Communicating Financial Information in the 21st Century

City of **Long Beach**

openLB: Financial Transparency and Participation

Thursday, March 3, 2016

The potential of
open government

Transparency + Participation =

Accountability, Effectiveness, Efficiency

Advancing
open government

openLB is a central portal, helping the public navigate the wide range of data sources made available by the City of Long Beach

Through **openLB**, we are building a better Long Beach by leveraging technology to inform, engage, and foster collaboration

openLB

appsLB
Family of LB mobile apps

speakupLB: Citizen Engagement
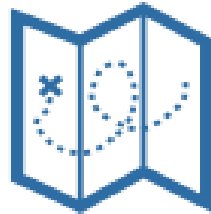
dataLB: Machine-readable files

recordsLB
Search record systems

happeningLB
Press releases & social media

mapsLB
Interactive map & map making files

financeLB
Budget visualization & documents

livewellLB
Community health info

developLB:
Site selection and market info

Opportunities for
citizen engagement

- Attend Council Budget Hearings

- Attend Community Budget Meetings

- Use the "Long Beach Budget Challenge" (online budget model software)

- Participate in the City of Long Beach Budget Survey on funding priorities

- Use openLB to explore the Proposed Budget

Long Beach **budget challenge**

- Provided participant opportunity to balance the City's General Fund budget, while deciding if existing funding levels should be changed

- Participants could also choose to increase revenues, without reducing services
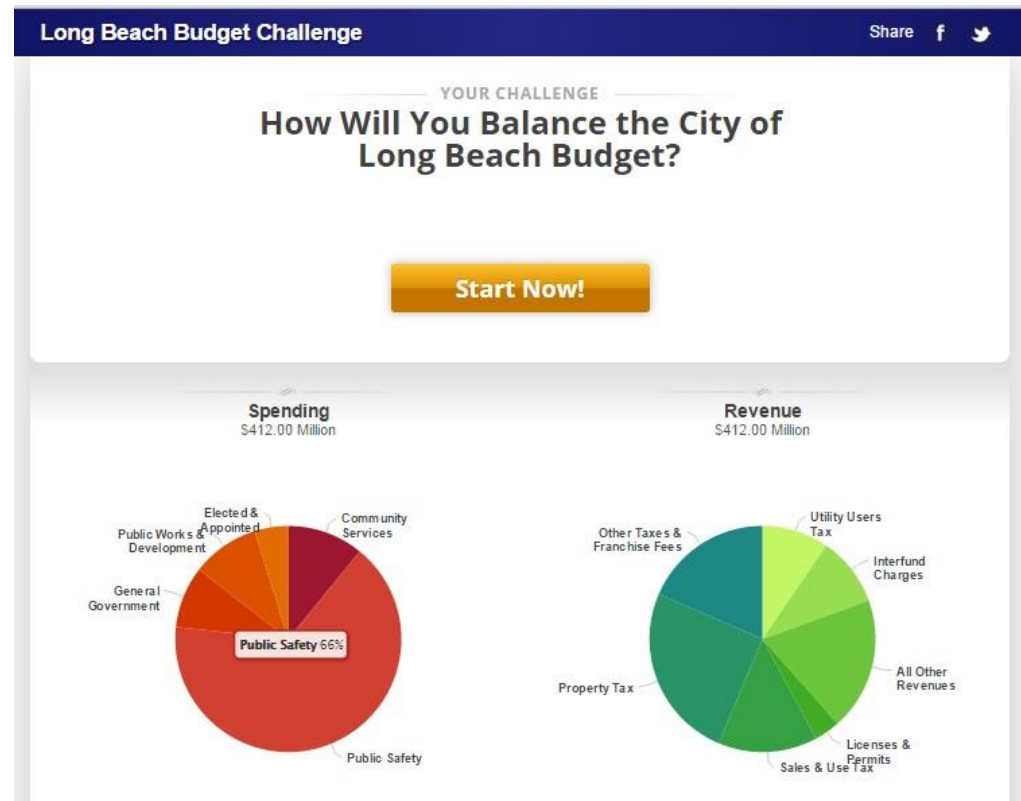
Long Beach **budget challenge**

