

# 2012 CITY & COUNTY PERFORMANCE

Securing the Future for Local Governments with  
Improved Performance Management

*March 21–23, 2012 | Dallas, TX*



*Align Your Organization's Goals with Stakeholder Priorities*

Employ essential program evaluation techniques to meet critical needs

*Utilize a Lean Six Sigma Methodology to Improve Service Delivery*

Incorporate process improvement techniques to meet increasing expectations

*Implement Effective Performance Management Systems*

Create meaningful measures useful for decision makers and other stakeholders

**EARN UP TO 18 CPE CREDITS!**

Take One Step Closer in Becoming a  
Certified Government Performance Manager!

[www.CityandCounty.org](http://www.CityandCounty.org)

# WHO SHOULD ATTEND

- Mayors
- City Managers
- City Councilpersons
- County Executives
- County Board Members
- Chief Information Officers
- IT Specialists
- Chief Financial Officers
- City Auditors
- Performance Planners
- Budget Officers
- Contracting and Procurement Officers
- HR Directors
- Program Managers
- Elected officials
- Management analysts

# PAST KEYNOTE SPEAKERS



Oscar Goodman  
Mayor, City of  
Las Vegas, NV



Steve Marchand  
Former Mayor,  
Portsmouth, NH



Brian Stratton  
Mayor,  
Schenectady, NY

## A LETTER FROM THE DIRECTOR

Dear Colleague,

We've heard enough of doing more with less, the issue state and local governments now face is doing tactically less (but strategically more) with less. The Performance Institute's key partner governments around the country are increasingly linking modeling, forecasting, analytics with full transparency and accountability. With the proper fundamentals of performance management and process improvement, local governments will be able to answer these challenges by creating more efficient processes and obtaining those clear and measurable goals to bolster public confidence.

We have heard the call of local governments around the nation for the need to improve performance to meet these increasing demands. To help you in facing this challenge, we have put together this conference which will touch on several topics that we believe will transform and improve your organization's performance and service delivery. During this intensive and informative conference, you will learn essential performance management skills that touch on performance measurement, program evaluation, and performance based budgeting. Other topics that will be addressed include right sizing, smart growth initiatives, and vital process improvement methodologies to improve service delivery.

This conference represents a combination of comprehensive topics that will help lead the positive and transformational change that will take city and county governments to the next level of performance excellence.

*We look forward to seeing you on March 21st to 23rd in Dallas!*

Sincerely,



Jon Desenberg  
Senior Policy Director  
The Performance Institute

# AGENDA-AT-A-GLANCE

## WORKSHOPS: WEDNESDAY, MARCH 21, 2012

8:30	Continental Breakfast and Registration	
9:00	Workshop A: Performance Measurement Essentials for Government	Workshop B: Lean Six Sigma White Belt Certification
12:00	Lunch	
1:00	Workshops A & B Resume	
3:00	Workshops A & B Adjourn	

## DAY 1: THURSDAY, MARCH 22, 2012

8:30	Registration, Continental Breakfast and Exhibits
9:00	KEYNOTE ADDRESS: Securing a Future for Local Governments with Improved Performance Management
9:50	Morning Break
10:00	Evaluate the Value of Your Shared Services
11:00	Augment your Program Evaluation Capacity with Current Resources
12:00	Lunch Break
1:00	Performance Measurement Deep-Dive
2:30	Afternoon Break
2:45	Avoid Wrong Turns during Right Sizing
4:00	Day 1 Adjourns
4:30-6:00	Complimentary Networking Reception

## DAY 2: FRIDAY, MARCH 23, 2012

8:30	Continental Breakfast and Registration
9:00	Explore Smart Growth Initiatives to Advance Community Engagement
9:50	Morning Break
10:00	Optimize Government Resources with a Performance Based Budgeting Approach
11:00	Improve Organizational Performance through Inter-governmental Benchmarking
12:00	Lunch Break
1:00	Leadership Development Deep Dive: Building a High Performance Organization
2:30	Afternoon Break
1:00	Cut Costs with Consolidated IT & Data Systems
2:00	Networking Break and Exhibit Hall
2:45	Implement Strategies for Continuous Process Improvement
4:00	Conference Adjourns

# WORKSHOPS

Wednesday, March 21, 2012

## POST-CONFERENCE WORKSHOPS

Workshops are designed to be an interactive way for participants to learn the latest management techniques in order to implement them in their workplace. The workshops provide a platform to learn practical applications of current best practices. Space in these comprehensive workshops is limited, so be sure to reserve your seat today.

