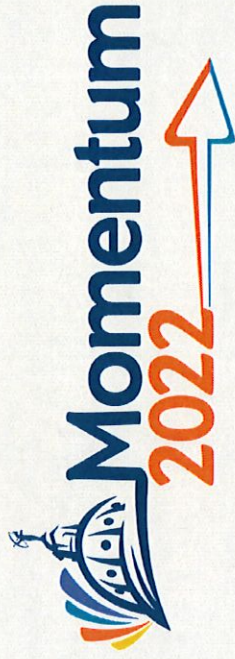


MICHELLE CUEVAS STUBBLEFIELD
SENIOR VICE PRESIDENT OF STRATEGY
GREATER TOPEKA PARTNERSHIP



MOMENTUM 22

OBJECTIVES FURTHERANCE **95%** (1/21/2022)

REDUCTION IN PROVERTY **40%**

NPS SCORE **-27** (-55)

AVG. ANNUAL WAGE **\$49,977** (18.4% increase/2016)

TOP 100 VIDEO

“MOMENTUM 2022 WILL
MEASURABLY IMPROVE
ACCESS TO OPPORTUNITY
FOR ALL PEOPLE AND
ORGANIZATIONS TO
EXPERIENCE INCREASED
HOPE, HEALTH, HAPPINESS,
AND PROSPERITY.”

MOMENTUM 2022

**COLLABORATE FOR
A STRONG
COMMUNITY**

Housing Trust
Fund

Topeka GetDigital

Bring Back The
Boulevard

Heartland Healthy
Neighborhood
Partnership

S.A.V.E

**PROMOTE A
POSITIVE IMAGE**

Multi Platform
Marketing
Strategy

Earned Media

Topeka
Volunteerism

Multiple Awards

Net Promoter
Score

**GROW A DIVERSE
ECONOMY**

Business
Retention
Processes

Plug and Play

Incentives Review

Anchor Based
Community
Wealth Building

**DEVELOP
HOMEGROWN
TALENT**

TopCity Interns

Career Tech
Advisory Board

Washburn Tech
East

Early Childcare
Readiness Data
Inventory

Choose Topeka

**CREATE VIBRANT &
ATTRACTIVE PLACES**

Creation of
Downtown TIF

Riverfront
RAC Framework

Downtown Market
Study/Master Plan

Mixed-Use Dev.
Wheatfield Village

MOMENTUM 2027 PROCESS & TIMELINE



Momentum

Phase 1: Stakeholder Engagement

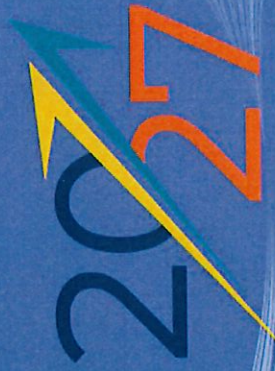
Phase 2: Competitive Assessment & Implementation Evaluation

Phase 3: Momentum 2027 Strategic Plan

Phase 4: Implementation Guidelines

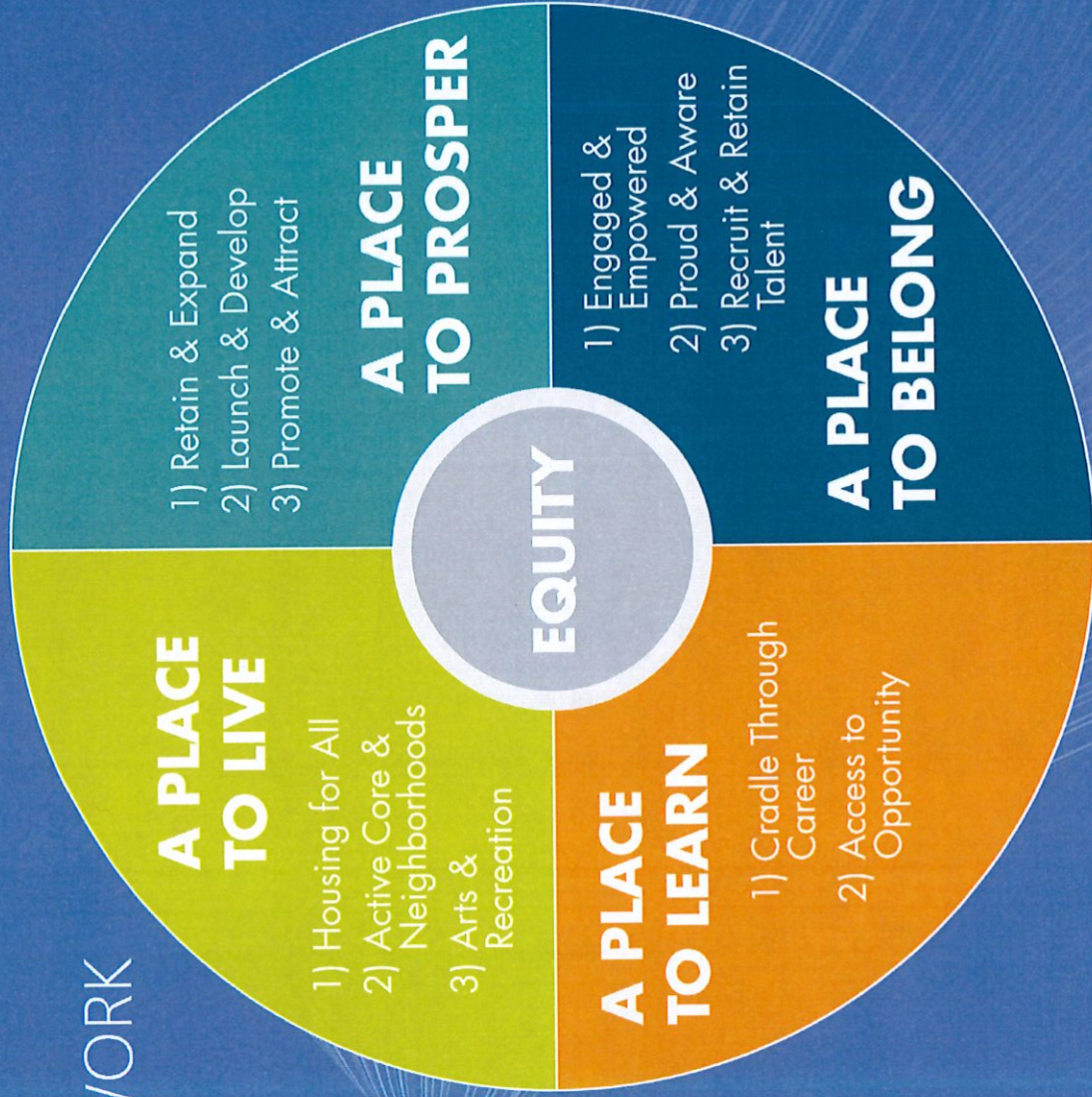


MOMENTUM 2027 FRAMEWORK



Momentum

EQUITY is central to our goals and objectives. It is the lens through which we will view everything we do and all we achieve.