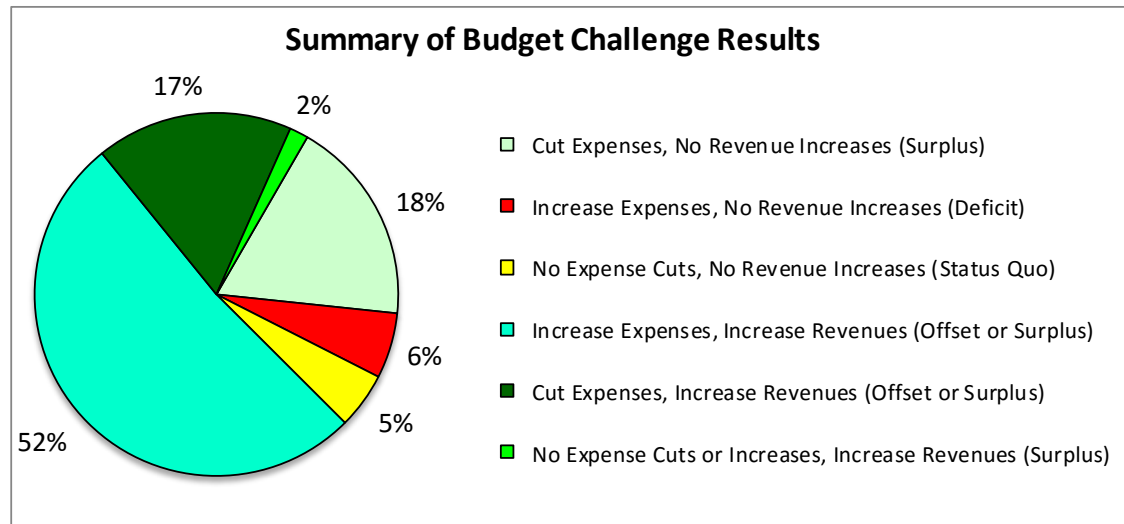- For each department, or group of departments, participants could choose:

  - ❑ Status quo
  - ❑ Cut by 2%
  - ❑ Cut by 5%
  - ❑ Increase by 2%
  - ❑ Increase by 5%

- 200 people did the budget challenge

Long Beach **budget challenge**

- 71% of participants increased revenues to support increased expenditures and/or to create a surplus

Summary of Budget Challenge Results

17%   2%

18%

6%

5%

52%

- ☐ Cut Expenses, No Revenue Increases (Surplus)
- ■ Increase Expenses, No Revenue Increases (Deficit)
- ☐ No Expense Cuts, No Revenue Increases (Status Quo)
- ☐ Increase Expenses, Increase Revenues (Offset or Surplus)
- ☐ Cut Expenses, Increase Revenues (Offset or Surplus)
- ☐ No Expense Cuts or Increases, Increase Revenues (Surplus)

Long Beach **budget survey**

- Survey distributed online and hard copies at community budget meetings

- 610 survey responses received

Long Beach budget survey

Service	Very Important	Somewhat Important	Not Very Important	Not at All Important	Weighted Average
Maintaining a low crime rate	80%	16%	2%	0%	3.79
Providing fire protection services	69%	25%	5%	0%	3.64
Maintaining and repairing streets (fixing potholes, etc.)	66%	29%	3%	1%	3.62
Maintaining and repairing public buildings (community and senior centers, fire stations, libraries, etc.)	67%	27%	5%	1%	3.62
Providing emergency medical services	68%	24%	6%	2%	3.60
Maintaining parks	55%	40%	4%	1%	3.51
Providing neighborhood police patrols	56%	33%	8%	1%	3.47
Preparing the community for emergencies or disasters	56%	34%	8%	1%	3.46
Keeping the City attractive and eliminating blight	52%	40%	6%	1%	3.45
Reducing ocean pollution by improving storm drains	54%	35%	8%	2%	3.43
Maintaining a police presence in neighborhoods	53%	37%	7%	2%	3.42
Planning for the future of the city	50%	39%	7%	1%	3.42
Maintaining and repairing sidewalks	51%	41%	8%	1%	3.41
Providing prompt graffiti removal services	50%	39%	9%	1%	3.38
Providing well-lit city streets	49%	40%	9%	1%	3.38
Providing nuisance abatement programs (loitering, illegal drug activity, excessive noise, etc.)	51%	36%	10%	2%	3.37
Providing free or low-cost recreation programs for youth	50%	36%	10%	2%	3.37
Providing access to libraries (hours of operation)	50%	35%	10%	4%	3.33

