



Beyond Data + Decisions:
*Driving Budget Engagement in
Colerain Township, OH*



Speakers



Jeff Weckbach
Assistant Administrator
Colerain Township, OH



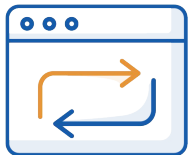
Mark Welch
Solutions Architect
OpenGov

Poll Question #1

Are you seeing increased demand from your community for greater detail around the budget/finances?

- ☐ Yes
- ☐ No
- ☐ I don't know

Key learnings from Colerain Township, OH



Better Budgeting

How a quest for greater transparency led to a more efficient and strategic budget process



Storytelling with Data

What does it mean to transform your government to focus on transparency and providing context



Online Budget Book

How an interactive online budget book can improve stakeholder and community understanding and engagement



More Meaningful Reports

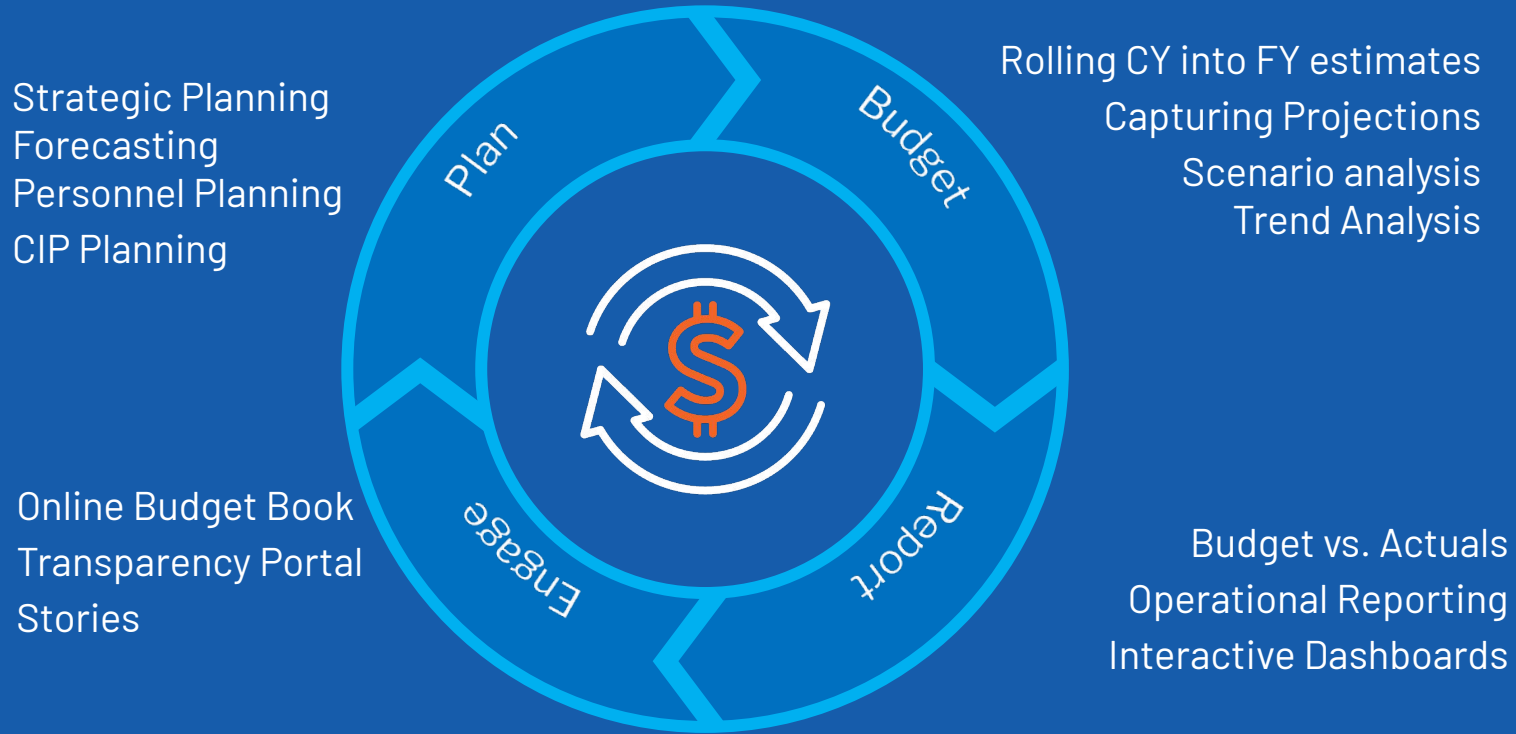
a pulse check on how you're doing shared quarterly with stakeholders and public provides clarity and builds greater alignment

