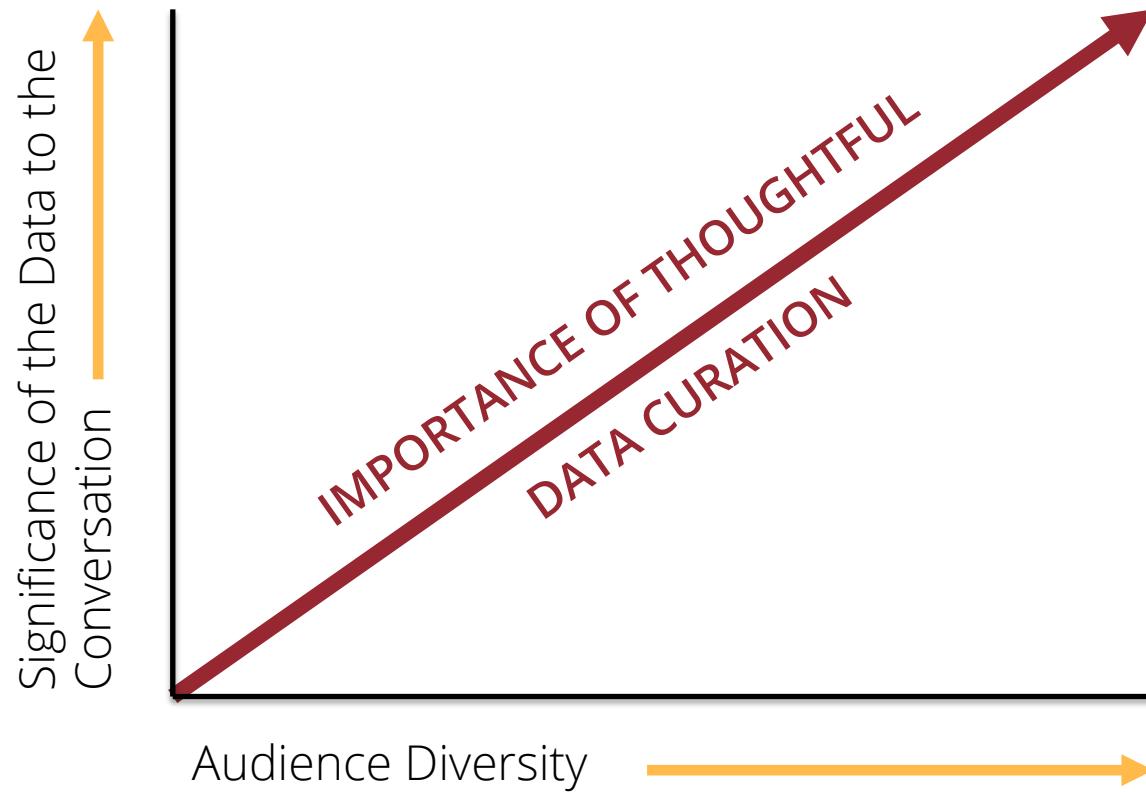


About the Office of Performance Management

- Division of City Manager's Office
- Team of three staff members
- Centralized point for collection, analysis, reporting and communication on citywide metrics
- **Primary owners of kcstat.kcmo.org**



The Kansas City Theory of Successfully Communicating and Visualizing Data



When audiences are diverse or where a large knowledge/information gap exists, the potential of your data to effectively communicate a message is dependent on it being curated in a way that **is accessible and thoughtful.**

City of KCMO Citizen Survey

A Brief History

Create the Data (2005)

- Annual survey administration is established
- Methodology is perfected

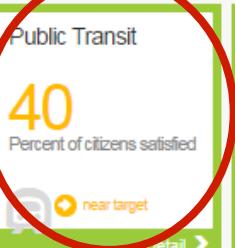
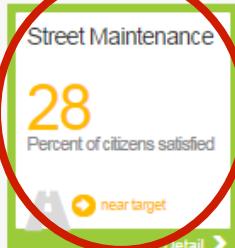
Make the Data Matter (2011)

- Citizen survey incorporated into performance management structure
- Indicators from survey used by Council as measurement of success

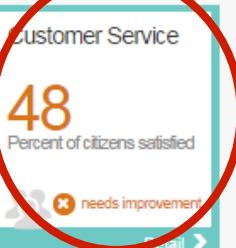
Showcase the Data (2014 and beyond)