Long Beach **budget survey**

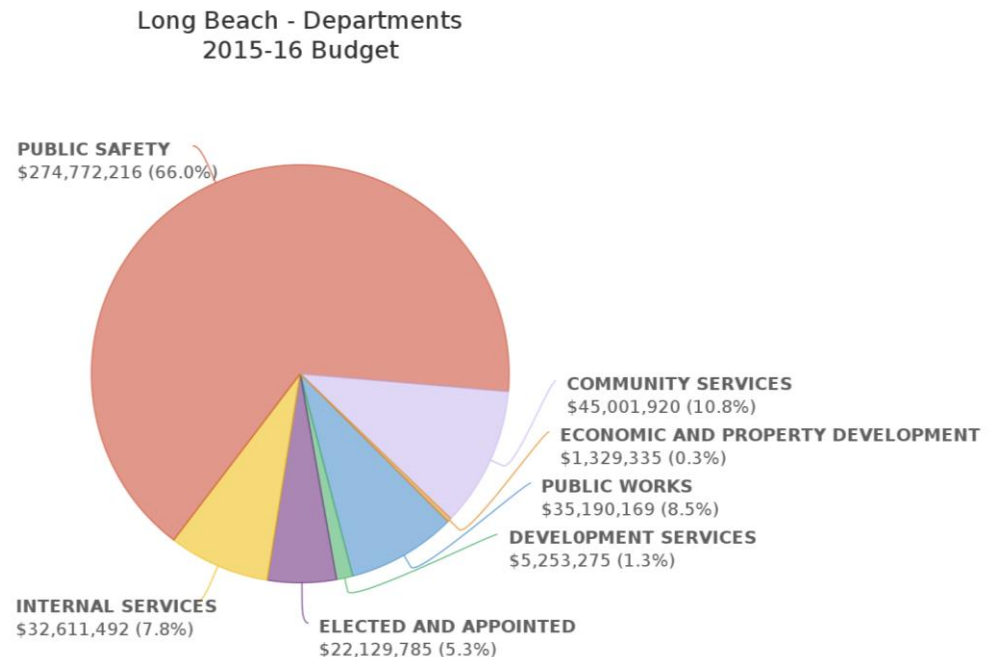| Service	Very Important	Somewhat Important	Not Very Important	Not at All Important	Weighted Average
Providing specialized Police units (property crimes, directed enforcement, etc.)	47%	35%	13%	2%	3.31
Providing new Library books, ebooks, media and access to technology	45%	38%	12%	4%	3.24
Providing community park programs for youth and teens	41%	40%	14%	3%	3.21
Providing code enforcement services (citing blighted buildings, etc.)	37%	46%	13%	2%	3.21
Enforcing traffic laws	39%	37%	18%	4%	3.13
Providing services for the homeless	39%	39%	15%	5%	3.13
Providing library programs and services (reading, homework help, etc.)	39%	37%	17%	6%	3.09
Providing animal care/animal control services	34%	44%	18%	3%	3.09
Providing business assistance and supporting economic development	31%	44%	18%	4%	3.05
Providing environmental sustainability programs	34%	38%	19%	6%	3.02
Trimming trees on residential streets	25%	53%	19%	2%	3.01
Providing programs for seniors	26%	47%	20%	4%	2.97
Providing arts and cultural programs	31%	40%	21%	7%	2.96
Creating new parks and open space	24%	39%	27%	7%	2.82
Prosecuting all adult misdemeanor crimes committed in the City	25%	37%	25%	9%	2.81
Providing special events and programs for families	20%	41%	28%	7%	2.76
Providing translating services (Language Access)	13%	34%	29%	19%	2.43