Reaching a transparency pivot point

How an accusation of fraud drove a series of investments in improving data and analytics, strategic budgeting, and transparency and communications.



Better Budgeting: What does an ideal cycle look like?

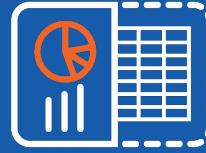
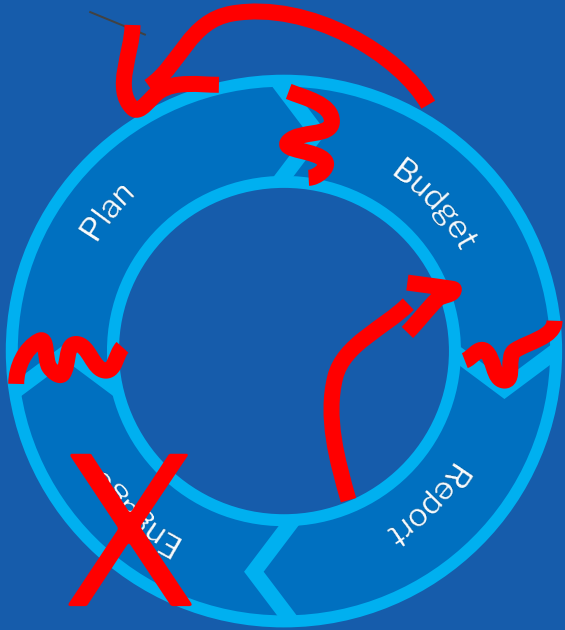


Poll Question #2

What do you see as the biggest challenge to adopting an interactive budget? (Check all that apply)

- ☐ Administrator buy in
- ☐ Perceived high level of effort
- ☐ We do not have a solution for easy, code-free web publishing
- ☐ Data challenges that needed to be solved for first
- ☐ That we still need to publish a paper copy
- ☐ Other _____

Better Budgeting: What's so hard about being strategic?



No Systems



Top-Down
decision making



Misunderstanding of
what was driving
numbers

Storytelling with Data: Finding Ways to Communicate Effectively

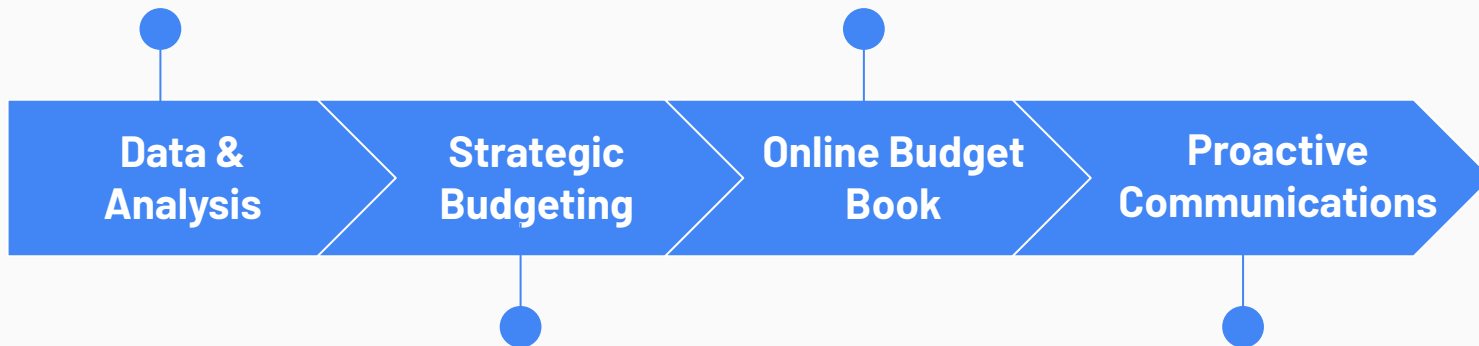
Past



Public facing transparency
portal and Stories

Online Budget Book (under
development)