MOMENTUM 2027 STRATEGIC INITIATIVES

1. Topeka Housing Strategy
2. Housing Advocacy Taskforce
3. Downtown and NOTO Master Plan
4. 21st Century Riverfront
5. Gateways and Corridors
6. Topeka Arts and Culture Master Plan
7. Active Recreation Initiatives
8. Existing Business Services
9. Career Connections Program
10. ASTRA Innovation Center & District
11. Entrepreneurial Ecosystem Building
12. Targeted Corporate Attraction
13. Developer Outreach and Engagement
14. C2C Collaborative and Data Exchange
15. Washburn Next
16. Career Navigation Center
17. Child Care Taskforce
18. Diversity and Inclusion Strategy
19. Topeka Ambassador Program
20. "My Topeka" Campaign
21. Choose Topeka 2.0
22. Talent Immersion Efforts



FINAL STEPS

FINAL PLANS & IMPLEMENTATION

CHAIR'S APPROVAL

CLOSE OUT MOMENTUM 2022

IMPLEMENTATION OF MOMENTUM 2027



Momentum

STEERING COMMITTEE

100 % APPROVAL

2/24/2022

2021 Community Health Needs Assessment: Overview and Next Steps



Public Health
Prevent. Promote. Protect.

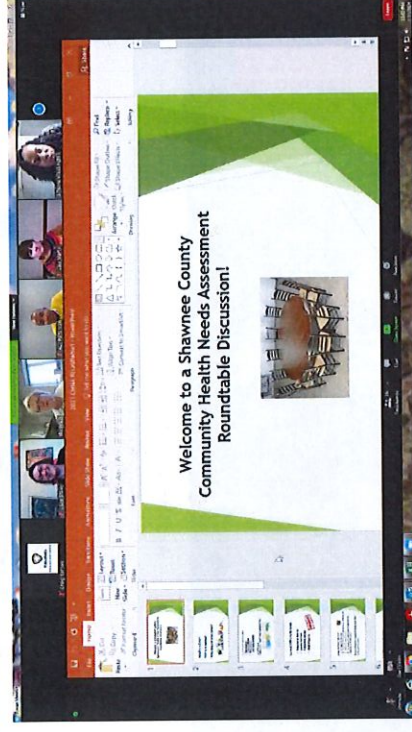
Shawnee County Health Department

CHNA Purpose

- Understand and document community health needs
- Determine social, economic, and environmental challenges to reaching optimal community health
- Inform development of the Community Health Improvement Plan
- Meet regulatory accreditation standards

2021 Community Primary Feedback

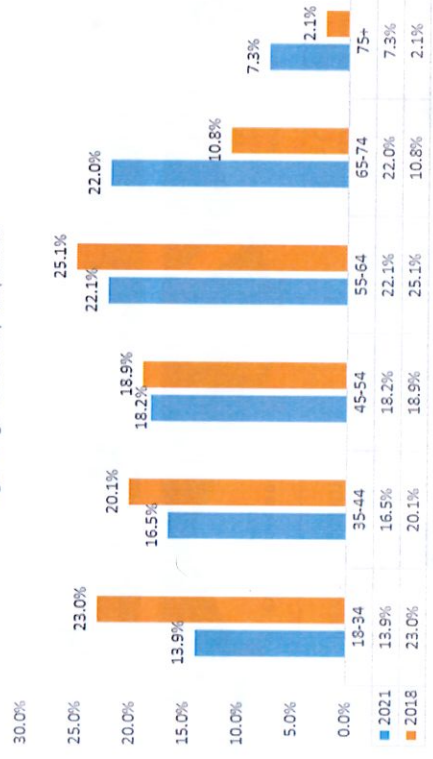
- Community Perception Survey:
2,536 responses
- 15 Targeted Roundtables:
148 attendees
- Virtual Town Hall Community
Conversation
95 attendees (45 organizations)



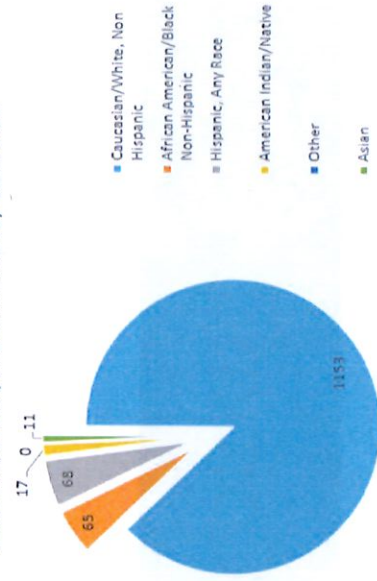
2021 Community Survey Participation

- More even distribution of respondents across all ages
- Increased participation from non-Caucasian groups.
- Work remains to accurately represent the demographic breakdowns in SNCO

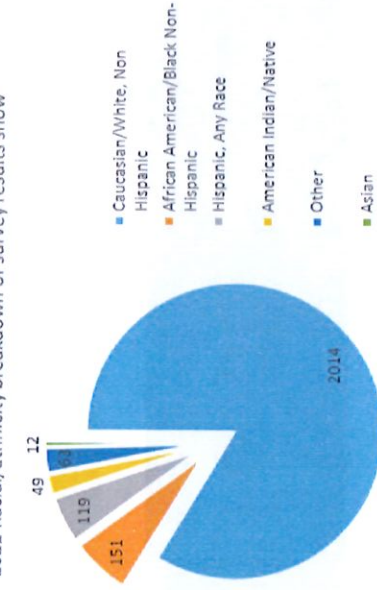
Age Range for Survey Responses



2018 Racial/Ethnicity breakdown of survey results show



2021 Racial/Ethnicity breakdown of survey results show



2021 Assessment (Primary Data)

Biggest Opportunity

Concern for our community - highest to lowest

Answer Choices	% of total	Issue Rank
Affordable health care insurance	57.05%	1
Mental health access	50.00%	2
Poverty	25.59%	3
Obesity	18.07%	4
Drug/substance abuse	18.15%	5
Awareness of existing health care services	19.41%	6
Primary care access	22.50%	7
Wellness/prevention	19.73%	8
Nutrition/healthy food options	15.69%	9
Substance abuse	7.05%	10
Chronic health	13.23%	11
Alcohol abuse	4.08%	12
Fitness/exercise options	13.00%	13
Personal health management	14.46%	14
Teenage pregnancy	1.98%	15

What is the biggest opportunity for improvement in our community?