openLB: **budget visualization**

- Allows citizens to explore the proposed budget visually through OpenGov

- Compares four prior year actuals and FY adopted budget to the proposed budget

- 489 public visits occurred
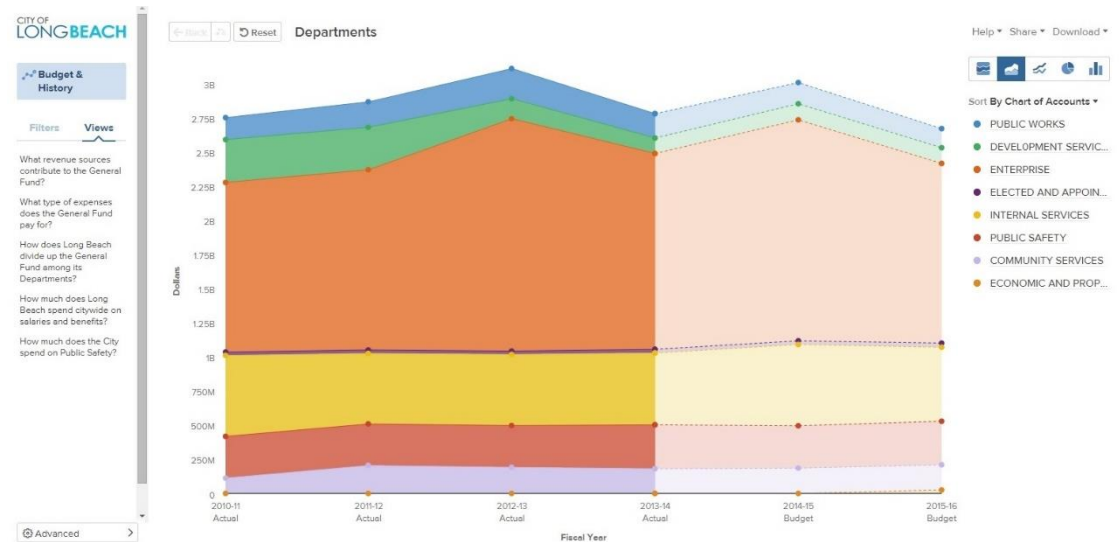
openLB: **budget visualization**

- Created the top five questions as views

- How does Long Beach divide up the General Fund Budget among its departments?

Long Beach - Departments
2015-16 Budget

PUBLIC SAFETY
$274,772,216 (66.0%)

COMMUNITY SERVICES
$45,001,920 (10.8%)

ECONOMIC AND PROPERTY DEVELOPMENT
$1,329,335 (0.3%)

PUBLIC WORKS
$35,190,169 (8.5%)

DEVELOPMENT SERVICES
$5,253,275 (1.3%)

INTERNAL SERVICES
$32,611,492 (7.8%)

ELECTED AND APPOINTED
$22,129,785 (5.3%)