Current

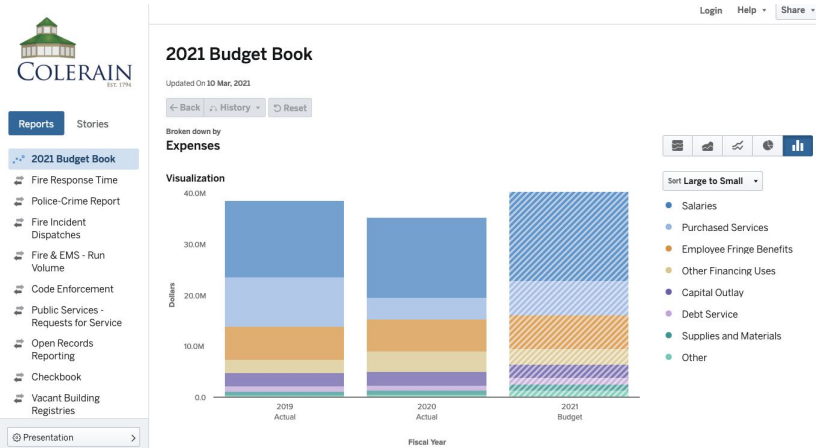


Collaborative Budgeting and
Reporting/Dashboards

Continuously improving
communications with Stories

Storytelling with Data: How to change up the narrative

In local government, there is a constant need to tell your community what you do and what government is. Colerain focuses on data, dashboards, and storytelling.



HEY! COLERAIN - PODCAST



Join host Hannah McKaig as she delves into open conversations with Township staff as well as community residents and stakeholders!

Online Budget Book: Building a better budget online

Building an online budget book makes building an interactive and engaging book easier since it enables connections between data and narrative details.



I think we can all agree that 2020 has been a year like no other. COVID has spread across the world affecting all of us in ways we never could have imagined at this time last year. The pandemic has affected Colerain Township just as it has communities across the country and around the world. Through it all, we are reminded how important connections with our families, friends, and our community really are. In 2019, the Colerain Township Board of Trustees established "Creating Connections" as the Big The work plan. Little did we know how important this become.

Despite having to struggle - as everyone has had to develop new ways of providing essential Township a pandemic, our Township Departments from Public Services, Planning and Administration have

challenges and worked hard to achieve the vision put forward by our Trustees. As we worked to create connections this year, we made significant progress on establishing new sidewalks that will connect some of our community's most important assets like schools and neighborhoods. We received a \$724,086 grant to install new sidewalks on Pippin Road connecting Northwest High School with the surrounding neighborhoods. In the Planning Department we



Reports

Stories

Annual_Financial_Data

2021 Budget Book

- Fire Response Time
- Police-Crime Report
- Fire Incident Dispatches
- Fire & EMS - Run Volume
- Code Enforcement
- Public Services - Requests for Service
- Open Records Reporting

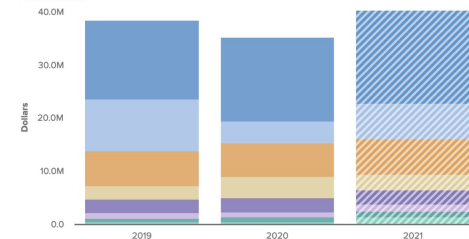
2021 Budget Book

Updated On 28 Jun, 2021

Back History Reset

Broken down by
Expenses

Visualization



Sort Large to Small

- Salaries
- Purchased Services
- Employee Fringe Benefits
- Other Financing Uses
- Capital Outlay
- Debt Service
- Supplies and Materials
- Other

More Meaningful Reports

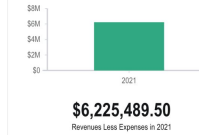
A report for the Board and public to provide a pulse check on how we're doing with year-to-date cash balance compared to target and other details around capital planning, spend, and debt investments.