Secondary Data Analysis

Review of available county data sources including:

- County Health Rankings
- Kansas Health Matters
- Behavioral Risk Factor Surveillance System



2021 Assessment (Prioritization)

Four Major Areas:

- 1.) Mental Health
- 2.) Healthy Eating and Obesity
- 3.) Substance Abuse
- 4.) Equitable Access

PRIORITY

Current 2020–2022 CHIP: Behavioral Health

Goals/Objectives:

- Decrease suicides
- Create an integrated system of care through crisis, recovery, and prevention
- Decrease behavioral health admissions
- Decrease poor mental health days
- Stabilize depression in Medicare population

HHN Strategies:

- Develop Cross Sector Behavioral Health group
- Communities of Care senior depression screening
- SVH, Valeo, TPD, TFD mobile crisis co-response
- Valeo Mental Health First Aid training
- Suicide Prevention Coalition Applied Suicide Intervention Skills Training

Current 2020–2022 CHIP: Access to Food

Goals/Objectives:

- Decrease overall food insecurity rate
- Decrease child food insecurity rate
- Decrease the number of census tracts listed as food deserts

HHN Strategies:

- Implement Food & Farm Council to address policies and systems changes
- Project Oasis feasibility study to bring grocery store to food desert
- KSU Extension Office food distribution map
- LINK implementation – HealthAccess, WUSON, Harvesters, Valeo, SVH

Current 2020–2022 CHIP: Substance Abuse

Goals/Objectives:

- Decrease youth cigarette smoking
- Decrease youth binge drinking
- Stabilize youth e-cigarette use
- Decrease overdose and drug poisoning deaths

HHN Strategies:

- Substance Abuse Task Force apply for CADCA Drug Free Communities grant
- Support Tobacco 21 policies
- Work with property managers to implement smoke free policies – SCHED grant
- Implement tobacco free policies in community settings (parks, sports) – SCHED grant
- Prescription Drug Collaborative education on appropriate disposal – drug take back days
- Review opioid deaths and develop plan to decrease drug overdoses – PARS/KDHE

Current 2020–2022 CHIP: Health Equity

Goals/Objectives:

- Increase the percent of women receiving prenatal care in first trimester
- Decrease infant mortality rate
- Decrease sexually transmitted infections rate
- Decrease percent of adults who are obese

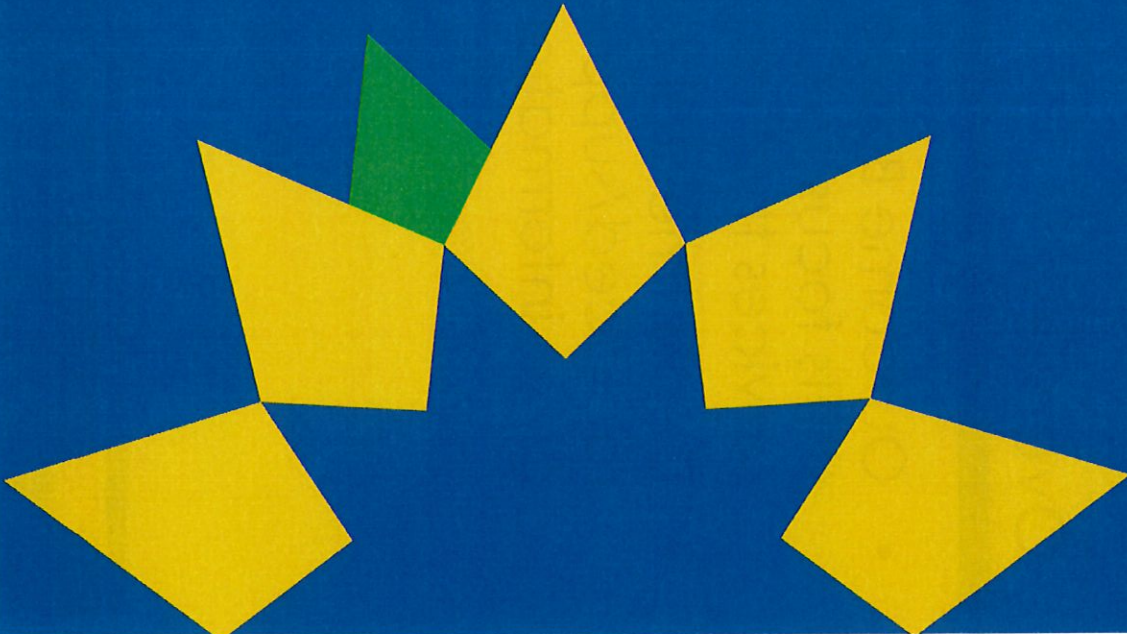
HHN Strategies:

- Increase awareness of preconception options - Healthy Babies PSA's
- Assess needs of pregnant/parenting teens - Healthy Babies school resource notebook
- Collab w/ school districts to develop systems to support expecting/postpartum teens
- Work to develop joint use agreements for school playgrounds and tracks
- Support continuation of Complete Streets
- New Sexual Health Collaborative

Next Steps

- Re-engagement of HHN Workgroups – County Health Ranking Community Conversation May 9, 2022
- Update Community Health Improvement Plan
- Ongoing monitoring, analysis and refreshing of data/indicators
- Next CHNA in 2024





**CITY OF
TOPEKA**



Outcome Based Budgeting

Overview

2

- Outcome Based Budgeting is a budgeting process that shifts focus to Citywide Outcomes (or priorities) and the services that departments provide
- Departmental line item information is replaced/supplemented with performance data that gives information on how city programs are doing



Overview

	Starting Point	Funding Targets	Department Submission	Debate
Traditional Budgeting	Last year's spending	By department	Line item budget	What to cut
Outcome Budgeting	Next year's goals	By priority outcome	Proposal to achieve results	What to keep



Strategic Planning

4

- Investing in Infrastructure
- Continuing a Commitment to Developing Neighborhoods,
- Continuing a Commitment to Public Safety
- Selected Strategic Investments toward Quality of Life
- Improving Fiscal Sustainability



Strategic Planning

5

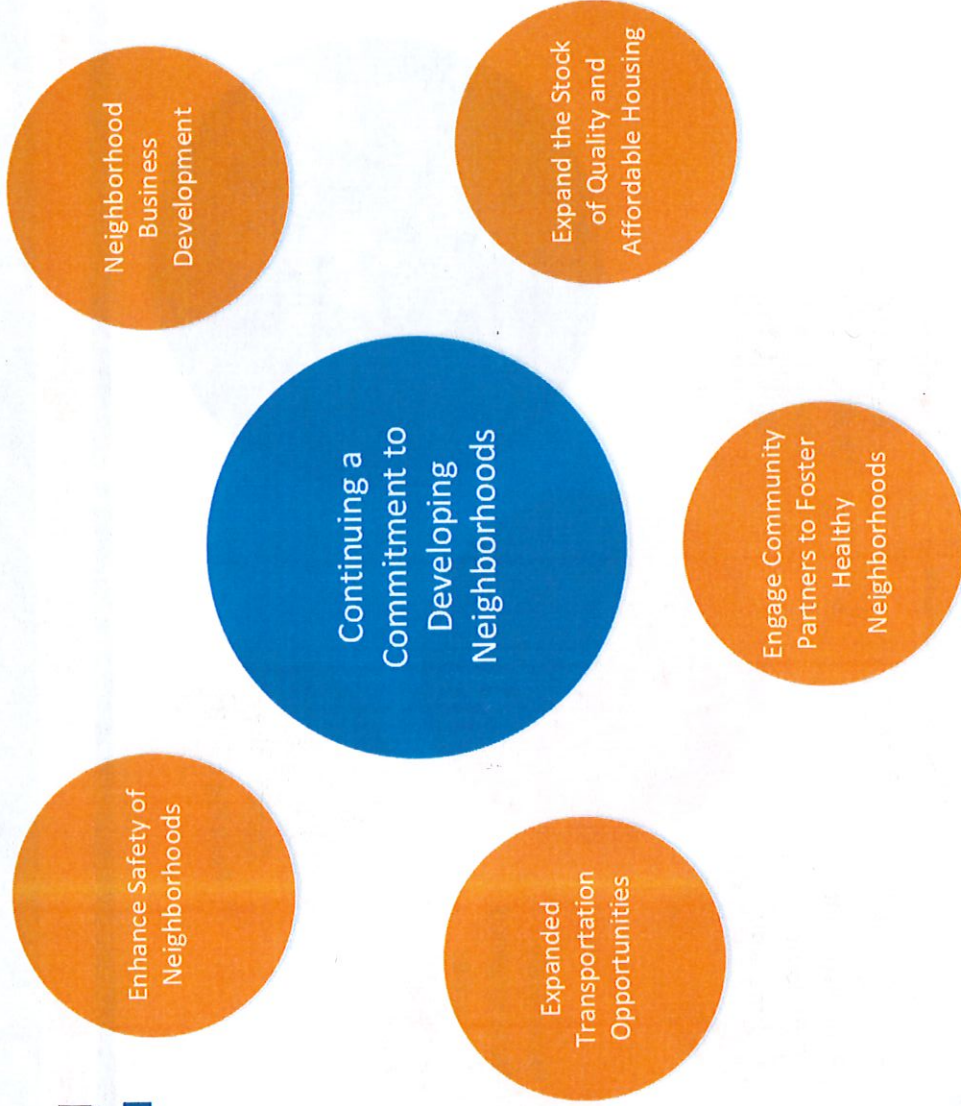
- Community feedback on each priority and the outcomes citizens want to see
- Indicators developed to track progress
- Department's submit proposals that align with the desired outcomes
- Progress toward each outcome is measured and each budget cycle program success is evaluated



