


Fostering a Data-Driven Culture

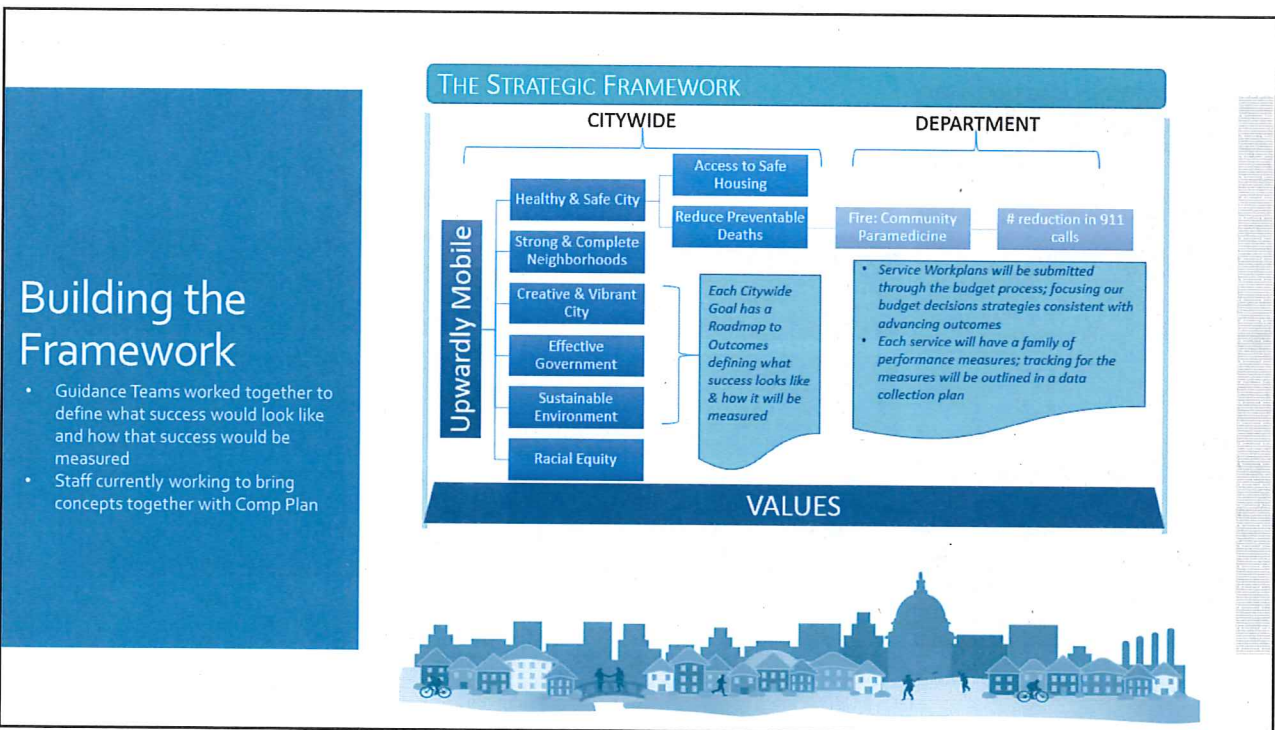
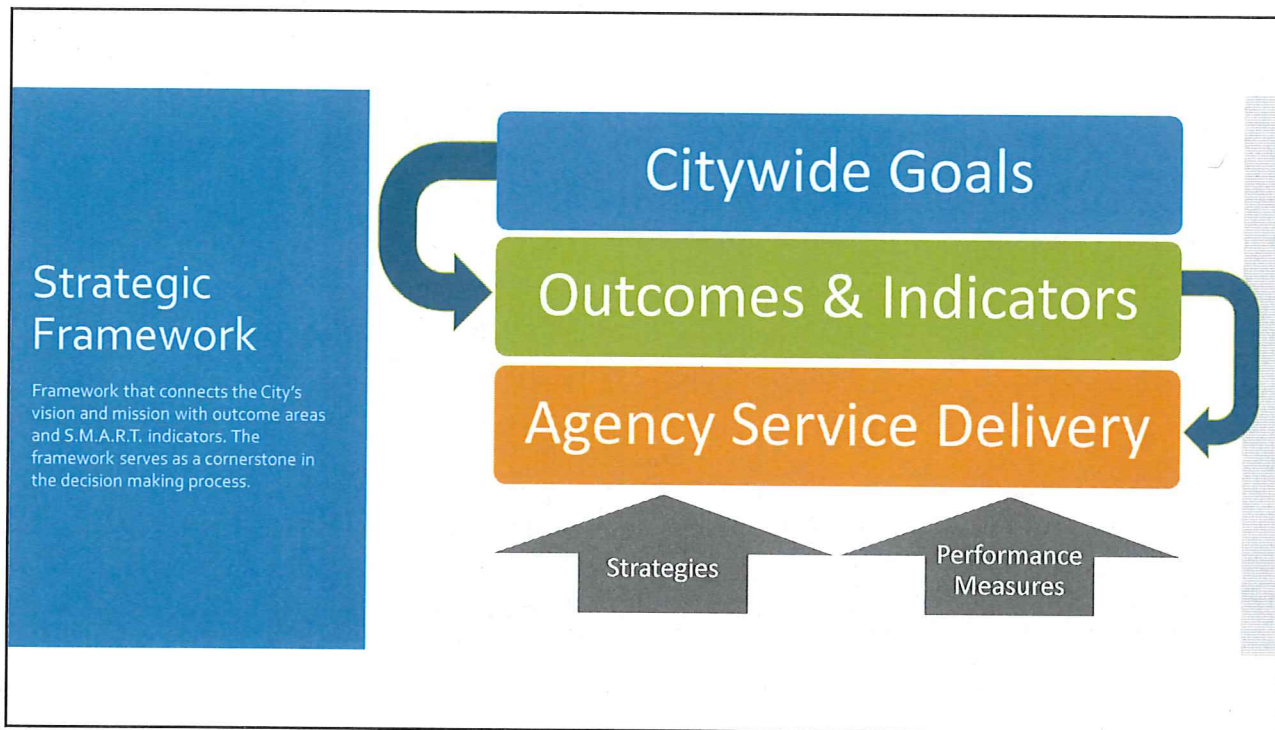
Economic Development Committee
August 16, 2017
Department of Finance