- KCStat Open Performance dashboard integrates citizen survey data further into public and organizational conscience through data storytelling
- Academic partnership established to delve further into citizen survey data

Public Infrastructure



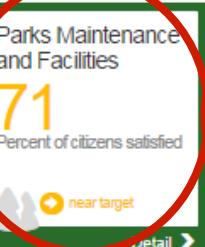
Customer Service and Communication



Economic Development



Public Safety



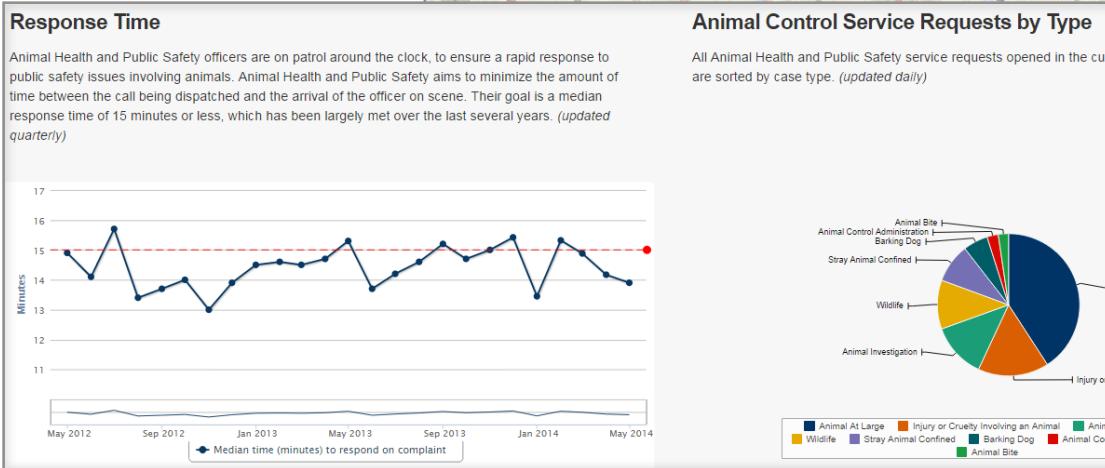
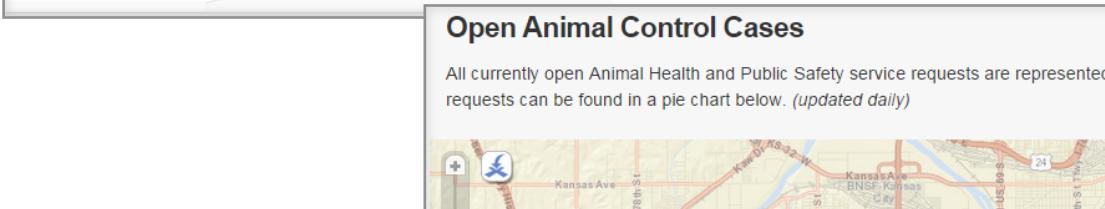
12 of 19 City Priorities

have a prevailing measurement of citizen or business satisfaction

Healthy Communities

Kansas City will ensure public safety, animal welfare, and encourage responsible pet ownership through efficient and effective animal control and shelter operations.

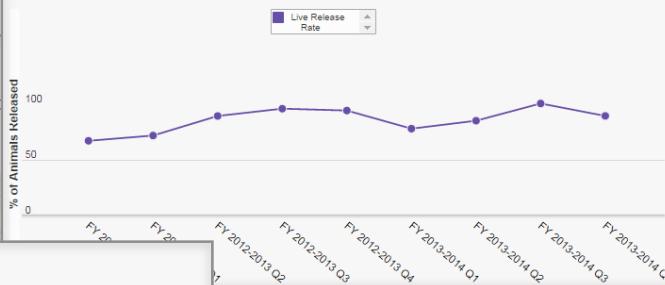
The key measurement for this priority is the percent of citizens who are satisfied with the quality of animal control satisfaction by at least 2% per year from 2013 through 2016. [Explore the data](#)



Live Release Rate

The live release rate is a ratio of the animals leaving the shelter with positive outcomes (including adoption, return to owner, and transfer to rescue group) compared to the outcomes of all animals (including the positive outcomes as well as euthanasia). KC Pet Project aims to keep this number at 90%, which is considered a "no-kill shelter" according to industry standards.