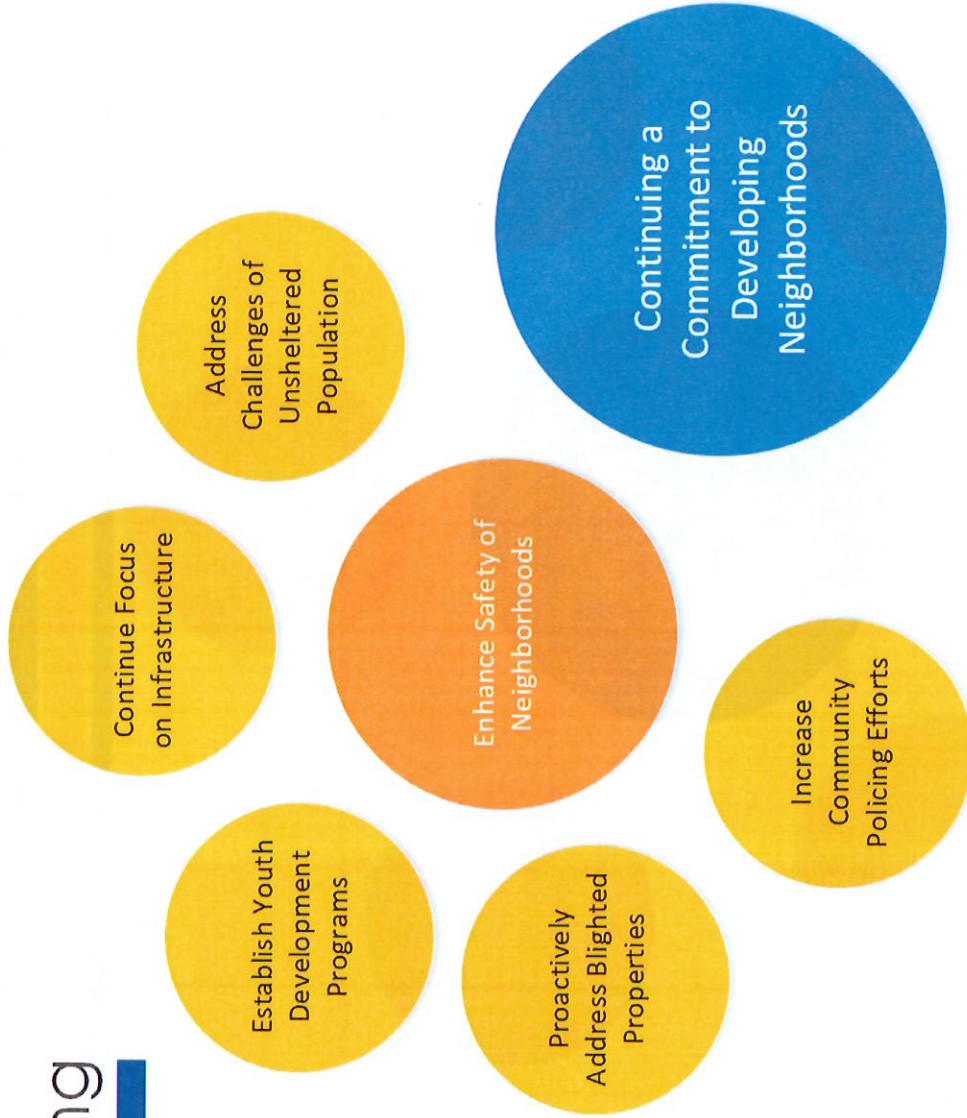
Continuing a
Commitment to
Developing
Neighborhoods



