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David Edwards,
Program Management Officer,
City of Atlanta



Success Story

City of Atlanta

Atlanta is a world-class city: the commercial and cultural heart of the New South. Atlanta has grown into a financial leader and is home to offices of 400 of the Fortune 500. It is also one of the fastest-growing cities in the United States, with a population of more than 450,000 residents.

The Office of the Mayor is responsible for the daily administration and operation of the City. With 8,000 employees, the City provides basic municipal services for public safety (police, fire and corrections), operations (public works, water, planning, parks & recreation), internal support (finance, human resources, law, procurement, IT, fleet management, facilities management), and management of Hartsfield International Airport.

Upon taking office, Mayor Shirley Franklin articulated a strategy to change the operating model of the City of Atlanta, making it more outcomes oriented and customer-centric. The City had faced some big problems, including a deficit, neglected operations, low morale, and a lack of availability of valuable management information. The public sector faces unique challenges when it comes to performance management; local government is a conglomerate of at least 15 very different lines of business, with no financial "roll-up" that converts all operations to a single comparable metric.

Using CorStrategy.Scorecard, the City has created The Atlanta Dashboard, which provides periodic operating statistics that convey the state of the city, increases accountability, and allows the public to easily understand the performance of City services. The design of the dashboard reflects the strategic priorities of the Mayor, thereby ensuring that departmental operations are aligned directly with the overall strategy of the City. Using the dashboard as the central management tool, the Mayor sets performance goals, tracks progress against those goals, and holds managers accountable.

"CorStrategy.Scorecard is extremely easy to use, delivering performance dashboards, scorecard presentations and the ability to publish online performance portfolios, empowering our staff with the information they need to make better decisions for the City. Our balanced scorecards are dynamic, offering the ability to drill into underlying analyses and reports for further detail. Also, scorecard owners are kept abreast of measures that fall below set standards. With CorStrategy, we have been able to reallocate resources based upon performance analyses," said David Edwards, Program Management Officer, City of Atlanta. "The City of Atlanta will soon begin communicating performance to the entire community through a performance portal. Atlanta is one of the first cities to provide such detailed information online, and CorStrategy has helped us to achieve this goal."

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