8:30 Continental Breakfast and Registration

9:00 Choose from Workshop A or B

*Workshop A:*

### Performance Measurement Essentials for Government

“What gets measured gets done” is a quote that is most often heard when government managers refer to the importance of performance measurement in today’s public sector environment. From a performance management perspective, establishing clear and measurable goals for employees and organizations has become increasingly important because many government organizations and agencies have to contend with fluctuating budgets and the increased expectations of citizens and taxpayers. The Performance Measurement Essentials for Government workshop is designed for those government professionals who are looking to fuel a culture of efficiency and results within their organization and wish to transform their organization into a model of performance excellence for other institutions to follow. This workshop presents an unparalleled opportunity to learn how to more closely connect planning, analytics, and better decision making within governmental organizations.

*During the course of this workshop you will:*

- Recognize how measuring performance fuels improved results and outputs
- Distinguish characteristics of effective performance management systems
- Understand logic models and develop a framework for planning, management and evaluation
- Identify outcomes and intermediate outcomes
- Create meaningful measures useful for decision makers and other stakeholders

*Upon completion of this workshop, delegates will fulfill one step towards becoming a Certified Government Performance Manager.*

**Jon Desenberg,**  
Senior Policy Director, The Performance Institute

*Workshop B:*

### Lean Six Sigma White Belt Certification

As an effective process improvement methodology, Lean Six Sigma improves organizational processes by helping pinpoint, evaluate, and reduce waste and redundancy in any given transactional process. Because of the transactional nature of local government services and agencies, many local public sector organizations are constantly faced with the challenge of meeting a continually increasing demand for improved service delivery to its citizens. Although some local governments have implemented Lean-based methodologies with success, others are either unaware of its benefits or do not have the appropriate workforce expertise to properly implement it. This workshop is designed for those individuals and organizations who truly wish to create a lasting and positive change to answering the needs of citizens while enriching their professional knowledge and growth.

*During the course of this workshop, you will:*

- Learn the fundamental concepts of Lean Six Sigma deployment
- Evaluate the core foundations of Lean and Six Sigma methodologies
- Develop your value stream and identify non-value added steps in your processes
- Understand how to improve and control the performance and quality of your outputs

*Upon completion of the workshop, delegates will take a brief 30-minute examination which may lead into their successful Lean Six Sigma White Belt certification.*

# DAY ONE

Thursday, March 22, 2012

8:30 Registration and Continental Breakfast

8:00

## KEYNOTE ADDRESS

### Securing the Future for Local Governments with Improved Performance Management

Local governments are currently faced with the challenge of increased citizen expectations for improved service delivery and transparency during times of constant budget fluctuations and increased public scrutiny. In response, city and county governments across the nation have turned to instituting and improving governmental performance management to better position themselves as the leading institution to answer their resident's needs. While some cities and counties have been able to fully utilize their performance management systems to help bolster public support and approval, others may not be utilizing such systems to the fullest.

*In this keynote you will discover how effective performance management systems can:*

- Improve service delivery to citizens and taxpayers
- Ensure transparency and public support with the proper measures and data
- Help agencies pinpoint and prioritize areas of critical need
- Identify and communicate cost savings to taxpayers and residents

9:50 Morning Break

10:00

### Evaluate the Value of Your Shared Services

- Create an evaluation plan to properly assess the productivity of shared services
- Utilize an agreed upon measurement system to help gauge program efficacy
- Incorporate stakeholder feedback to pinpoint deficiencies in shared service delivery

11:00

### Augment your Program Evaluation Capacity with Current Resources

- Identify and evaluate roadblocks to proper data collection and analysis
- Review the current and effective methods of collecting and analyzing data
- Integrate stakeholder and team feedback to guide collection methods

12:00 Lunch

# DAY ONE, CONTINUED

Thursday, March 22, 2012

1:00

## Performance Measurement Deep Dive: Applying Measures that Matter

Performance measures play an integral role in defining how and what course corrections are needed by utilizing factual data and feedback to review whether progress has been made towards any desired result or outcome. This performance measurement deep dive will give participants tips, tools and techniques for successful collection of information and identification of measures.

