

Woodbury Performance Scorecard

September 2017 • A report to citizens on the performance of city services

Water remains a high priority



Although it is located in the land of 10,000 lakes, the city doesn't have an inexhaustible supply of affordable, high-quality water.

At its June 21 strategic planning session, the City Council recommended to continue its Sustainable Water Future strategic initiative for the 2015-2017 cycle through 2019.

The primary focus of this initial effort was to reduce water use through responsible residential irrigation practices. Despite continued residential growth, the number of gallons of water pumped per capita per day (residential only) declined from 107 gallons in 2012 to 78 gallons in 2016 (see chart on reverse side). The decline in gallons of water pumped was primarily due to a reduced demand for lawn irrigation as a result of higher levels of rainfall during the summer. However, over this same period, the city also elevated its public education efforts and set up programs to encourage responsible lawn watering practices.

In addition to extending this water efficiency effort through 2019, the Council has now added water quality to the strategic initiative.

Below are the desired outcomes associated with this strategic initiative.

1. **Conservation** – Strive toward flat total annual (community) water usage through 2030 (based on a 5-year rolling average).
2. **Water quality** – Continuously provide safe, reliable, clean water that meets all state and federal standards and guidelines for quality.
3. **Regional** – Participate on, and be a leader in, regional groundwater policy discussions.
4. **Legal** – Establish the city's position and involvement level on water-related legal issues and monitor associated cases.
5. **Legislative/regulatory** – Be proactive in the legislative process regarding groundwater management.

City of Woodbury tracks its performance

How do city leaders know if they are making the right decisions? How can residents know if they are receiving high-quality, effective services? In Woodbury, we track and report performance data and also use our biennial community survey to help the City Council make decisions and to keep residents informed about how well we are doing.

Woodbury's Performance Reporting Program

Since the mid-1990s, the City of Woodbury has published an annual performance report that provides more than 250 pieces of data on the performance of city services and operations. This data is assembled into an annual report that is presented to the Council and posted on the city website for public review.

The purpose of the program is to provide the city with data for strategic planning, to provide the City Council with useful information to make decisions, to indicate areas of success or areas that are in need of improvement, and to provide accountability to the public by producing a more transparent government.

Why this report?

The city received a grant in 2009 to assist the city in engaging the public with our performance measurement program. The city conducted a set of focus groups of Woodbury residents to learn: what services are most important to residents; how do residents gauge the city's success in regard to these services; and how do residents prefer to have information about these critical services communicated to them. Based on the recommendations of the focus groups, the city produced the first newsletter insert in June 2011 to provide all residents and local businesses with important information about city services and the community in general.

The city received many supportive comments about the Performance Scorecard mailed in the past and has highlighted the information in an insert every year since 2011.

Woodbury Fire Services celebrates Night to Unite with residents



The Fire Services Division participates in a number of public education and outreach events such as Night to Unite (above) and responds to calls for service. See reverse side for fire response performance results for 2016.

2016 Performance Scorecard

The intent of the following table is to provide the residents of Woodbury with some meaningful data on the performance of core city services. Three years of data history are provided with the city's target goal for the service, if applicable. If the city doesn't have an established goal for the service a five-year average is given. The color-coded column on the far right of the table provides the reader with a quick indication if the 2016 data reported met or exceeded the established goal or five-year average.

Scorecard Key
Green: met or exceeded target
Yellow: within 10% of target
Red: not within 10% of target

Performance Category	2014	2015	2016	Target	2016 Status
Public Safety					
Part I crime rate per 1,000 residents (violent crimes)	20	19	20	21 (avg.)	Green
Part II crime rate per 1,000 residents (non-violent crimes)	29	33	34	31 (avg.)	Yellow
Fire response No. 1 – percentage of time five firefighters on scene in less than nine minutes to full emergency fire calls	86%	77%	82%	90%	Yellow
Fire response No. 2 – sustained major fire response: percentage of time an additional six firefighters are on scene in less than 13 minutes	83%	72%	100%	90%	Green
Paramedic response – percentage of time a paramedic is on scene in less than five minutes	90%	89%	89%	90%	Yellow
Parks and Recreation					
Percent of residents rating recreation programs as excellent or good in the community survey*	N/A	87%	N/A	87% (avg.)	Green
Number of acres in park system	3,186	3,290	3,323	3,205 (avg.)	Green
Number of miles of trails	140	140	143	139 (avg.)	Green
Ratio of number of acres in the park system to number of acres finished and mowed	17%	16%	17%	15%	Green
Traffic and Streets					
Percentage of citizens rating as satisfactory their ability to get where they need within a reasonable time in the community survey*	N/A	75%	N/A	75% (avg.)	Green
Average pavement condition index score for non-residential city streets	66	76	72	75	Yellow
Average pavement condition index score for residential city streets	66	69	69	70	Yellow
Snow plowing – percent of full snow and ice clearing events completed within eight hours	73%	100%	100%	80%	Green
Utilities					
Potable water – residential, per capita served, water usage (gallons/day)	83	83	78	75	Yellow
Sanitary sewer – number of blockages	2	4	0	2	Green
City Management and Finances					
Percentage of residents rating the job performance of city staff as excellent or good in the community survey*	N/A	87%	N/A	80% (avg.)	Green
Percent of residents rating the sense of community as excellent or good in the community survey* (This is a City Council strategic focus area.)	N/A	65%	N/A	79% (avg.)	Red
Bond rating (Standard and Poor's)	AAA	AAA	AAA	AAA	Green

* Community Survey data (conducted in odd-numbered years), excludes don't know/refused responses. Note: Target/goal is indicated when available. If a target/goal is not used for tracking the measure, the five-year average is indicated.

The 2016 Performance Report was presented to City Council at its Aug. 16 workshop meeting and is available on the city's website.

We want to hear from you

Did you like this report? Do you have any suggestions for improvement or additional information you'd like to see? If so, contact Jody Brown, Administration Services Director, at jody.brown@woodburymn.gov or (651) 714-3520.

For more information, visit woodburymn.gov/performance