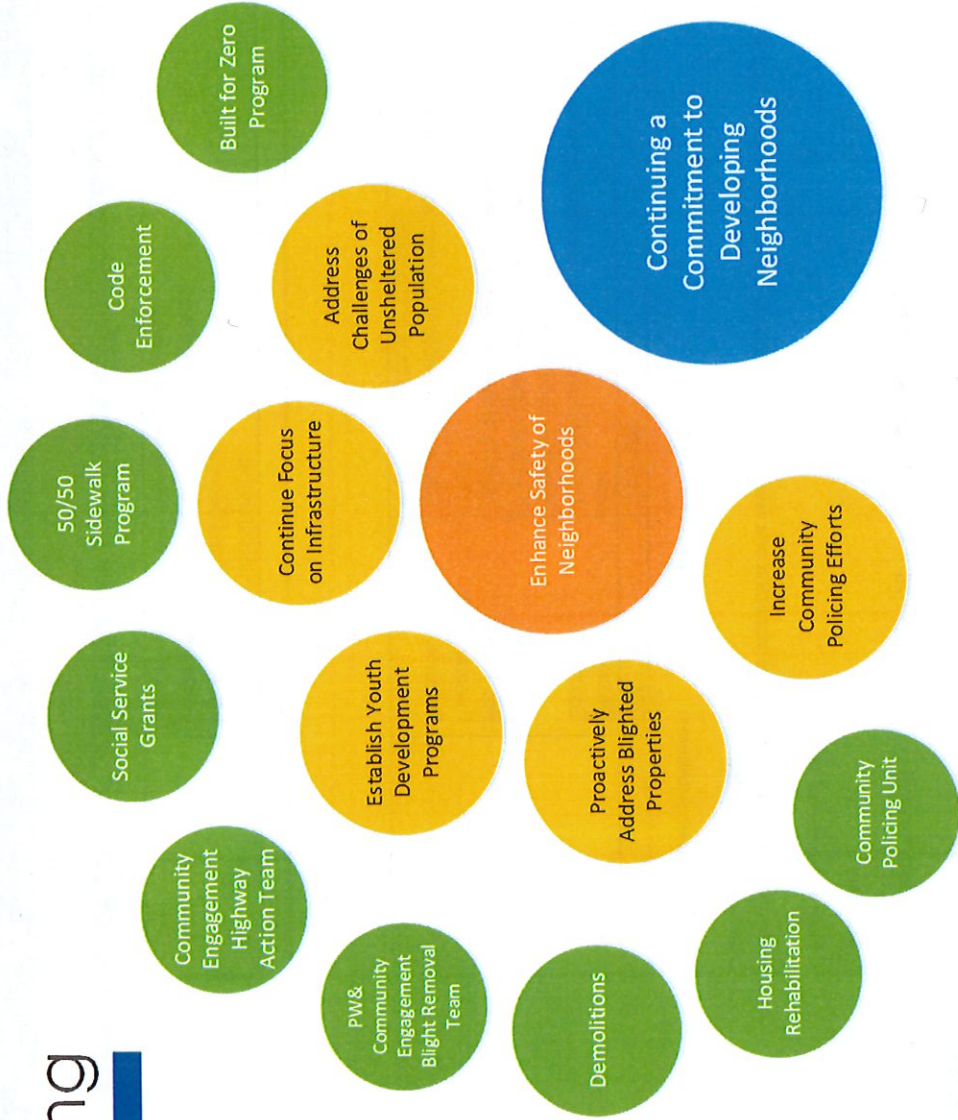
Strategic Planning



Strategic Planning



Strategic Planning



Fire Hydrant Maintenance, Repairs, and Flow Testing

User Group: MSO

Total Cost: 123,513

FTE: 1.75

Personnel: 122,513

NonPersonnel: 1,000

Quartile: 1

Final score (out of 100): 88.9

Description: Fire hydrants are inspected and tested to verify that they are working properly Repairs are performed as needed

Basic Program Attributes:

Score	BPA	Definition
2	Demand	Flat
0	Equitable	Does not provide a direct or indirect benefit to vulnerable, disadvantaged or at-risk members of the community
4	Mandate	Fed/State Mandate: Requires a vote to change
4	Pop-Served	Majority of the population is benefiting
4	Recovery/Cost	YES
4	Reliance	City is sole provider or currently sole provider - Partnerships would be very hard or impossible

Results:

Score	Result
4	Commitment to Core Services
3	Economic Growth and Security
4	Innovative Infrastructure and Asset Management
3	Safe, Healthy, and Welcoming Neighborhoods



Examples

INFRASTRUCTURE		
DEPARTMENT	OFFER / SUPPLEMENT TITLE	FY22
Transportation	Alley Maintenance	\$377,580
Facilities Management	Berglund Center HVAC Required Frequency Preventative Maintenance Measures	\$64,313
Engineering	Bridge Rehabilitation and Renovation	\$616,922
Engineering	Bridge Safety Inspection Program	\$320,442
Engineering	Capital Project Management Services	\$606,481
Solid Waste	Containers and Distribution	\$126,014
Environmental Management	Environmental Management	\$446,194
Facilities Management	Facilities Management - City Utilities and Work Order Management	\$891,140
Facilities Management	Facilities Management - Contracts & Service Agreements	\$538,914
Facilities Management	Facilities Management - Custodial Services: Cleaning of City Facilities	\$766,600
Facilities Management	Facilities Management - Custodial Services: Cleaning of City Facilities - Supplement	\$37,399
Facilities Management	Facilities Management- Trades Services	\$3,094,181



Examples

Offer: Alley Maintenance	Factor: Transportation
Dept: Public Works	Existing
Outcome: Safe	
Executive Summary:	
<p>Last fall, the City Manager and Vice Mayor Cobb convened a Citizen focus group related to the "Infrastructure Priority." Alleys were of particular importance to the group: "Recognize the importance of investing in infrastructure to support village centers - maybe focus on more of the small things (sidewalks, alleys, etc.) This offer provides contract funding for maintenance/repair of approx. 380 alleys in which Solid Waste Management collects trash plus another nine alleys which provide sole access to parcels. Maintenance is focused on surface repairs as City Code section 33-17 requires property owners to maintain vegetation within any alley right-of-way that adjoins their parcel. The inspector works with a contractor to complete surface repairs and with adjoining property owners to ensure property owners maintain vegetation per City Code. Successful completion ensures safe and efficient access for solid waste vehicles & property owners and enhances safety & security in the alleys.</p>	
Performance Measures:	
Measure Title	FY 2022 Target FY 2021 Target FY 2020 Actual
Inspect and ensure alley surfaces are maintained in an acceptable condition. Goal is to review one-third (~125) of alleys annually (all alleys every three years.)	90% 90% 100%
Seller/Owner: 4110 - Transportation - Street Maintenance	



Outcomes	Effective emergency prevention strategies	Well-executed emergency responses	Comprehensive investigations that provide appropriate resolutions
Dashboard Indicators	<ul style="list-style-type: none"> • Fire Protection Class rating • Fatal and serious injuries per year on all roads per 1,000 residents • Building code effectiveness grading schedule 	<ul style="list-style-type: none"> • Violent and property crimes per year per 1,000 residents • Percentage of fires confined to object or room of origin • Cardiac arrest survival rate 	<ul style="list-style-type: none"> • Police case clearance rates are equal to or more than the Washington State average
Objectives	<p>Objective 1: Use the City's Police, Fire, Comprehensive Emergency Management, Transportation Management Plans and the City's Comprehensive Plan to guide programs and develop partnerships</p> <p>Objective 2: Develop programs and seek opportunities to partner and collaborate with the public in creating a trusting, self-reliant and safety-conscious community</p> <p>Objective 3: Measure performance to improve service delivery and program effectiveness</p> <p>Objective 4: Provide Public Safety programs that educate for and emphasize crime deterrence and prevention of fire, infrastructural and medical emergencies</p> <p>Objective 5: Properly train and equip personnel dedicated to responding to emergencies</p> <p>Objective 6: Ensure that the Redmond Municipal Code, and Standards and Specifications required by development or public projects is updated as needed</p> <p>Objective 7: Invest in infrastructure preservation and replacement across the City to maintain the current level of service, reliability and safety of capital assets and provide timely and cost-effective replacement</p>		



Schedule

- Year One
 - Finalize Strategic goals
 - Determine Key Indicators
 - Begin Mapping Current Services to Priority
 - Begin Service Inventory and Performance Measure Development
- Year Two
 - Finish Program Inventory and Performance Measure Development
 - Develop Request for Results with Community input
 - Departmental proposals by service



Schedule

- Year Three
 - Allocate funding to budget priorities
 - Establish Results Teams to review budget proposals and make recommendations
 - Continue to strengthen performance measures



Bottom Line

16

- What are our outcomes?
- Are we achieving the results that we want?
- What services do we provide?
- How much does it cost to offer our services?
- Why are we offering specific services?



