



Legislation Details (With Text)

**File #:** 23-0216 **Name:**  
**Type:** Written Report **Status:** Agenda Ready  
**File created:** 8/31/2022 **In control:** City Council Legislative Meeting  
**On agenda:** 9/28/2022 **Final action:**  
**Title:** Office of Performance Analytics (OPA) 10-Year Anniversary.  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:**

Date	Ver.	Action By	Action	Result
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City of Alexandria, Virginia

MEMORANDUM

**DATE:** SEPTEMBER 20, 2022  
**TO:** THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL  
**THROUGH:** JAMES F. PARAJON, CITY MANAGER /s/  
**FROM:** GREG USEEM, DIRECTOR, OFFICE OF PERFORMANCE ANALYTICS

**DOCKET TITLE:**  
Office of Performance Analytics (OPA) 10-Year Anniversary.

**ISSUE:** Recognition of the Office of Performance Analytics 10-Year Anniversary.

**RECOMMENDATION:** That City Council receives the video recognizing the 10 year-Anniversary of Office of Performance Analytics.

**BACKGROUND:** This year marks the Office of Performance Analytics (OPA) 10-year anniversary. In coordination with the Office of Communications and Public Information (OCPI), a brief video was filmed reflecting on the role of OPA and its contributions to the City of Alexandria. The video features Justin Wilson, Mayor of Alexandria; James F. Parajon, Alexandria City Manager; Kate Garvey, Director of Community and Human Services (DCHS); and, Greg Useem, Director of OPA.

In 2012 (FY 2013), the City Council created OPA to support their vision for a data-informed City government to improve services for the community. Through the City Council’s and City Manager’s support, the Office started by leading the measurement and monitoring of City services.

The vision and support of the City Council and City Manager, as well as close department partners, including the Department of Information and Technology Services, have been crucial components for the Office's success over the last 10-years. While the methods, products, and services provided by OPA have evolved over time, the Office continues to focus on leading a data-informed City government. The Office now provides analytical guidance, data analysis, surveying, process analysis, program evaluation, data centralization and automation, and more to help the City understand and solve problems. For example, OPA, in collaboration with departments, provide internal business intelligence; create public transparency dashboards; measure City Council priorities; provide COVID-19 analytics; produce in-depth analysis reports on priority topics like Alexandria Co-Response Program (ACORP), eviction prevention, and parking enforcement.

Additionally, the culmination of these efforts has led to the City being recognized nationally. For example, the City received the International City/County Management Association's highest award for performance management and the City's work is regularly featured at a number of national conferences and professional journal articles.

**DISCUSSION:** N/A

**FISCAL IMPACT:** N/A

**ATTACHMENT:** Presentation

<https://www.youtube.com/watch?v=Qfr1uZP9iW4>

**STAFF:**

Greg Useem, Director, Office of Performance Analytics (OPA)

Berkeley Teate, Office of Communications and Public Information (OCPI)