*During this hands-on deep dive you will:*

- Identify the characteristics of good measures
- Develop intermediate and outcome measures
- Utilize a data collection template that will give a clear process for data collection
- Differentiate between mandated reporting requirements and good performance measurement systems

Jon Desenberg,  
Senior Policy Director, The Performance Institute

Lou O'Boyle,  
President, Zelos Inc.

2:30 Afternoon Break

2:45

## Avoid Wrong Turns during Right Sizing

- Understand the benefits and difficulties of right-sizing
- Utilize communicable facts and measurements to support any decision to right size
- Ensure proper dissemination of current information within the workforce

4:00 Day 1 Adjourns

## TOP 5 REASONS TO ATTEND

**1.** Fuel a culture of efficiency and results with a performance management centered workforce

**2.** Develop critical leadership skills to advance your organization's goals

**3.** Evaluate how smart growth initiatives relate to performance and community engagement

**4.** Implement process improvement techniques that will improve service delivery

**5.** Utilize benchmarking knowledge to help understand your programs' strengths and deficiencies

# DAY TWO

Friday, March 23, 2012

8:30 Registration and Continental Breakfast

9:00

## Explore Smart Growth Initiatives to Advance Community Engagement

- Analyze the potential of smart growth as a tool for building engagement
- Discover successful smart growth options that have reinvigorated local communities
- Understand how smart growth can stimulate local businesses and interest within your community

9:50 Morning Break

10:00

## Optimize Government Resources with a Performance Based Budgeting Approach

- Review performance based budgeting as a successful tool in resource allocation and decision making
- Cascade the efficient practice of utilizing measures to justify program needs
- Utilize proper controls for measure verification and improved transparency

# BECOME A CERTIFIED GOVERNMENT PERFORMANCE MANAGER

To ensure professional success, you must continually expand your skills and education. The bar has been raised in government agencies and organizations and many government managers are now required to receive formal certification to stay up to date on the latest trends, best practices and mandates.

To address these needs, the Institute offers a Certificate in Government Performance Management. Completing a certification program is easy. Just attend three “core” courses and an additional three “elective” courses you select based on topics that meet your agency’s unique needs. Upon successful completion, you will emerge from the Institute’s certification program with a thorough understanding of all course concepts—and poised to apply what you learned in a real and practical way.

## ADVANCE YOUR CAREER

Education and professional certification are becoming necessary for promotion and requirements for coveted positions. In the Certified Government Performance Manager program, you will acquire the skills and tools to make you the lead performance management resource for your organization.

## MEET NEW CERTIFICATION REQUIREMENTS

To hold a position as a performance manager in government, you must demonstrate compliance with new skills sets required by your municipal or county governments. Receiving your certificate is one key way to demonstrate your skills.

## CUSTOMIZE A PROGRAM TO FIT YOUR NEEDS

Working with Institute training managers, you can select courses that will have direct application and impact to your work.

*For more information about certification, please contact Peter Scourby at 202.739.9591 or email him at [Peter.Scourby@PerformanceInstitute.org](mailto:Peter.Scourby@PerformanceInstitute.org).*

# DAY TWO, CONTINUED

Friday, March 23, 2012

11:00

## Improve Organizational Performance through Inter-Governmental Benchmarking

- Learn what resources are available to facilitate benchmarking for governments
- Utilize benchmarking techniques to assess your organizational strengths and deficiencies
- Compare program efficiency and costs to highlight measurable improvements

12:00 Lunch

1:00

## Leadership Development Deep Dive: Building a High Performance Organization

The concept of the High Performance Work Organization has been in place since 1994 (USDOL), yet few organizations take a disciplined approach to building organizational excellence – where all the components of high performance are present and leveraged for both maximum mission accomplishment and ongoing staff commitment. This leadership development deep-dive will review the seven components of organizational excellence and focus on the vision/strategic planning and leadership pieces to the HPO puzzle with hands-on and interactive exercises.

