

OPERATIONS EFFICIENCY TASK FORCE

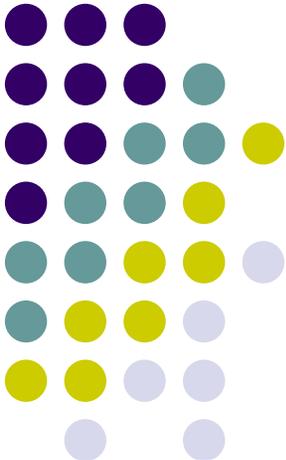


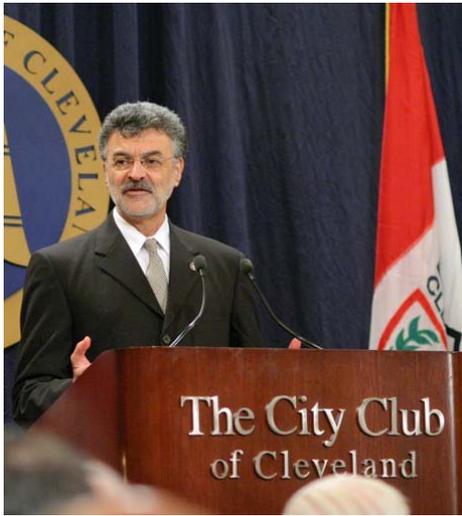
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PROGRAM OVERVIEW

Darnell Brown, OETF Chair
Chief Operations Officer

May 2007



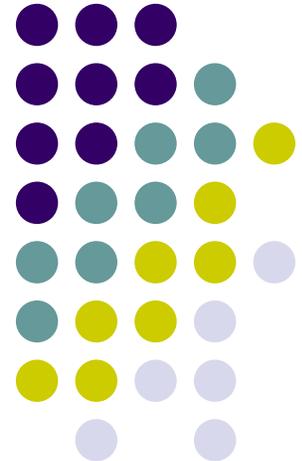


Mayor Jackson's State of the City Address...

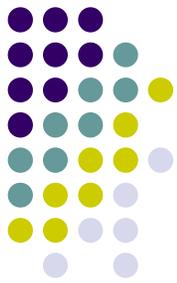


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“We can no longer do things the way we’ve done them in the past. We must begin looking towards our future and be innovative in our approach.”



WHAT IS MAYOR JACKSON'S OPERATIONS EFFICIENCY TASK FORCE?



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The Operations Efficiency Task Force is a tool that we are utilizing to create a model for how good government operates.



WHY OETF?

The state of our economy requires that we assess and retool our business processes.

The Task Force has three strategic priorities:

- **Achieve and maintain financial stability**
- **Improve the efficiency and effectiveness of key city services**
- **Create an environment that is “Customer Focused”**

IMPROVED EFFICIENCY = GOOD GOVERNMENT!



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WHAT ARE THE GOALS OF THE TASK FORCE?

Reduce Operating Cost

Enhance City Services By Establishing Performance Indicators and Targets

Increase Employee Productivity By Better Use of Technology

Improve Customer Service To Both Our External and Internal Customers



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Phase II

Phase II will be operational from March 2007 – December 2007

Phase II will focus on operational improvements in 13 city departments.

Examination of city processes to make those departments more effective.



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WHAT DEPARTMENTS ARE SELECTED FOR STAGE 1?

General Support Services

Community Outreach & Support

Economic Dev. & Planning

City Infrastructure

Employee Selection & Hiring

Finance

Law

Mayor's Office

Office on Equal Opportunity

Aging

Community Relations

Consumer Affairs

City Planning

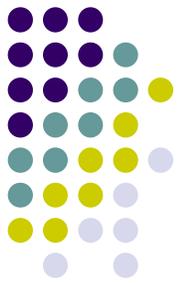
Community Development

Economic Development

Port Control

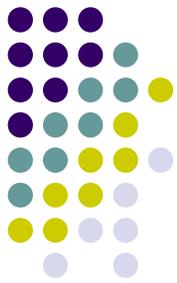
Public Utilities

Civil Service



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What to Expect



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- **Expect to be engaged in intense meetings designed to drill down.**
- **The drill down enables the Action Teams to understand, assess and diagram end-to-end “current” work processes.**

Just like a caterpillar has to survive the cocoon to become a butterfly, you too must survive the intensity of this process.