Confusing graph and chart labels

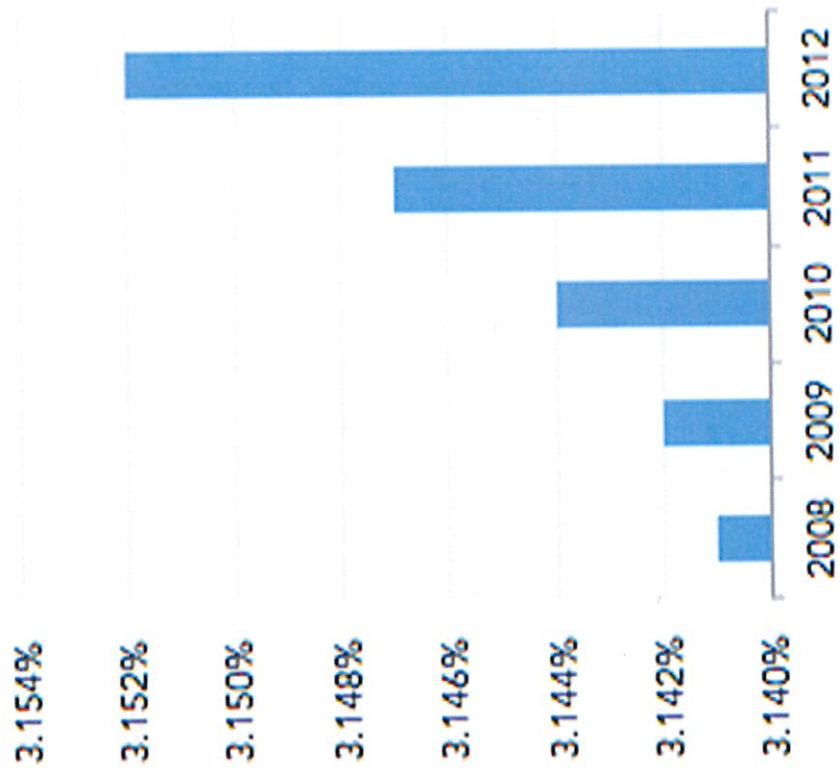
When most people see a [data visualization](#), they immediately draw conclusions about the information. If the visualization's labels are unclear, those conclusions might be completely different from what the data really shows.

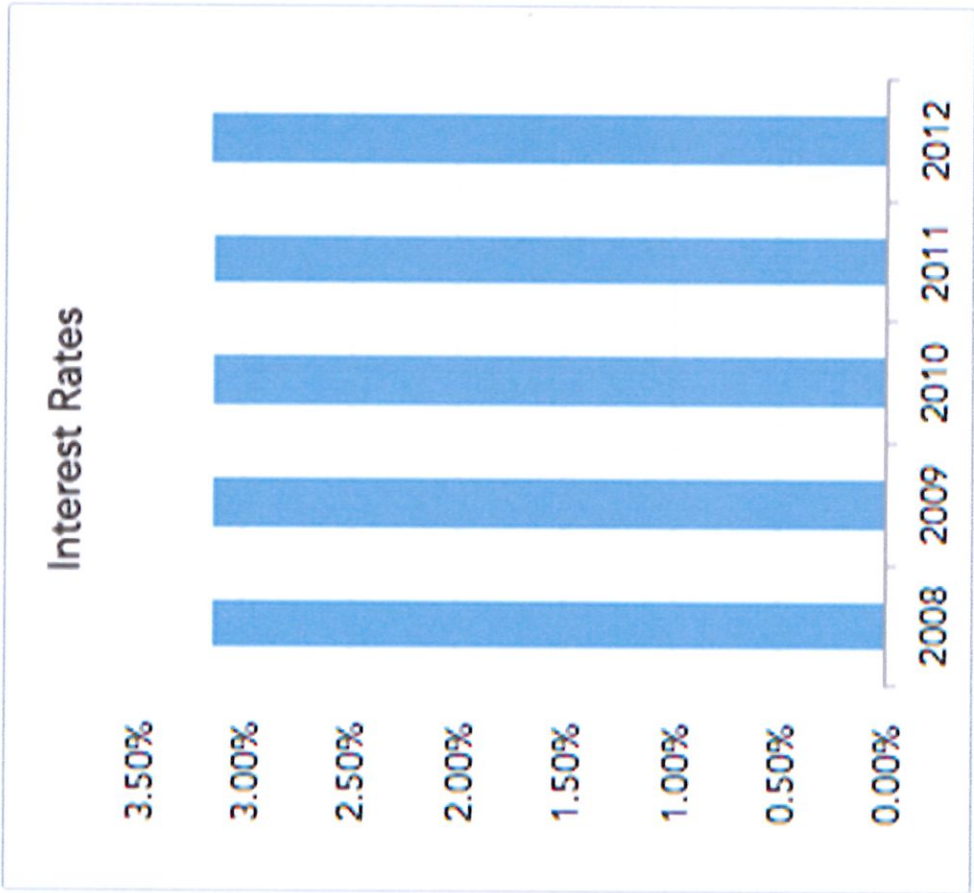
Confusing graph and chart labels

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Unusual graph intervals, for example, can skew results and make them look especially dramatic.

