Making the Grade: In-House Dashboards for a Data-Driven Culture

June 27, 2018

From report cards to online data visualization. You can make in-house dashboards work for your organization.
About the Alliance

Convene and Engage Networks of Thought Leaders

Provide Training to help Organizations Build and Sustain a Culture of Innovation

Identify, Distribute Leading & Emerging Practices/Trends Important to Local Gov

@ParkDistOakPark

@transformgov
How To: GoToWebinar

Clicking the rectangle will place you in full screen mode.

Clicking the arrow on your Go To Webinar Toolbox opens and closes your viewer.

All attendees are muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
Presenters

Greg Stopka
Manager of Strategy & Innovation,
Park District of Oak Park, IL

Kyle Cratty
Director of Finance,
Park District of Oak Park, IL
A little about us?

- 52,000 inner ring west suburb of Chicago
- Frank Lloyd Wright and Earnest Hemmingway’s boyhood home
Parks are your greatest asset

- 2014 Community Attitude and Interest Survey, 93.9% respondents visited a park
- Lacked a way to measure quality of park infrastructure and maintenance
Why grade our parks?

- Communicate priorities internally as well externally
- Learn how present states compares to past performance
- Measure impact of infrastructure investment and maintenance efforts
- Demonstrate progress toward mission, goals, and objectives
- Provide direction for allocation of funding
- Offer transparency and accountability to the public
How we use the information?

- **Key metric for Strategic Initiative:** “Maintaining and Improving our Infrastructure”

- **Guides:**
  - CIP
  - Master Plans
  - And Maintenance standards and procedures

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<td>1,997,969</td>
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<td>3,653,744</td>
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What’s included?

- All owned and leased Park District park properties outside the following
  1) Properties not developed for public use
  2) Parks closed for capital improvement investment
  3) Facilities on park site except bathrooms
  4) Unique access features in parks like dog parks
What features we rate?

- Athletic fields and courts (tennis, baseball, soccer)
- Playgrounds
- Path and sidewalks
- Seating areas (gazebos)
- Bathrooms
- Drinking fountains
- Parking Lots

**What features impact your park goers experience**
What we rate?

- Availability to public
- Functionality
- Surface quality
- Cleanliness and safety

<table>
<thead>
<tr>
<th>Observations</th>
<th>MINIMAL</th>
<th>NOTICEABLE</th>
<th>PREVALENT</th>
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<tbody>
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<td>Area Availability</td>
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<td>Area Equipment Missing</td>
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<td>Area Equipment Not Functioning Properly Area</td>
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<td>Infrastructure/Equipment Deterioration Area</td>
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<td>Seating Issues</td>
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<td>Area Fencing Issues</td>
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<td>Area Lighting Issues</td>
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<td>Area Landscaping Issues</td>
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<tr>
<td>Area Surface Issues</td>
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<tr>
<td>Area Cleanliness &amp; Safety</td>
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</table>
How do we score?

- Overall scores on a scale of 1 to 100
- Each feature gets a score
- Relative weights based on importance. Highest weights
  - Safety scores
  - Feature availability (bathrooms are given a 0 if not open)
  - Weights based on feedback from community survey
- Each feature score is the average of all features graded (average of each diamond and soccer field in the park)
- Overall feature scores are combined to build an overall park score

<table>
<thead>
<tr>
<th>Scores</th>
<th>Grade</th>
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<td>100-97</td>
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<td>Excellent</td>
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<tr>
<td>96-93</td>
<td>A</td>
<td>Excellent</td>
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<tr>
<td>92-90</td>
<td>A-</td>
<td>Excellent</td>
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<tr>
<td>89-87</td>
<td>B+</td>
<td>Good</td>
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<tr>
<td>86-83</td>
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<td>82-80</td>
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<td>72-70</td>
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<td>62-60</td>
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<tr>
<td>59 &amp; below</td>
<td>F</td>
<td>Failing</td>
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A picture tells a story

OR
How often do we survey?

- Meet with departments to discuss target areas
- 1st survey in June
- Share preliminary report in July
- 2nd Survey in August
- Complete a 3rd survey in August/September if necessary (did anything get missed?)
- Tabulate scores and build final report in early fall
- Share results with departments and Board
- Post scores on live dashboard
What does surveying look like?
Decision-making tool

- CIP Decision
- Maple had an average score of 78 from 2015-2016
- Decision to invest capital in 2016
- Score raised to 93 in 2017
Building your in-house tool

- Build survey logic for the items you want to survey
  - Location
  - Area
  - Athletic Space
- Include the items available in each feature (fencing, seating, landscaping, etc.)
- Identify surfaces available (grass, dirt, etc.)
- **Allow comments**

- Rating questions (what is important for you to rate an asset?)
  - Availability
  - Functionality
  - Damage/Deterioration
  - Items missing
  - Surface quality
  - Cleanliness (litter, natural debris)
  - Vandalism
  - Safety hazards
Scoring (functionality example)

- All equipment is working = 1
- What is the effect of each malfunction?
  - Minimal = .66
  - Noticeable = -.33
  - Prevalent = 0
- Scores added together
- Quiz scores range from 0-1
- Maintenance penalty (-5)
- Availability penalty (-25/-50)
Building the report card

- Download your data
- Average each feature score for each location

- Multiply average feature score by weighted average (determined by survey and engagement)
  - Parking lot-low priority
  - Athletic spaces-average priority
  - Drinking Fountains-average priority
  - Bathrooms-high priority
  - Playground-high priority
  - Sitting Area-high priority
  - Path and Sidewalk-highest priority
  - Green spaces-highest priority
Building a data-driven Culture

- Engagement strategies
- Goal for maintenance is not to punish but to help them solve problems
- Custom reports for each park with problem areas
Dashboards

- Interactive dashboard to share additional information about the park grades with staff and the public.
- Show case results overtime
- Focus on specific parks
Lesson learned?

- Engaging staff to make data part of the culture
- Moving beyond upper management
- Building capacity
What’s next?

- Goal setting and continued engagement to solve problems
- Expansion to include other assets
- Tell our story
Where can you use a report card?
QUESTIONS?
Webinar Resources

Questions? Need Handout Copies? Contact Ryan Spillers at rspillers@transformgov.org
Save the Date!

Upcoming learning events:

http://transformgov.org/virtual-events


- 8/7/2018: Change Your Culture, Change Your Life! - https://transformgov.org/events/change-your-culture-change-your-life


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Thank you for joining us today!