

THE COLUMN

News from
the Virginia Institute
of Government

Summer 2001

Managing for Results

Localities measure up.

On January 18th, the VLGMA and the Institute sponsored a conference on performance measurement or “managing for results.” The event was designed to acquaint local government managers with the principal elements of this approach to improving local government performance.

The 90 attendees heard experts from around the country explain that crucial to an effective performance program are goal-setting, establishing mission-driven policy, designing internal and external measurement strategies, and capturing citizen participation.

Since the conference, 11 localities have expressed interest in establishing performance measurement practices in their organizations. Over the next 18 months, selected employees from these “demonstration” localities will receive extensive training in performance measurement concepts and strategies. These employees will then lead the efforts in their home jurisdictions. The Institute is working with each locality to provide expert consultation to help the demonstration localities in their efforts.



Periodic progress reports will be made to the VLGMA/Institute membership, with final results to be shared at a future VLGMA conference. At the conclusion of this developmental period, additional jurisdictions will be invited to participate in another round of experimental implementation.

Local governments participating in this first phase are Albemarle County, Altavista, Arlington Schools, City of Chesapeake, City of Hopewell, James City County, King George County, Prince George County, Spotsylvania County, Town of Warrenton, and City of Winchester.

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For more information, contact John Thomas at 804/982-5545 or jpt6n@virginia.edu. ▼

Center for Survey Research

Center helps localities ask the right questions.

by Kate Wood

The Center for Survey Research at the University of Virginia recently joined the Weldon Cooper Center for Public Service. Since its inception in 1988, CSR has conducted thousands of surveys for its clients from state and local government, the scientific community, the education and health care fields, non-profit organizations, and private industry. CSR Director, Dr. Thomas Guterbock, is nationally known for his survey methodology and research and design expertise in community planning issues and citizen surveys.

Using an array of survey methods, CSR gathers public opinion on such local concerns as services, comprehensive goals, needs, and programs. Localities working with CSR find that telephone surveys, face-to-face interviews, mailed questionnaires, and focus

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University of Virginia

CSR

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groups are effective methods for staying in touch with external and internal constituents.

In a long-standing relationship with Prince William County, for example, CSR has completed numerous surveys, including a citizen satisfaction survey, conducted annually by telephone.

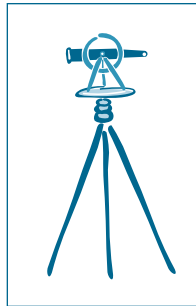
A major CSR project at the state level is a citizen satisfaction survey with the Virginia Department of Transportation using a process parallel to the national survey sponsored by the Federal Highway Administration. CSR completed more than 4,400 interviews with Virginia citizens using its new Windows-based CATI (Computer-Assisted Telephone Interviewing) system and 23-station CATI. The study is now in the analysis phase, and the research team plans a report to VDOT leadership in early June.

CSR clients receive the full spectrum of survey-related services from design to implementation to analysis of results. Clients also benefit from the University's expertise available to the Center, particularly from the social science departments and medical, business, education and engineering schools.



The writer is CSR Associate Director.

Visit the CSR Web site at www.virginia.edu/surveys/. For more information, contact Kate Wood at 804/243-5224 or kwood@virginia.edu. ▼



Cooper Center Announces New Demographics & Workforce Web Sites

by Julia Martin

The Demographics & Workforce Section of the Weldon Cooper Center invites you to visit — and, we hope, use — our new Web site at www.ccps.virginia.edu/demographics. You'll find:

- All currently available county/city data from the 2000 Census, aggregated by a number of categories, including planning districts, metro areas, labor market areas, and VDOT districts. Data can be viewed on screen or downloaded into Excel.
- Analysis, maps, and charts pertaining to the 2000 Census.
- Over 100 data tables from the 1990 Census. Like the 2000 data, these contain data for each county and city as well as for aggregated areas.
- The entire *Statistical Abstract of Virginia*.
- Population estimates, building permit records, school enrollment data, and more.

On our home page, you'll also find a link to our newest site, The Guide to Career Prospects in Virginia. This site contains write-ups — called "occupational briefs" — describing 200 careers. Each brief contains a description of the occupation, specialties available, educational and licensing requirements, opportunities for getting ahead, required skills, workplaces and working conditions, job outlook, earnings, and

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Email Broadcast Information Service (EBIS)

Institute's rapid-response system fields broad range of inquiries.

Starting with this issue of *The COLUMN*, we will provide a sampling of EBIS inquiry topics.

<i>Subject</i>	<i>Responses Received</i>
Proposed COLA/merit raises — FY 2002 budget	42
Carports — zoning regulations and building permits	37
Tax relief for elderly — cost to administer	23
Email/Internet/computer use policies (update of 1998 inquiry)	21
Zoning permit fees (towns only)	12
West Nile Virus control programs	7

If your locality has email but is not receiving EBIS broadcasts, please contact us. The more localities on the list, the stronger our information gathering/sharing capacity.



For more information, contact Tedd Povar at 804/371-0202 or tep3e@virginia.edu. ▼



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Commission on Virginia's State and Local Tax Structure for the 21st Century

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Commission on the Condition and Future of Virginia's Cities (Moss Commission)

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Lynchburg Welfare Reform Study

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Reinventing Citizenship

Civic Engagement Initiative takes flight.

