



City Performance Management 2020 Q1 SB Stat Post-Meeting Memo

2020 SB Stat Key Takeaways

- Economic Impact Analysis – My SB Parks & Trails
 - Does not capture economic benefits related to incremental projected economic activity
 - \$120,983,228 generated in economic activity, nearly triple the expenses incurred by the City
 - \$40 M in city tax dollars invested
 - Specific industries received economic benefits and new jobs were added to the local economy
- Faster, better data for recreation programming
 - SMS texting survey workflow created, survey results automatically fed into PowerBI dashboard that can be viewed by staff
 - Prototype survey dashboard developed and will be refined based on feedback from VPA staff
- Continued Boomer Analysis
 - 25 total deployments in inaugural year (2019)
 - Nearly 100 hours spent in community neighborhoods
 - Focus on logistics and operations drew attention away from data collection efforts
- Youth Jobs SB
 - A job readiness program for youth ages 15 – 21. Its mission is to empower youth and strengthen our workforce through the providing of:
 - Opportunities for growth
 - Work based training
 - Life skills & leadership development
 - Key focus on at-risk youth

2020 SB Stat Topic Next Steps

- Economic Impact Analysis – My SB Parks & Trails
 - Explore using a third party (e.g. Trust for Public Land) for additional analytical services
 - Conduct preliminary property values analysis in relation to parks
- Faster, better data for recreation programming
 - Develop standard SMS texting survey for recreation events, programs

- Hold survey testing period during upcoming recreation events, programs
- Finalize survey dashboard in collaboration with VPA staff

- Parks Health Dashboard
 - Hold a series of virtual meetings with City Council & Neighborhood Groups explaining the program
 - Deliver targeted user sessions for various stakeholders and partners

- Continued Boomer Analysis
 - Goal to collect data at 100% of VPA sponsored events and build framework to draw connections to Social Impact Hypothesis

Potential Topics Q2 2020 SB Stat

- Youth Jobs SB Measurement Framework
- Economic Impact Analysis - Phase II
- Test results of Faster, Better Recreation Survey Data