*During this hands-on deep dive you will:*

- Review the seven components of organizational excellence
- Examine elements of a successful vision and strategic plan
- Analyze a balanced scorecard methodology in operational terms
- Discuss effective leadership from different perspectives

Jeff Parks,  
CEO, Performance Breakthroughs

2:45 Afternoon Break

3:00

## Implement Strategies for Continuous Process Improvement

- Learn strategies for successful process improvement evaluation
- Evaluate the strengths and weaknesses of your process improvement implementation
- Cascade a drive for continued process improvement in your organization's workforce

4:00 Conference Adjourns

*“Dynamic, energetic, informative and well informed, credible. Very, very good, helpful and realistic.”*

–M.P., Kern County, CA

# LOGISTICS & REGISTRATION

## Venue and Hotel:

The 2012 City and County Performance Summit will be held at:



**Renaissance Dallas Hotel**  
2222 Stemmons Freeway  
Dallas, TX 75207  
Phone: 1.214.631.2222

The Renaissance Dallas Hotel is centrally located in Dallas Market Center and is minutes from Downtown Dallas' variety of local restaurants, shopping and entertainment. The hotel is 5 miles from Dallas Love Field airport and DFW International airport.

A limited number of rooms have been secured for attendees at a reduced room rate of \$113.00 per night for this event. To avail of this rate, please mention the name of the event "2012 City and County Performance Summit" when making your reservations. Please note that this room rate will only be held until 3 weeks prior to the start of the event and that no rates are guaranteed past that date.

\*To register online, please visit [www.CityandCounty.org](http://www.CityandCounty.org) and click on the Venue and Hotel tab.

## Tuition & Group Discounts

The tuition rate for attending *The 2012 City and County Performance Summit* is as follows:

Pricing	Expires 1/20/2012	Expires 2/17/2012	Closing
Registration	\$699	\$699	\$799
Workshop	\$299	\$299	\$399

For more information on pricing or group discounts, please contact **Peter Scourby** at 202.739.9591 or email him at [Peter.Scourby@PerformanceInstitute.org](mailto:Peter.Scourby@PerformanceInstitute.org).

## CPE Credits:



Delivery Method: Group-live  
Program Level: Basic  
Prerequisites: None  
Advanced Preparation: None

CPE Credits: 18 –full attendance/ 12 -conference attendance only/ 6 -workshop attendance only

Sponsor Organization Name and ID Number:  
Thompson Media Group 109435

Thompson Media Group is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: [www.nasba.org](http://www.nasba.org)

## Quality Assurance:

The Performance Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to:

The Performance Institute: Quality Assurance  
805 15th Street, NW, 3rd Floor | Washington, DC 20005

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason The Institute decides to cancel this conference, The Institute accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

## Discounts & Payment:

- All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered whether by The Institute (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Discounts cannot be applied retroactively

Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.

# BECOME A SPONSOR

To learn more about exhibiting and sponsorships at the event please contact Andrew Goodwin at 202.739.9707 or email him at [Andrew.Goodwin@PerformanceInstitute.org](mailto:Andrew.Goodwin@PerformanceInstitute.org).

# REGISTRATION

## 3 Easy Ways to Register:



VISIT

www.CityandCounty.org



CALL

877-992-9521



FAX TO

866-234-0680

## REGISTRATION FORM

- Yes! Register me for The 2012 City and County Performance Summit
- Yes! Add a workshop: (choose)      A      B
- Please call me. I am interested in a special group discount for my team.

### Delegate Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Dept. \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Payment Information:**  Check       Purchase Order / Training Form       Credit Card        

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Verification no. \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please make checks payable to: The Performance Institute

**CANCELLATION POLICY:** The Performance Institute will provide a full refund less a \$399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

I have read and accepted the Cancellation Policy above.

### ACKNOWLEDGED AND AGREED

By: \_\_\_\_\_ Date: \_\_\_\_\_

Priority code: P956-WEB