Colerain Township - Financial Data

Live tracking of the Township's finances compared to key financial policies
For more information on the Township budget and an explanation of key revenues, expenses, policies, and other items, please visit the Township Budget Book.

All Funds - Cash Position

2021 - Cash Position - All Funds



This report shows the net cash position for the current fiscal year, meaning this report shows a summary of revenue received compared against dollars spent.

Typically the Township draws down cash reserves in the first quarter of the year, as the Township is primarily funded through property taxes. The first half payment of property taxes are typically posted in April or May of the current year.

All Funds - Revenue to Budget

2021 - All Funds - Revenue to Budget

Data Updated 4 weeks ago | [Printed Budget](#)

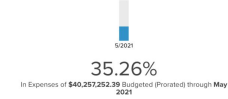


The above chart shows year to date revenue as a percentage of our anticipated revenue budget for the entire Township. The goal is to exceed 1/12th or 8% of our budget per month.

All Funds - Expense to Budget

2021 - All Funds - Expense to Budget

Data Updated 4 weeks ago | [Printed Budget](#)



The above chart shows year to date expenses as a percentage of our approved expense budget for the entire Township. The goal is to be below 1/12th or 8% of our budget per month.

General Fund - Cash Position

2021 - Cash Position - General Fund



This report shows the net cash position for the current fiscal year for only the General Fund. The General Fund is the most flexible of Township Funds, as the cash in this fund is unrestricted.

General Fund - Revenue to Budget

2021 - General Fund - Revenue to Budget

Data Updated 4 weeks ago | [Printed Budget](#)

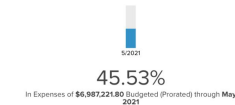


This chart tracks the revenue received by the General Fund as a percentage of the total budget. Of note, the Township received a dividend from the Ohio Bureau of Worker's Compensation. This unanticipated, one-time revenue has revenues currently outpacing budget.

General Fund - Expense to Budget

2021 - General Fund - Expense to Budget

Data Updated 4 weeks ago | [Printed Budget](#)



This chart tracks the total expenses of the General Fund, as a percentage of the total General Fund budget. Variances of note will be updated on a quarterly basis.

Better Public Engagement

A series of web pages containing information on the upcoming levy for the Colerain Township Fire & EMS Department to provide the public with information to make an informed decision.

2020 Fire & EMS Levy Information

This document contains important information regarding the upcoming levy for the Colerain Township Fire & Emergency Medical Services Department.

This series of web pages contains information on the upcoming levy for the Colerain Township Fire & EMS Department. Each image below will link you to additional detail and provide you with information to make an informed decision. Please contact Colerain Township with any questions or additional information that you might need.

Please let the Trustees know your thoughts:

- o Raj Rajagopal - rrajagopal@colerain.org; 513-923-5008
- o Dan Unger - dunger@colerain.org; 513-404-3057; 513-923-5004
- o Matt Wahlert - mwahlert@colerain.org; 513-353-8852; 513-923-5002

Please let the Administration and Fire & EMS Department know your thoughts:

- o Geoff Miltz - gmiltz@colerain.org; 513-923-5000
- o Allen Walls - awalls@colerain.org; 513-245-5732

Financial and Budget Information



This section contains:

- The Five-Year Forecast
- Current Expense Levels
 - At the line item level
- Detail on how the Department has extended the recent 5 Year Levy to last over 10 years
- Revenue options
- The most recent Union Contract

Needs Assessment



This section contains information on various long term, big picture needs for the Department:

- Facility Needs
- Equipment/Vehicle Needs
- Personnel Needs

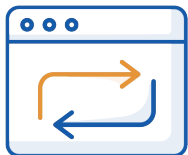
Impacts



This section provides detail on:

- Our financial analysis tool
- Reduced service options, if failed
- Impact for a homeowner

Key results for Colerain Township, OH



Strategic Budgeting

60% productivity gains
with Budgeting and
Planning



Storytelling with Data

Top transparency score
from the Ohio State
Auditor; many new ways
for citizens to engage



Online Budget Book

Delivering an interactive
online budget book and
monthly financial reports
efficiently and effectively



More Meaningful Reports

Efficient and effective
quarterly reports published
for stakeholders and the
public to provide pulse check

How is your government enabling department heads and managers to monitor budget-variances?