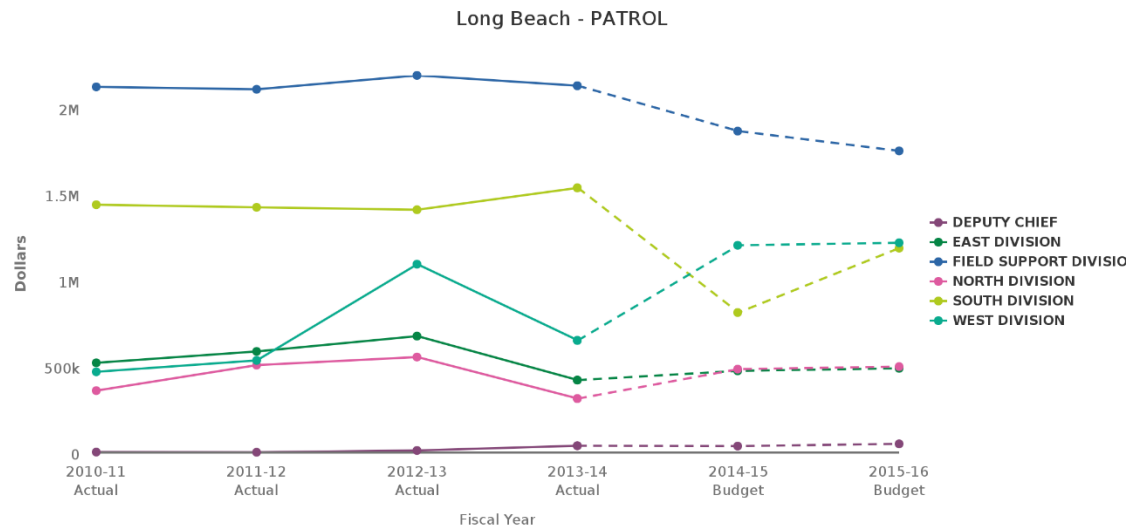# openLB: **budget visualization**

- Created the top five questions as views

- What revenue sources contribute to the General Fund?

Long Beach - Revenues
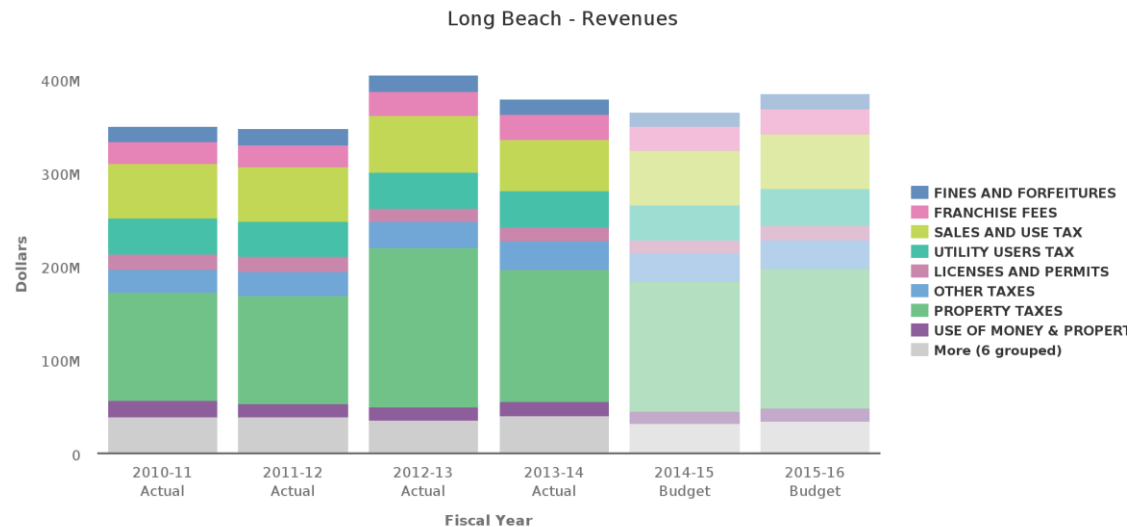
openLB: **budget visualization**

- Is also used internally by City staff

- Presentation to Police Command Staff

Long Beach - PATROL

openLB: **budget visualization**

- Numbers can be imported into a table in image or spreadsheet format

- Comparison of revenue versus expense by fund

Long Beach - Types
Funds Filter: BELMONT SHORE PKG METER, PARKING AND BUSINESS AREA IMPROVEMENT

Expense/Revenue/Transfer	Object Type	2010-11 Actual	2011-12 Actual	2012-13 Actual	2013-14 Actual	2014-15 Budget	2015-16 Budget
Revenues		$ 6,506,661	$ 6,642,137	$ 7,329,058	$ 7,763,299	$ 7,669,408	$ 8,670,491
Revenues	Revenues	6,506,661	6,642,137	7,329,058	7,763,299	7,669,408	8,670,491
Expenses		6,123,121	6,693,692	7,318,148	7,671,008	7,798,553	8,799,636
Expenses	Expenses	6,123,121	6,693,692	7,318,148	7,671,008	7,798,553	8,799,636
Revenues Less Expenses		$ 383,540	$ -51,555	$ 10,910	$ 92,291	$ -129,145	$ -129,145

openLB

Values

- Transparency
- Accountability
- Efficiency
- Accessibility

Goals

- Inform the Public
- Share Great Stories
- Foster Collaboration
- Increase Engagement