Efforts continue to reengage citizens in public affairs via the Institute's Civic Engagement Initiative. Funded in part by the Kettering Foundation, the Initiative will sponsor the 3rd Annual National Issues Forum Workshop (NIFW): Public Deliberation & Civic Engagement, at the University of Virginia, July 22-24, 2001.

National Issues Forums is "another way to talk," which results in "a different way to act." NIF promotes deliberative, civil discourse among people with diverse views on a contentious public issue. Through public deliberation (not debate) NIF promotes public participation and productively engages citizens in the work of the community.

During the July NIFW, participants will learn the logistics of convening forums, moderating and recording skills, and the basics of framing issues for public deliberation. Two new NIF issues — *Racial & Ethnic Tensions: What Should We Do?* and *Money & Politics: Who Owns Democracy?* will be introduced and used to examine the principles and practice of public deliberation.

Other Initiative Activities

The Initiative sponsored a National Issues Forum at the February meeting of the VLGMA in Roanoke. Seventy senior local government managers participated in the forum titled, *A Nice Place to Live: Creating Communities, Fight Sprawl*, and led by moderators from UVA, Virginia Tech and VLGMA.

In early April, the 2001 Class of Leadership Isle of Wight engaged in a lively deliberation called *Local Government: High Service Demand, Low Revenue*.

Work has begun with the Community Consensus Coalition of Fredrick County and the City of Winchester to initiate a community-wide conversation on growth in the greater Winchester area. In early June, coalition members will deliberate *A Nice Place to Live: Creating Communities, Fight Sprawl*. They are then scheduled to receive training in moderating NIF-style forums. The effort culminates in the fall, when the coalition plans to moderate forums on growth throughout the community.



For more information, contact Nancy Gansneder at 804/982-4770 or nancyg@virginia.edu. ▼

Calling All Websters!

Virginia Local Government Web Alliance (VLGWA) fosters collaboration.

Since September 1999, Webmasters from across the state have been meeting every other month to discuss issues related to Web development and to view demonstrations of the latest technologies and their applications to e-government.

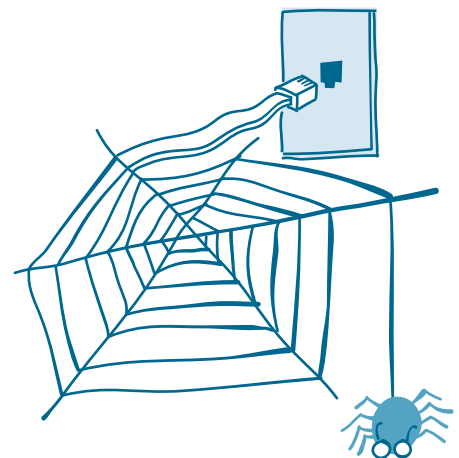
These technology professionals are members of the Virginia Local Government Web Alliance (VLGWA), created by the Virginia Municipal League and the Virginia Association of Counties, to provide a regular forum for communication among those responsible for putting their localities on the Web.

Meetings, which are hosted by the Institute at UVa, have focused on a variety of timely issues, including,

- Information Technology (IT) policy and compliance, e.g., *COV ITRM Guideline SEC2001-02.1* — *Internet Privacy Guidelines*, Privacy Protection Act, FOIA, and ADA,
- Web database integration platforms, and
- Maximizing the Web's interactive capabilities through Unix and Windows platforms.

Each meeting highlights a guest presenter from the academic community; federal, state and local government; or the private sector. Future meetings will feature representatives from Cold Fusion and Filemaker Pro, manufacturers of database integration software packages, and officials from VIPNet, (Virginia Information Providers Network), the electronic gateway to Virginia government.

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**National Issues
Forum Workshop –
Civic Engagement
& Public Deliberation**

**JULY 22-24, 2001
THE UNIVERSITY OF VIRGINIA**

To register:
contact Jennifer Carroll at
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Demographics Web Site

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suggestions for further exploration, including more Web links. Separately available are statistics on job outlook, self-employment, training program completers, earnings, and employment by gender.

Both sites are updated constantly. We're adding new Census 2000 analyses and graphics to the Demographics site continuously, and we'll be formatting, displaying, and writing about new data as it becomes available over the next few years. On the Guide site, new careers are added weekly.

We invite you to use both sites and welcome your feedback.



The writer is research director for the Cooper Center's Demographics & Workforce Section.

Visit the Demographics Web site at www.ccps.virginia.edu/demographics. For more information, contact Julia Martin at 804/982-5581 or jbm3c@virginia.edu. ▼

VLGWA

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VLGWA boasts an inclusive membership, representing localities with a single IT staff person as well as those with IT departments of almost 300. Each meeting features tips on tackling technology issues, advice on service providers and vendors, news about state contracts, and details on the latest on the documentation and policies.

The next VLGWA meeting is scheduled for July 18th and will feature a demonstration of Dreamweaver, a software program for designing Web pages and developing Web graphics with Dynamic HTML (DHTML).



Visit the VLGWA Web site at www.vlgwa.org. For more information, contact Mary Beth Hewa at 804/982-5707 or meh4q@virginia.edu. ▼