TASK FORCE GOVERNANCE & PROGRAM MANAGEMENT



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Operations Efficiency Council, for overall oversight

- **Darnell Brown, Chair**
- **External Members: Bill Denihan, Lee Friedman, Vera Vogelsang-Coombs, Charles Phelps, Councilman Jay Westbrook & Ron Woodford.**
- **Internal Members: Dr. Melodie Mayberry Stewart, Natoya Walker & Barry Withers**

Executive Liaisons:

Dr. Melodie Mayberry Stewart, Natoya J. Walker, & Barry Withers

A Communications Advisory Team, which is accountable to the Operations Efficiency Council and will handle all internal and external communications

A Program Management Office (PMO), under the leadership of Michele Whitlow, the Mayor has empowered the PMO to manage daily program and project management activities.

16 Action Teams, to develop and implement action plans to achieve the Task Force Goals of operational improvements and targeted cost savings (1 for each Stage 1 department and 1 for each general support service), to include internal and external members

WHY IS THIS INITIATIVE IMPORTANT?



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This initiative will enable the City of Cleveland to become a “City of Choice” by establishing a government culture which is always:

- Learning and Growing
- Challenging the “Status Quo”
- Strengthening Internal Work Processes
- Improving Customer Services (Citizens, Visitors, Employees, and Suppliers)
- Achieving and Maintaining Financial Stability

THE NEXT 60 DAYS, WE MUST ...



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- Orientation with Phase II Action Teams
- Review departmental “as is” mapping.
- Complete kickoff and orientation meetings
- Help make *Cleveland a City of Choice!*
- Have fun!



WHAT YOU CAN EXPECT TO HAPPEN NEXT



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As members of the OETF Action Teams, you can expect:

- **To receive Orientation Packet**
- **City staff and external volunteers to partner to make recommendations.**
- **One external volunteer per Action Team will be serve as the External Lead.**
- **Presentations will be conducted in October to the Operations Efficiency Council.**

TO SUMMARIZE ...

WE MUST:

- **BECOME MORE EFFICIENT AND EFFECTIVE IN OUR WORK**
- **DEVELOP A CULTURE FOCUSED ON DELIVERING EXCELLENT CUSTOMER SERVICE**
- **ACHIEVE OUR COST SAVINGS TARGETS**
- **ASPIRE TO BE AMONG THE BEST CITY GOVERNMENTS OF COMPARABLE SIZE**



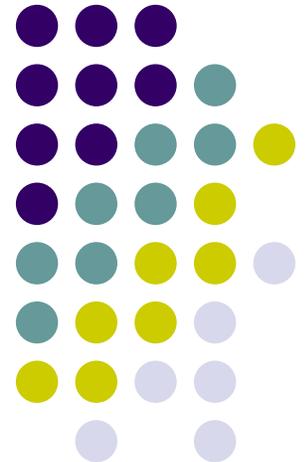
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REMEMBER MAYOR JACKSON'S VISION ...



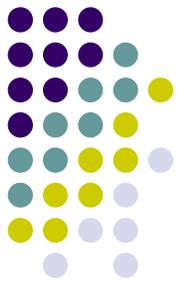
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“Cleveland does have a great opportunity to reshape itself and to ensure a great future. But this does mean change in the way we think and do business. Most of all, it means commitment.”



We can no longer hold back time.

*We must take bold steps now to make
Cleveland a CITY OF CHOICE!*



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ANY QUESTIONS ?





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Employee Input Can Be Submitted Via:

Hotline – (216) 420-8888

Email – cityofchoice@city.cleveland.oh.us