Interest Rates



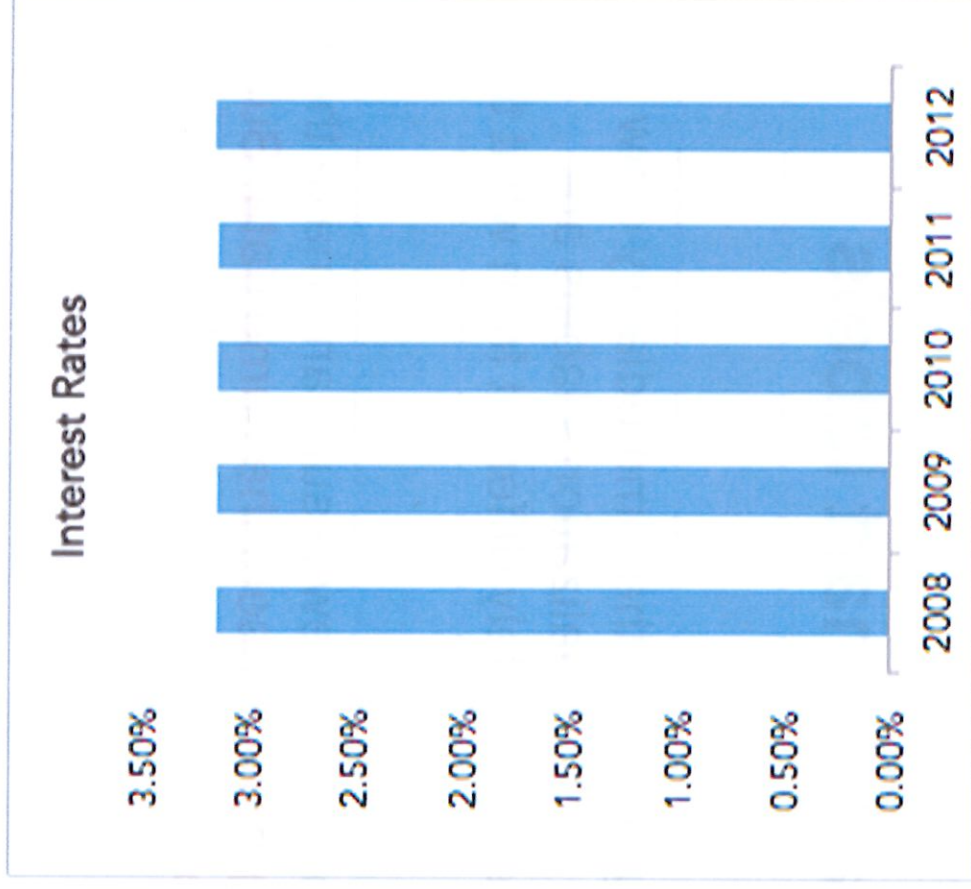
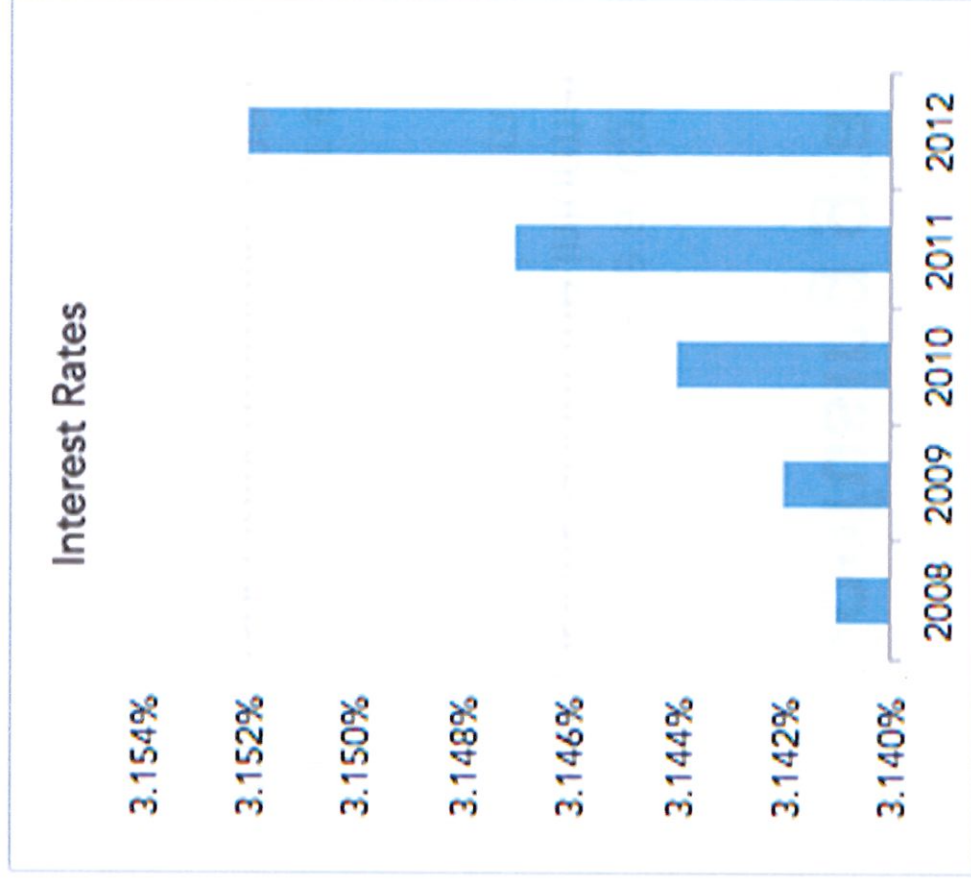


Confusing graph and chart labels

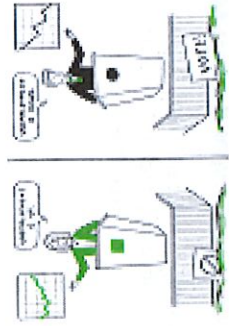
When most people see a [data visualization](#), they immediately draw conclusions about the information. If the visualization's labels are unclear, those conclusions might be completely different from what the data really shows.

Unusual graph intervals, for example, can skew results and make them look especially dramatic. **The two graphs present the same data. But the graph on the right starts at zero, and the one on the left starts at 3.14.**

Same Data, Different Y-Axis

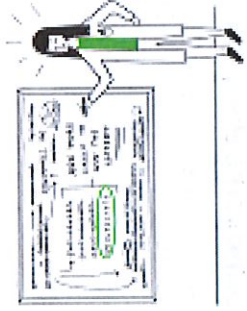


Data Fallacies to Avoid



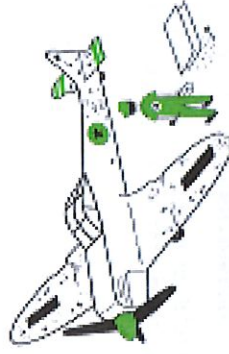
Cherry Picking

Selecting results that fit your claim and excluding those that don't.



Data Dredging

Repeatedly testing new hypotheses against the same set of data, failing to acknowledge that most correlations will be the result of chance.



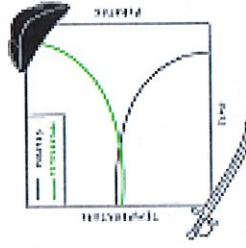
Survivorship Bias

Drawing conclusions from an incomplete set of data, because that data has 'survived' some selection criteria.



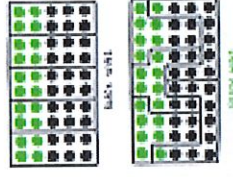
Cobra Effect

Setting an incentive that accidentally produces the opposite result to the one intended. Also known as a Perverse Incentive.



False Causality

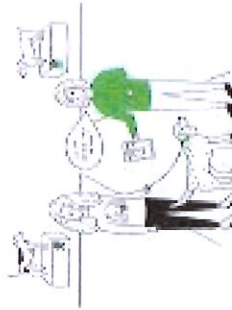
Falsely assuming when two events appear related that one must have caused the other.



Gerrymandering

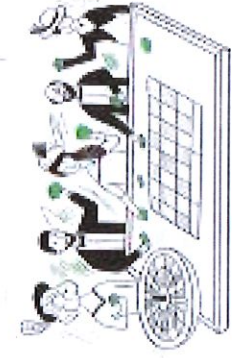
Manipulating the geographical boundaries used to group data in order to change the result.

Data Fallacies to Avoid



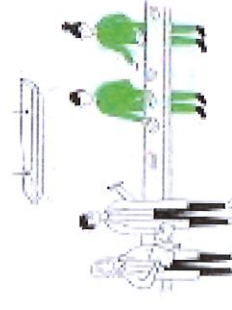
Sampling Bias

Drawing conclusions from a set of data that isn't representative of the population you're trying to understand.



Gambler's Fallacy

Mistakenly believing that because something has happened more frequently than usual, it's now less likely to happen in future (and vice versa).



Hawthorne Effect

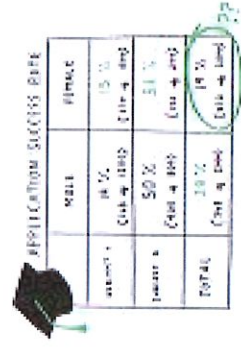
The act of monitoring someone can affect their behaviour, leading to spurious findings. Also known as the Observer Effect.

TOP COMPANIES



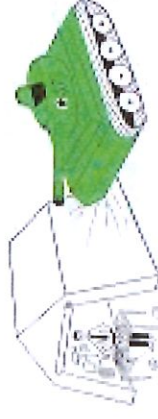
Regression Towards the Mean

When something happens that's unusually good or bad, it will revert back towards the average over time.



Simpson's Paradox

When a trend appears in different subsets of data but disappears or reverses when the groups are combined.