- ☐ Finance creates and delivers monthly reports to responsible individuals
- ☐ Finance creates and delivers mid-year or annual reports to responsible individuals
- ☐ Our leaders access their results in real-time OpenGov reports as needed
- ☐ I'm not sure that we have a good regular process in place

Online Budget Book Basics

New GFOA Distinguished Budget Criteria

Best Practices for Budget Teams

Performance measures and strategic planning are now mandatory criteria.



Link the budget to strategic goals and initiatives and track those explicitly. [See how Ukiah, CA does this](#) and watch a [video on Ukiah's award-winning budget process](#).

Table of Contents links are now explicit criteria



Go beyond bookmarking with links directly to interactive charts and graphs and descriptions that provide context and color. See how [Roswell, GA](#) and [Sandpoint, ID](#) have done this.

An overview should be presented within understandability and usability criteria



Use other forms of communication including videos, social media, etc. to call attention to key elements. [See East Providence, RI's "Budget in Brief"](#)

Process narratives are required in many criteria (strategic goals, capital projects, long-range forecasts, etc.) and are a general focus for the award



Make sure your charts and supporting narratives are simple, clear, and well annotated. [Read Ashland, OR's succinct descriptions](#)

ADA compliance is a key part of understandability and usability



Meet ADA standards automatically by adopting a platform that ensures your data is shown in ways that it can be consumed. [See how Colma, CA ensures compliance](#).

Are you considering creating an interactive budget book in the next year?

- ☐ We are already creating an interactive budget book as part of our process
- ☐ We are planning to create an interactive budget book in the next year
- ☐ We are considering creating an interactive budget book in the next year, but have not yet come to a decision
- ☐ We are not considering creating an interactive budget book in the next year

Better CIP Communications

By creating a Story for a Capital Improvement Plan, cities and counties can showcase investments in the community as well as share updated financial information. We also see this being used to communicate long-term planning.



Pictured above is a rendering of the future South Hayward Youth and Family Center, also known as the Stack Center. The community has long held the vision of constructing and operating a new center at the corner of Tennyson and Ruus Roads to be an anchor for civic life and services in South Hayward. The new two-story center will be home to a pediatric health clinic, behavioral health clinic, child care center, technology and innovation center, literacy hub, and other educational and recreational amenities. The site is adjacent to Tennyson Park and will also contain an outdoor movie screen, performance amphitheater, café, and space for a farmers market. For more information, visit the CIP project page [here](#).

Introduction

Learn more about the City of Hayward's Elected Officials and Organizational Chart. In this section, you may also read the Transmittal Letter to the City Council from the City Manager.

Strategic Priorities

Learn about the City of Hayward's Strategic Roadmap Priorities.

Explore the Budget

Explore the ten-year Adopted Capital Improvement Program (CIP) Budget.

Table of Contents

View the Table of Contents to see the organization of the online CIP and to quickly navigate to various sections of the document. A link to the Table of Contents is also included in the footer of every page of the CIP.

Poll Question #5

What financial and non-financial metrics are you interested in showcasing for stakeholders or the public? (Check all that apply)

- ☐ Quarterly financial reports
- ☐ Budget in brief
- ☐ Capital improvement planning and projects
- ☐ Long-term planning
- ☐ Tax levy details
- ☐ Police, resource recovery or other department-level spending
- ☐ Other _____

Key Learnings

1. **Necessity is the mother of innovation:** Use key political moments to drive a modernization movement in your government.
2. **With great data comes great obligation:** With the right data (and analysis) leaders can and must push for departments to be more strategic.
3. **Gain Trust & Earn Distinction:** Interactive budgets enable government leaders to link data and add context (and win the GFOA Distinguished Budget Award).
4. **Measure & Track What Matters:** Evaluate performance continuously across the year to identify gaps and stay focused on higher-order strategic goals.

Questions?