

COUNCIL ACTION FORM

SUBJECT: ASSET AGENCY OUTCOMES REPORTING

BACKGROUND:

At the April 25, 2017 meeting, the City Council referred to staff a letter from United Way of Story County (UWSC) regarding the Clear Impact Scorecard (CIS). CIS is a tool used to develop outcomes for human services agencies and measure their progress towards them. The letter requested the participation of the City in financing CIS. The City Council received a presentation from UWSC staff regarding how CIS is used on November 22, 2016.

OUTCOMES MEASUREMENT SITE LICENSES

UWSC has purchased licenses for all ASSET agencies to use CIS in the current fiscal year (with the exception of those agencies that already have licenses). To set up the outcomes measures and review the information provided, licenses are also needed by each funder accessing the system (UWSC, City of Ames, and Story County). Therefore, a total of 32 licenses are needed.

The cost for the 2017/18 fiscal year is \$240 per license, for a total of \$7,680. This cost is on an annual basis, and it could be expected to increase incrementally each year. In April, the Story County Board of Supervisors agreed to contribute 1/3 of the cost of the 32 licenses (\$2,560). The City has already budgeted \$3,571 in FY 2017/18 for ASSET administrative expenses from the Local Option Sales Tax Fund. These funds cover the City's share of costs to maintain the ASSET website, print materials, and conduct other administrative activities. The City Council could allocate additional funds from the Local Option Sales Tax Fund to cover a share of the costs for the CIS.

UWSC indicated in its letter that its Community Impact Director is working with each agency to identify goals in the focus areas of education, income, and health, and developing results and indicators. At this time, the UWSC board has committed to covering the cost of the Community Impact Director's work, even though that work would be beneficial to the other funders participating in the outcomes measurement system. However, if additional staff time is necessary to maintain the outcomes measurement system, UWSC has indicated it may approach the City and County for financial assistance to support these activities.

ASSET AGENCY CONTRACTS

UWSC is requiring ASSET agencies with which it has contracts to utilize the CIS for FY 2017/18. As part of this arrangement, agencies must develop at least one outcomes

indicator during the contract period. If the City Council chooses to partner with UWSC in funding the CIS licenses, City staff feels it would be appropriate to also require the use of outcomes measurements in each ASSET contract.

Similar to UWSC's approach, it seems prudent for the City to begin by requiring the use of at least one outcomes indicator in the first year. In future years, if the City Council wishes to customize the outcomes measures used for particular agencies, it may do so as needed.

ALTERNATIVES:

1. Direct staff to:
 - a. Allocate \$2,560 from the Local Option Sales Tax Fund balance as the City's contribution to the FY 2017/18 licensing fees for the Clear Impact Scorecard
 - b. Direct staff to incorporate language into the FY 2017/18 ASSET contracts with agencies requiring the use of the outcomes measurement system as indicated above
2. Do not participate in the Clear Impact Scorecard outcomes measurement system, and direct staff to pursue an alternative outcomes measurement system.

CITY MANAGER'S RECOMMENDED ACTION:

The City Council's 2017 Goals include an objective to adopt an outcomes measurement system to assist in determining the City's funding to human services agencies. The CIS being implemented by United Way appears to accomplish the City Council's desire in a way that does not burden agencies with compliance with several different outcomes measurement systems.

Additionally, the City Council has seen a demonstration of the types of outcomes measures that can be implemented through the CIS. Once fully implemented, the City can adopt specific outcomes measures for particular agencies or service types, so as to allocate funds where they have the greatest potential to accomplish the Council's priorities.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby directing staff to allocate \$2,560 from the Local Option Sales Tax Fund balance as the City's contribution to the FY 2017/18 licensing fees for the Clear Impact Scorecard and further directing staff to incorporate language into the FY 2017/18 ASSET contracts with agencies requiring the use of the outcomes measurement system as indicated above.

To: Mayor Ann Campbell
Ames City Council
From: Jean Kresse, President and CEO
RE: Partnership – Clear Impact Scorecard
Date: March 29, 2017



In November 2016, we presented to Ames City Council the work United Way of Story County (UWSC) has been doing in the area of community impact. United Ways across the nation have been known for raising donations and passing them through to organizations with programs that meet community needs in the area of human services. UWSC has gone beyond being just that fundraising entity and has embraced the community impact model.

We are now more adept at responding to the ever-changing landscape of needs through grant funding, leading conversations in high need areas and building collaborations to address community-wide problems. This includes bringing new solutions and pilot projects to our communities. Important to this work is the ability to demonstrate to our stakeholders the impact programs are making in the lives of individuals and families in our community.

The UWSC Board of Directors has made a commitment to the community impact model and has spent the past two years preparing our internal organization and our community partners to better report outcomes. As part of that work Shannon Bardole was promoted to the newly created position of UWSC Community Impact Director. At the November City Council meeting Shannon presented information on the work being done – setting goals in the focus areas of education, income and health; working with partners to establish results and indicators; and identifying programs and partners that will report on performance measures. All of this is part of the Clear Impact Scorecard; the tool we have purchased to help measure program progress and outcomes that will roll up toward the identified community goals that UWSC has adopted.

Information gained through the implementation of the Clear Impact Scorecard will help ASSET volunteers and staff to better determine outcomes, trends and impact. Our goal is to have this information be one of the resources that will help guide allocation decisions. Since this is a resource that will benefit ASSET funders, most specifically UWSC, City of Ames and Story County, I respectfully request all funders share in the costs.

UWSC has purchased Clear Impact Scorecard licenses for this fiscal year for all ASSET human services partners, with the exception of those already holding licenses and three Story County libraries (Ames, Huxley and Nevada). The cost per license for the upcoming year is \$240/license. This will be an annual expense. At this point we need 32 licenses totaling \$7,680 (26 licenses for ASSET funded agencies; 3 libraries; 1 UWSC staff; 1 City of Ames staff; 1 Story County staff). This would mean each funder contributes at least \$2,560 annually.

UWSC board is committed to cover the cost of the Community Impact Director. If however, additional staff time is needed to oversee and maintain the system we would seek additional support from ASSET funders. Thank you for your consideration. I would be available to attend a City Council meeting or work directly with City of Ames staff to address any questions or concerns.

OUR VISION.
TO IMPROVE THE QUALITY OF
LIFE IN OUR COMMUNITY
FOR INDIVIDUALS AND FAMILIES.

OUR MISSION.
UNITED WAY OF STORY COUNTY
IS A STRATEGIC LEADER IN BUILDING
COUNTYWIDE PARTNERSHIPS
TO IDENTIFY NEEDS AND TO DEVELOP,
SUPPORT AND EVALUATE EFFECTIVE
HUMAN SERVICES, ESPECIALLY
IN THE AREAS OF EDUCATION,
INCOME AND HEALTH, FOR OUR
DIVERSE COMMUNITY.

LIVE UNITED



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