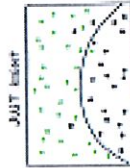
McNamara Fallacy

Relying solely on metrics in complex situations and losing sight of the bigger picture.

Data Fallacies to Avoid



OVERFITTING



OBT USE

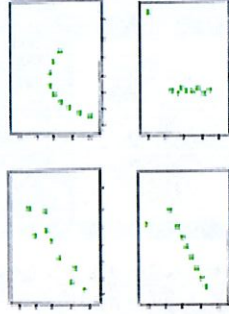


Overfitting

Creating a model that's overly tailored to the data you have and not representative of the general trend.

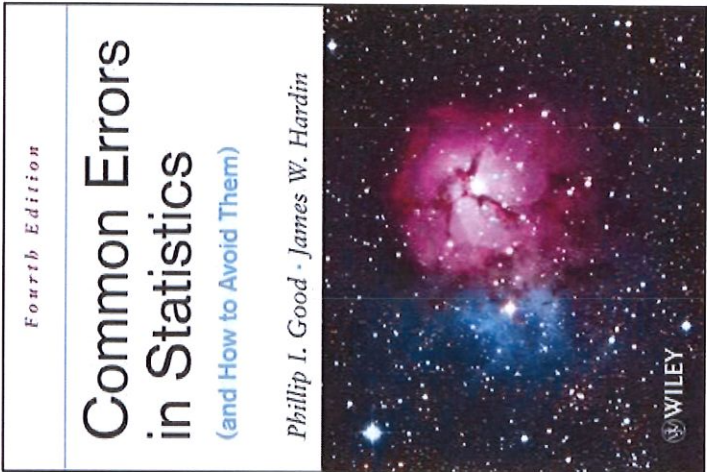
Publication Bias

Interesting research findings are more likely to be published, distorting our impression of reality.



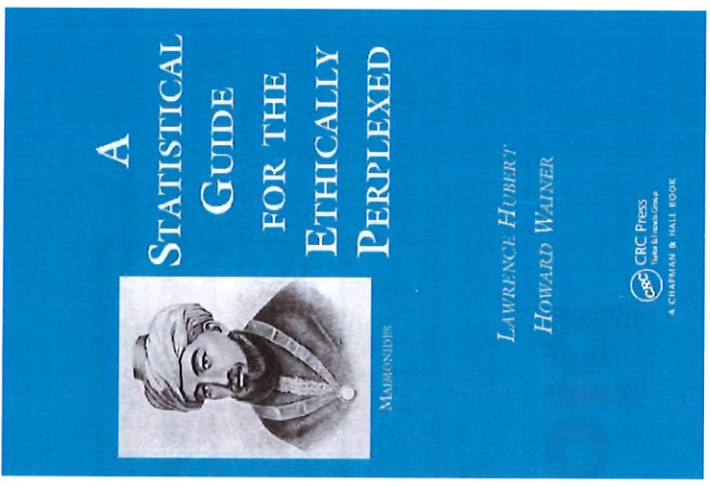
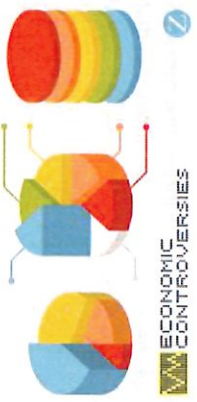
Danger of Summary Metrics

Only looking at summary metrics and missing big differences in the raw data.



HOW NUMBERS RULE THE WORLD*

*THE USE AND ABUSE OF STATISTICS IN GLOBAL POLITICS



FUTURE TOPICS ?

1.3 Why Knowledge of Misuses is Important

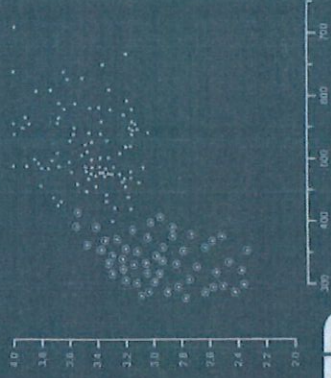
4.3 Numbers and Conclusions in Conflict

5.2 Bad Measurement at All Levels

8.4 Blatant Misinterpretation

8.5 Statistical Significance:
Misuse by Misinterpretations

9.3 Examples of Survey Misuse



MISUSED STATISTICS

SECOND EDITION, REVISED AND EXPANDED

Herbert F. Spierer
Louise Spierer
A. J. Jaffe

DIGITAL **E-CYCLE** EVENT



CITY OF
TOPEKA

TSC Get
Digital

CONNECT OUR NEIGHBORS



pcsforpeople

April 16th

8am - noon

Stormont Vail Events Center
1 Expocentre Dr.
Parking Lot #1



DEVICES ACCEPTED:

- Laptops
- Desktops
- Tablets
- Monitors

FREE EVENT

After collection, PC's for People will reset and repair devices that will then be provided to individuals in need of digital devices in our community.

For more information, contact
Monique Glaudé at 785-368-4470 or
mglaude@topeka.org

00:36:37 Michael Bell: Mike Bell, CAC at large.

00:38:40 Michael Bell: Should we be seeing slides?

00:43:00 ShaMecha Simms: @Mike...looks like it's being posted to the CAC page on the CoT website after the meeting

00:43:25 ShaMecha Simms: The attachments/handouts that is

00:44:01 Michael Bell: OK. Kind of makes commenting now impossible.

00:51:38 ShaMecha Simms: I agree.

00:52:01 ShaMecha Simms: You lose community investment when schools close.

00:52:29 Michael Bell: Yes, and community identity and cohesiveness.

00:53:20 ShaMecha Simms: Good on Zoom!

00:54:11 Michael Bell: Yay! Slides.

00:54:30 ShaMecha Simms: 😊

00:55:12 LATOYA BURNETT: Sorry about the last presentation...a lot going on on my end

00:55:56 ShaMecha Simms: We appreciate you multitasking!!!

00:55:58 LATOYA BURNETT: All presentations will be available on the CAC webpage

01:28:09 ShaMecha Simms: Definitely! Agreed with Mike!

01:29:45 Michael Bell: Yay!

01:41:08 Michael Bell: DREAMS 1 essentially is the old SORT program.

01:43:42 Michael Bell: DREAMS 2 is the new initiative with a focus on all of the NIAs accessing Aff. Hsg Trust Fund, HUD and local infrastructure funds. DREAMS 3 is essentially the old Neighborhood Empowerment Grant.

01:45:36 Michael Bell: The initial discussions for DREAMS was for all of the NIAs, not just 4, to hold consults with the City and to apply for funding.

01:45:59 Yvonne May: is there a way to increase the distance. between speaker and microphone b/c difficult to understand what is being said.

01:46:34 LATOYA BURNETT: Is he too close Yvonne or too far away?

01:46:41 ShaMecha Simms: too close

01:47:19 LATOYA BURNETT: Let me know if sound is better or worse

01:47:26 ShaMecha Simms: Better

01:47:38 ShaMecha Simms: ...in my opinion.

01:47:54 Yvonne May: better

02:06:44 Michael Bell: I'm tired of being cut off at these meetings.

02:12:30 Michael Bell: The Momentum 2022/2027 presentation could have been made at the May CAC meeting.

02:20:51 Yvonne May: thank u 4 including info on end of agenda