(updated quarterly)

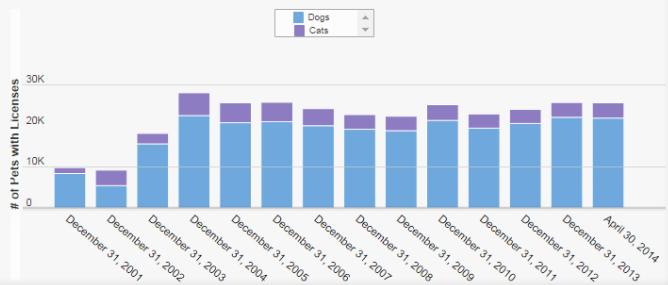


Pet Licenses

This chart shows the number of pets within Kansas City that had a valid pet license from the city as of the date shown. Licensing pets ensures that they are up-to-date on their rabies vaccine and also establishes an owner record if they are lost.

The percent of pets licensed can be estimated by comparing the number of licenses with the estimated pet population, which is calculated by taking average pet ownership per household and multiplying it by the population of Kansas City. Currently, it is estimated that 10.4% of pets in the City have a license.

(Updated annually)



Animal Control Customer Satisfaction

85

Percent of customers satisfied

Beyond One Metric: Telling the Complete Story

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www.KCMO.ORG/HIGH5



Thinking Outside the Computer: Driving Engagement

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Maryland

StateStatMaryland.gov

Matt Power, Director, StateStat Maryland



The screenshot shows the homepage of the StateStat.Maryland.Gov website. At the top, there's a banner featuring a video of a meeting room with people seated around a long table, with the Maryland state map and "GOALS" text visible. Below the banner is a search bar with a magnifying glass icon. The main navigation menu includes links for "HOME", "GOALS", "BAYSTAT", and "CONTACT".

STATESTAT MARYLAND

New Green Purchasing Reporting Requirements Effective October 1, 2014

On October 1st, Maryland enacted new green purchasing reporting requirements under Chapter 604 of House Bill 629. All state ...

MD State Agencies Revise Over 1,300 Job Classifications to Make it Easier for Veterans to Find Jobs

The O'Malley-Brown Administration, led by veteran Lt. Governor Brown, set a goal to achieve full employment for Maryland ...

More Announcements >>

Analysis Series
Silver Tsunami'

BayStat
Restoring the health of the Chesapeake Bay with measured benchmarks and GIS mapping

Smart, Green & Growing
Government and communities are pitching-in to improve Maryland's environment and quality of life.

Maryland Made Easy
Starting or relocating a business? Expanding opportunities today.

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Creating Data-Driven Apps to Restore the Bay

WINNER MyBay MyBay

WINNER Chesapeaks An online portal for everything Chesapeake c0op4 & 1 other

WINNER Baybucks GOVERNOR'S CUP WINNER: Baybucks. You kamichihiro & 3 others

WINNER EcoSleuth A Framework for Crowdsourcing twongs & 5 others

Redeem :: baybucks

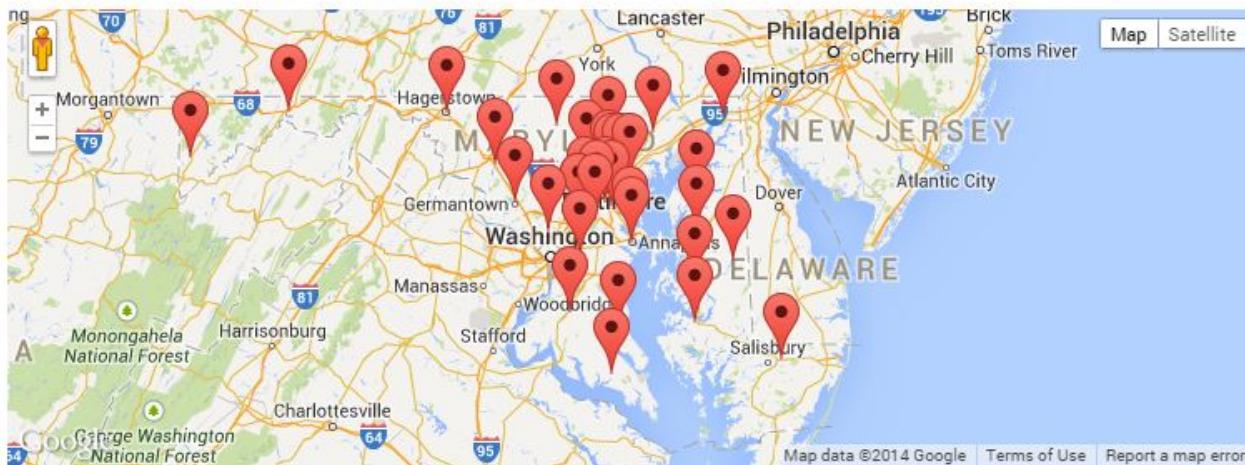
50 baybucks	30 baybucks	200 baybucks	50 baybucks
GreenLizard Cycles 50% Off Bike Tune ups	Bay Paddlers 10% Off Kayak Trips	The Washington Post 1 Year Digital Subscription	Trail's End Jalapeno Cheddar Cheese Popcorn
100 baybucks	50 baybucks	200 baybucks	100 baybucks
Baltimore Yoga 25% Off Yoga Classes	Sports Authority 10% Off Select Running Shoes	DOLLAR RENT A CAR 20% Off for Weekend on the Bay	Organic Coffee 30% Off Freshly Roasted Organic Coffee Beans
50 baybucks	100 baybucks	200 baybucks	100 baybucks
CHESAPEAKE BAY Club Membership 30% Membership Fees	Free Golf One Day Pass for Golf	RV Resort One Week Pass RV	Nat'l Geographic 1 Year Digital Subscription

