

Open Access Benchmarking

“*Tools that facilitate professional management should be widely available—not limited to just a few. So ICMA is proud to launch Open Access Benchmarking for the entire local government community.*”

—Marc A. Ott, ICMA Executive Director

ICMA introduces a benchmarking initiative that's open to *everyone*:



NO Fees for Participation



NO Reporting Deadlines



NO Software Requirements

BENCHMARKING MADE EASY

You know that a sound performance management system lays the groundwork for assessing and improving public service delivery. And you've probably taken steps to compare your performance metrics with those of other cities or counties—at least informally.

ICMA now provides a forum for comparative benchmarking with a new, streamlined approach that minimizes staff effort and provides access to performance data from jurisdictions of all sizes.

This new approach is simple, software-neutral, and led by participants, not by any single organization. So you can reap the benefits of benchmarking in the way that works best for you and your community without a significant investment of staff time or budget dollars. You can:

- Compare on 80 key performance indicators defined by consensus (plus 54 specific to counties)
- Zero in on the metrics that are useful to you
- Use the reporting and analysis software of your choice
- Download the data from all participants for use as you see fit

Data collected from pilot jurisdictions and prior ICMA benchmarking efforts is already available online. No need to enroll. Just download at:

icma.org/benchmark

ICMA OPEN ACCESS BENCHMARKING FEATURES

Feel free to use the data internally, compare with your peers, or import the data into the data analysis software of your choice. To help others learn from your example, please also share your own data so the database can continue to grow. More than 12,000 data points are already posted for FY2013–FY2016. Help us expand that database into FY2017 and beyond. Features include:

- **Consistent Definitions:** Unlike informal surveys that you might build yourself, or benchmarking programs that involve a single state or vendor, this initiative is based on a standardized set of definitions developed by ICMA’s Performance Management Advisory Committee. Those definitions are posted online to ensure consistent reporting and facilitate adoption by sub-groups that might wish to compare without reinventing the wheel.
- **Built-in Flags to Ensure Comparability:** While the data collection templates are simplified to allow easy portability to other software, they also include pop-up warnings (within the posted Excel version) to flag any entries that might merit a second look.
- **Wide Variety, but Not Overwhelming:** Unlike “comprehensive” benchmarking approaches, Open Access Benchmarking is based on a streamlined list of key indicators. Focus on whether you’re doing as well as your peers, not on comparing every line item in your budget. Use this resource to consider your performance in a larger context and learn from other jurisdictions.

Key Areas of Measurement		County-Focused Measurement	
<ul style="list-style-type: none"> • Code Enforcement • Fire/EMS • Human Resources • Information Technology 	<ul style="list-style-type: none"> • Libraries • Parks and Recreation • Police • Risk Management • Road Maintenance 	<ul style="list-style-type: none"> • Courts • Housing • Jails • Job Training 	<ul style="list-style-type: none"> • Probation • Property Assessment • Public Health • Youth Services

ICMA STRATEGIC PARTNERS

Open Access Benchmarking has no strings attached, and you’re free to use the data and metrics in Excel or in any software platform you choose. If you’re interested in working with a data analytics partner, you can meet several of them in the exhibit hall here at the conference. These include:



Booth 1225



Booth 1125



Booth 816



Booth 1329

Questions? Stop by “Benchmarking Outside the Box” on Tuesday, October 24th, 4:10–4:40 pm, in Room 221B, or visit icma.org/benchmark