



City Performance Management 2021 Q4 SB Stat Post-Meeting Memo

2021 SB Stat Key Takeaways

- Future of City Payments
 - Data Analysis
 - Resident's payment preferences seem to be driven by their income levels more than other factors (i.e. proximity to downtown location, age, etc.)
 - About 8 - 9 percent of residents pay their utility bill in person at the Colfax location Downtown.
 - Cash payments to cover utility bills make up about 4 percent of all payment types to the City.
 - About 21 percent of residents complete their monthly utility bill payment through a recurring payment (or autopay option), either a direct bank transfer or an automatic credit card payment.

2021 SB Stat Topic Next Steps

- Future of City Payments
 - Conduct resident engagement on payment preferences
 - Distribute low barrier survey to get resident feedback on preferences for making city payments
 - Target residents who prefer to pay with cash and/or in-person
 - Gain qualitative understanding of why residents prefer certain payment types
 - Develop city payment hub page on the City website and publish in Q1 2022
 - Further explore option to use convenience stores in South Bend as payment centers for utility payments
 - Develop timelines and project milestones for the project's long-term interests for review
- Water shut off process mapping
 - Conduct process mapping and improvement workshops with subject matter experts
 - Identify pain points for residents and opportunities to improve resident experience
 - Identify decision points for executive team to make process changes, if applicable