Outcomes

- Increased engagement with citizens & business community
- Deeper knowledge of the City among public
- Development of new services and better service delivery
- Facilitate economic development through collaboration and partnership
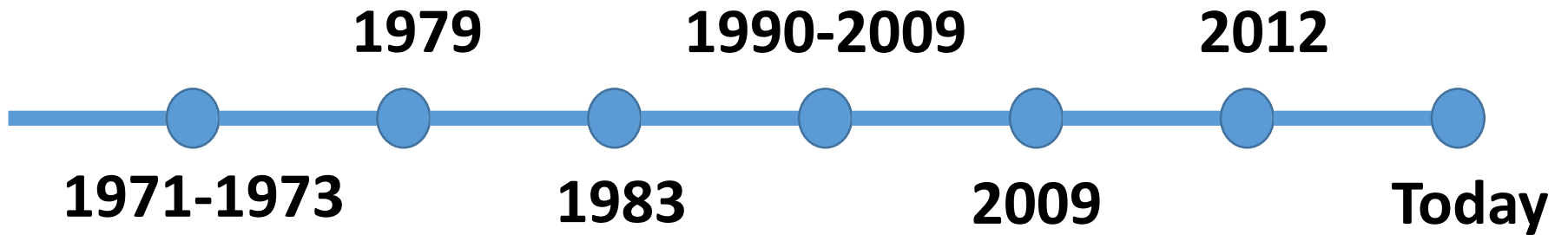- Increased information sharing among City departments

City of **Long Beach**

openLB: Financial Transparency and Participation

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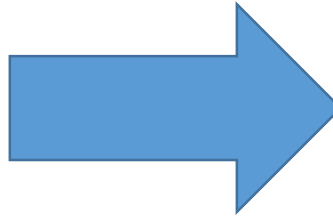# Communicating Financial Information in the 21st Century

