



Office of the Town Manager

MEMORANDUM

TO: Mayor Collins and Members of the Town Council
FROM: Kevin Burke, Town Manager
DATE: May 8, 2018
SUBJECT: Performance Management Justification

Paradise Valley is a limited service municipality that prides itself on providing the highest quality service to residents. Contemporary governments are defined not only by their abilities to provide efficient services to residents, but to also strive for open data and transparency. At the 2015 Council Retreat, Town Council identified “Improving Customer Service” and “Transparency” as two strategic objectives. Establishing a concrete Performance Management program will provide an opportunity for the Town to accomplish both of these goals.

The goal of this project is not to create additional work for staff. Rather, it provides an opportunity for Town Council and Directors to examine the current services that are being provided. From this data, Town leadership will be able to identify specific trends, create target goals and improve on the services that are currently being delivered. The inputs and outputs that will be measured will be defined by input from Town leadership.

The Performance Management program creates an opportunity for the Town to manage, report and visualize the success of key service delivery. This initiative is to build a sustainable, well-managed program that will report the performance of key service indicators to the Council, Paradise Valley residents, and Town staff. This goal will be accomplished by a two-fold initiative: external benchmarking and internal performance management.

The immediate scope of the Performance Management project will be to measure and benchmark against metrics that have been defined by the current industry. The International City/County Manager’s Association has identified key metrics for benchmarking across the country. The Valley Benchmark Cities Program, a four-year program initiated by the eleven largest municipalities in the Phoenix-Metropolitan area, has identified 22 key metrics for local governments in Arizona. The immediate scope of the Paradise Valley Performance Management program will be reviewing these metrics and determining which ones apply as well as how ready we are to track and produce the data.

The advanced scope of the Performance Management project will be to work with Town Council and staff to identify metrics that are unique and definitive for our Town. These specific outcomes and impacts will be measured on a timely basis, and they will be reported to Town Council. The long-term goal of the Performance Management project is to establish a robust program that will allow internal tracking of key performance indicators.