Data in Action

- Efforts are intended to make systems easier to interact with & manage
- Principles of strategic management intended to become **THE WAY** we do business instead of **AN ADDITIONAL WAY**

OLD WAY	NEW WAY
Ad-hoc Data Collection	Proactive Data Collection
Siloed Data Sources	Enterprise Wide Solutions
Agency Specific Goals and Initiatives	Citywide Goals and Cross Functional Teamwork



Building the Framework

- Guidance Teams worked together to define what success would look like and how that success would be measured
- Staff currently working to bring concepts together with Comp Plan



Vibrant and Creative City

Equity Statement

A Vibrant and Creative Madison ensures equitable pathways to prosperity, a robust cultural scene, and rich opportunities for social connection.

Vibrant & Creative City

- Outcomes within Vibrant & Creative City focus on:
 1. Job opportunities in Madison
 2. Access to Community Space
 3. Broadband Access

	Outcomes	Indicators
1	Attract employers to Madison instead of surrounding communities.	Percentage of City employment opportunities as a share of Dane County employment opportunities
2	Connect individuals with targeted training and education that lead to specific jobs.	Hiring, salary, and retention rates for participants in targeted training and education programs
3	Make affordable production spaces available and fund opportunities for more and varied social, cultural, and artistic expression.	1) Number of affordable (defined by artist's ability to pay) spaces (defined as a ratio by square feet per unit) dedicated to production/expression 2) Number, attendance and geographic diversity of events for varied social, cultural, and artistic expression
4	Expand broadband access and digital inclusion.	Percentage of people connected
5	Embrace an innovative and collaborative environment within the City and with other local government entities.	Number of new projects completed collaboratively
6	Promote social connection by activating public spaces year round and encouraging broad use of enterprises and gathering spaces.	1) Composite of multiple satisfaction-related indicator websites for livability, and happiness. 2) Attendance tracked at community events.

The Planning Process

Connecting Service Delivery & Outcomes