Timeline

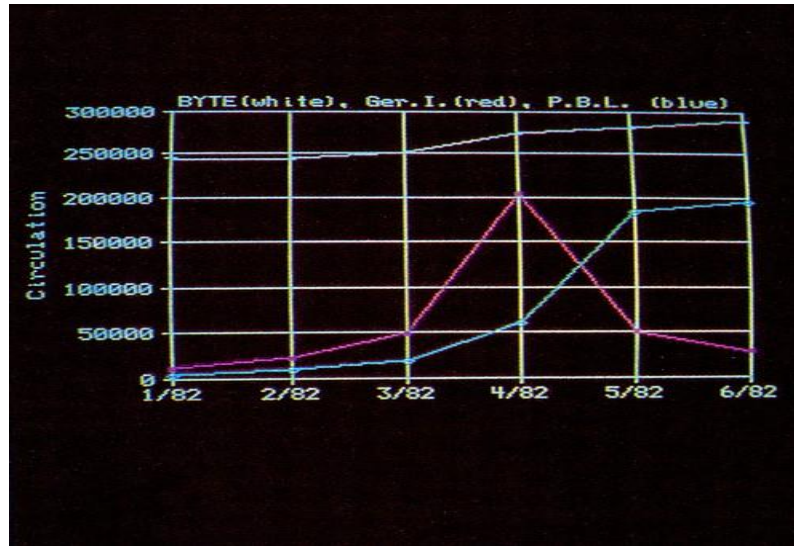1979   1990-2009   2012

1971-1973   1983   2009   Today

1971 - 1973

1979

VISICALC™

1983

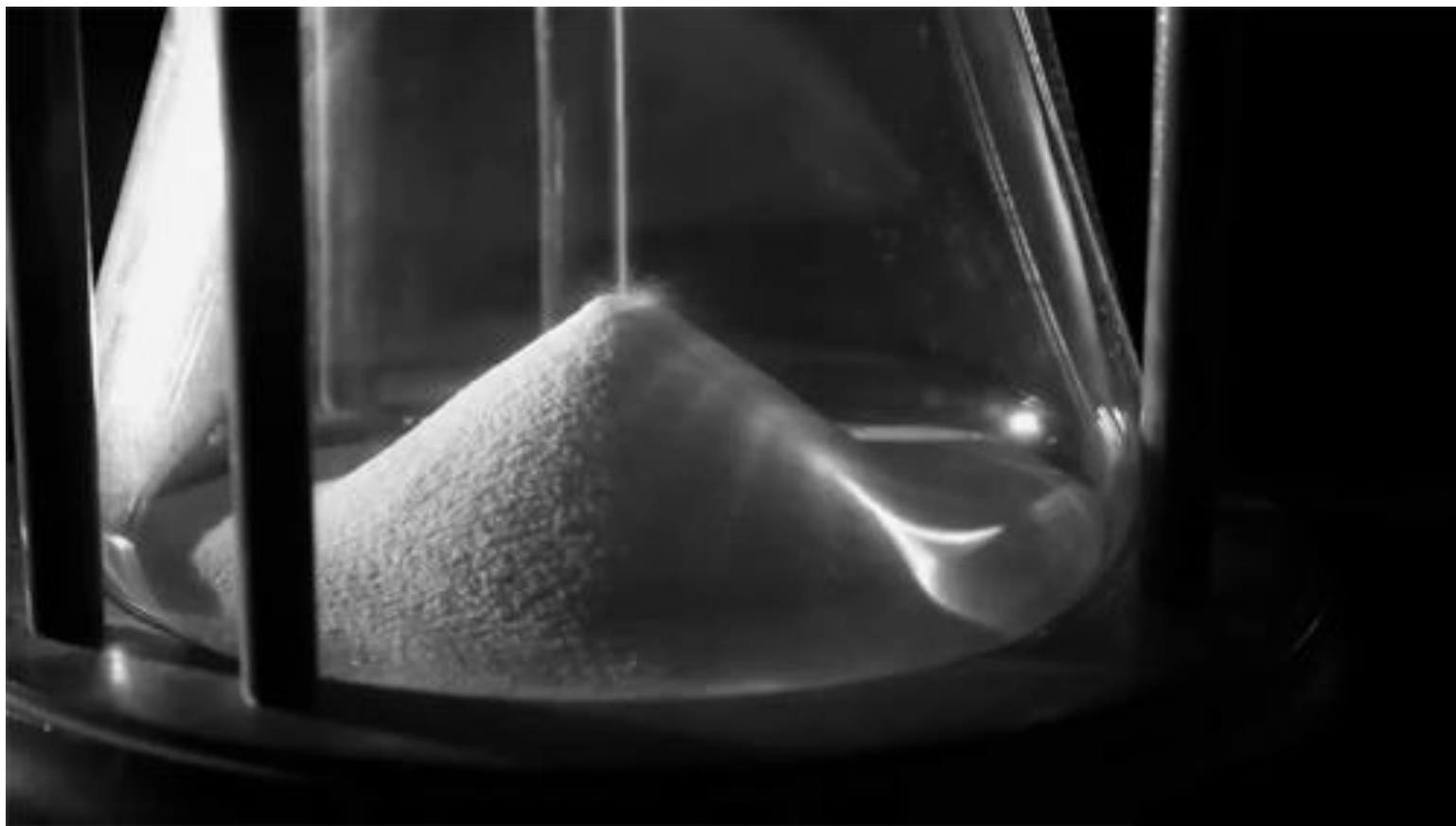BYTE(white), Ger.I.(red), P.B.L. (blue)

Data Visualizations

1990 - 2009

2009 The Great Recession

- **Layoffs, Furloughs, MOUs broken**
- **Current Status**
- **3 Year Projection 2009-2012**
- **Sausalito Economic Stimulus Plan**
- **Major Policy Decisions**
  - **Have neighboring district annex the City for Fire services**
  - **Comprehensive Labor Cost Reform Program**
    - **No more OPEB**
    - **Employee cost-sharing employer share**
    - **Two lower steps to previous 5 step pay program**
    - **New tier for Health care costs**

2012

- **Transparency**

Financial
Tran$parency
Initiative

Today

- **Transparency**

- **Internal operations**

- **Data driven decisions**

- **Internal/External engagement in budget process**

- **Business Analytics**

- **Succession Planning**

Questions?