My Profile Redeem Baybucks Log Activity Become a Vendor Settings

Reclaim the Bay Innovation Challenge

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Maryland's One-Stop Career Centers



Looking for the nearest One-Stop Shop?

Partnering with the Private Sector
to Help Veterans

A STARTUP MENTALITY TO CHANGE BALTIMORE

Hack Baltimore

Baltimore is on the brink of a renaissance. The signs are all around us. New businesses are forming, growing, even moving here. A creative community is coming together to solve some of our toughest challenges. The future is bright.

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[Open Data Portal](#)

[Goals Summary](#)

Opportunity

- [Jobs](#)
- [Education](#)
- [Skills](#)

Governor O'Malley's 16 Strategic Goals

StateStat works closely with the Governor's Office and Maryland agencies to drive progress towards the Governor's 16 strategic goals.

Overall Progress



15.3% Increase in Annual Skills Training Completions since FY2009

PROGRESSING

Total Annual Skills Training Completions

FY 2013

42,099
Completions

FY 2009

36,513
Completions

15.3% INCREASE

Credit-Based Enrollments at Community Colleges

FY 2013

145,085
Enrollments

FY 2009

128,093
Enrollments

13.3% INCREASE

Associate's Degrees Awarded by Community Colleges

FY 2013

14,269
Degrees

FY 2009

10,371
Degrees

37.6% INCREASE

This site was last updated on September 8, 2014.

- [Bay Restoration](#)
- [Transit Ridership](#)
- [Energy Efficiency](#)
- [Renewable Energy](#)
- [Greenhouse Gases](#)

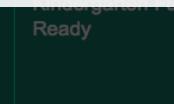


Health



31.7% Improvement in Student Achievement and School, College and Career Readiness since 2006

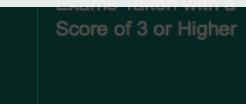
ON TRACK



Kindergarten Ready

2013-2014

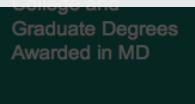
82.6



Score of 3 or Higher

2012-2013

65,460



College and Graduate Degrees Awarded in MD

2012-2013

13,082

Goal: Increase the Number of Marylanders who Receive Skills Training by 20% by the End of 2018

Goal Dashboards

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Skills: Increase the Number of Marylanders Who Receive Skills Training by 20% by the End of 2018

MARYLAND.gov STATESTAT GOALS

Search

HOME NEWS REPORTS ABOUT GOALS BAYSTAT CONTACT

Tracking Progress

- › MD's Open Data Portal
- › FY15 Capital Budget Map
- › FY14 Capital Budget Map
- › FY14 Bay Budget Map
- › Children's Budget Map
- › Contact StateStat

Learn More

- › StateStat in the News
- › StateStat 101
- › Open Data and Stat Map
- › Maryland Mans

To learn more about StateStat visit: StateStat.Maryland.Gov

StateStat Analysis Series
Planning for the 'Silver Tsunami'

• • • • •

Announcements

Launch this Month at Maryland Correctional Training Center

At the November 2013 DLLR Stat, StateStat reported that no Maryland



BayStat



Smart, Green & Growing



Maryland
Made Easy.

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