Envisio programs help government professionals make evidence-based decisions based on data insights and transparency. The City of Maplewood, MN adopted Envisio technology in 2018 to improve strategic plan performance and report results to their community.

Before: In 2015, Maplewood was tracking goals in an excel spreadsheet. The input was text-heavy, goals were loosely defined, and communication about the process was challenged. The new city manager encouraged adopting metrics tied to the strategic plan.

Implementation: Maplewood worked to have staff and council buy-in and began reporting quarterly rather than annually with Envisio technology. Instead of text-heavy qualitative data, reporting is more quantitative and tied to the budget process. In 2019, the city began using community survey data and residents can access strategic plan progress on their website that links directly to Envisio data.

Outcomes and Best Practices: The Maplewood service model changed from reactive to proactive and staff had a renewed sense of purpose. Cities adopting performance management practices should be selective in identifying performance measures and associated metrics, engage employees at every level of the plan, and integrate strategic plan with department work plans.
Q+A

Describe the development process of Performance Measurement:
Understanding what data you’re already recording is important; there is information all around you. Assess what you have and what you can extract for decision making, then arrange it around what you’re trying to measure and track. In Maplewood, 2018 was the first time using Envisio. We asked the departments, "what do you have already and what could you easily track?" In 2019, we’re more intentional, and ask if what we’re measuring is really tied to strategic priorities.

How did you go about getting staff buy-in with the dashboards?
We had meetings and Envisio come out to talk to staff and work with us. Getting the input from the lower level frontline staff has helped, and we are trying to make reporting easy so it’s not overwhelming. In 2017, we recognized that we needed a dedicated employee to work on this on a daily basis. Consider having staff presence in the process; once the buy-in happened, it was easier to identify what data was needed to show support. Executive sponsorship is important.

What does Envisio provide?
We’ve tried to create a tool that all staff can use: simple and user friendly. We wanted to build something accessible and useable that performs aggregation and visualization without the complexities. It is connected to strategy, goals and budget.

View the session recording here:
https://attendee.gotowebinar.com/recording/3064264537705429761