

CREATING A COMMUNITY REPORT CARD

Building on requirements in its Charter, the City of Albuquerque adopted a framework to develop, measure, and apply five year goals. This framework calls for:

- developing goals with extensive public involvement;
- measuring progress made in reaching these goals;
- connecting City services to goal achievement;
- determining the effectiveness of those services in improving related community and customer conditions;
- linking the City's Budget to the Goals.

In 2002, the Council passed and the Mayor signed legislation establishing a new set of five year goals with related Desired Community Conditions in eight key areas (Enactment Number 133-2002). These superceded a set of goals adopted in 1998. The Indicators Progress Commission (IPC) developed Goal Progress Indicators to measure these Desired Community Conditions. The IPC worked closely with City departments in developing the Indicators and obtaining data. It also tapped the vast array of local, state, and national information sources in an effort to integrate information about community conditions and trends. These included research from other government and research institutions, citizen surveys, census, socioeconomic, and other pertinent data.

Viewing *Goal Progress Indicators* together by Desired Conditions can be seen as a community report card on the achievement of the Conditions. They can be used in a variety of ways to:

- show the current status of a wide array of environmental, social and

economic conditions, and illuminate trends;

- provide a thumbnail sketch of the conditions of the community relative to City goals;
- establish a sound foundation of data that can serve as a basis for governmental and civic leaders to understand conditions;
- aid City departments in developing appropriate strategies and programs, and then help them track and measure how well the City is doing in achieving the goals that are important to the community.

The development of a Community Report Card included five distinct steps:

1. Articulation of the City's goals;
2. Elaboration of the goals by describing desired community conditions that explain more clearly what achievement of the goals would mean in the community;
3. Generation of quantitative measures called Goal Progress Indicators that measure the *desired community condition* in relevant, comprehensive, and useful ways;
4. Collection and analysis of *Goal Progress Indicator* data to communicate progress;
5. Identification, collection, and analysis of available comparative data to contrast our community to other cities, counties, or MSA's, (dependent on the availability of data).

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