



# Council Communication

Office of the City Manager

Date

October 8, 2007

Agenda Item No. 35

Roll Call No. 07-

Communication No. 07-599

Submitted by: **Richard A. Clark, City Manager**

## AGENDA HEADING:

Receive and File the Certificate of Achievement in Service Efforts and Accomplishments Reporting for Building Community: the 2006 City of Des Moines Performance Report.

## SYNOPSIS:

Recommend to receive and file the *Certificate of Achievement in Service Efforts and Accomplishments Reporting* from the Association of Government Accountants (AGA) for the City's 2006 Performance Report, *Building Community*. The certificate recognizes outstanding achievements in the AGA's Service Efforts and Accomplishments (SEA) Program. The SEA Program encourages regular issuance of high-quality performance reports and helps state and local governments effectively communicate performance information to the public. This is the third consecutive year that the City has won the Certificate of Achievement for its annual performance report. Only ten other government entities (including cities, counties and states) received the award this year.

## FISCAL IMPACT: NONE

Amount: N/A

Funding Source: N/A

## ADDITIONAL INFORMATION:

On June 11, 2007, the City Manager's Office received a letter from AGA stating that the City had been awarded a *Certificate of Achievement in Service Efforts and Accomplishments Reporting* for its 2006 City of Des Moines Performance Report, *Building Community*. This prestigious award, which the City also received in 2005 and 2006, recognizes state and local government performance reports that meet the Governmental Accounting Standards Board (GASB) suggested criteria for reporting performance information. Lauren Palmer (Management Analyst, City Manager's Office) formally accepted the award on the City's behalf at the AGA's Annual Performance Measurement Conference in Phoenix, Arizona on September 24, 2007. She also served as a guest panelist at the conference to share strategies from Des Moines' success with performance reporting (AGA covered all of the travel expenses).

The award letter from AGA praised several components of the report including the following:

- Mailing a copy of the report to every residential household in Des Moines.
- Providing an executive summary of the report in Spanish and including on the report's cover Spanish-language instructions for obtaining the report.
- Focusing the report on the areas with the most relevance to the City's strategic plan.

- Increasing reader interest in the text of the report by using graphics and partnering with the Greater Des Moines Public Art Foundation and Metro Arts Alliance to feature works from local artists.
- Reporting actual expenditures for each program, in contrast to the budgeted expenditures.

The letter also included suggestions that staff will use to improve future reports. A copy of this letter is included in the Council Packet.

The 2006 Performance Report uses information from the City's performance measurement programs and additional community data to evaluate City performance in eight major service areas. Those service areas are aligned with the key concepts expressed in the City's vision statement: beautiful, clean, safe, vital, vibrant, fun, accountable and fair.

Over 80,000 copies of the report were mailed to households in Des Moines. Additional copies have been distributed to community stakeholders and made available in public places, such as at City Hall. The report can also be found online at: <http://www.dmgov.org/performance>.

#### **PREVIOUS COUNCIL ACTION(S):**

Date: February 26, 2007

Roll Call Number: 07-371

Action: Receive and file the City of Des Moines 2006 Performance Report: Building Community. (Council Communication No. 07-087) Moved by Hensley to approve. Motion Carried 7-0.

Date: December 4, 2006

Roll Call Number: 06-2389

Action: Approving bid from Colorfx for printing of Annual Performance Reports to be used by the City Manager's Office, \$55,020.09 (Six bids mailed, three received). (Council Communication No. 06-767) Moved by Vlassis to adopt. Motion Carried 6-0.

**BOARD/COMMISSION ACTION(S): NONE**

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**