Draft List of Performance Indicators

Quality Governance
Communication and Engagement
- Utilize innovative approaches (video, pop up events etc. proactive media articles) to increase participation, for example:
    o maintain an average monthly engagement rate on all social media platforms of 2.5% or higher (Interactions/Impressions = Social Media engagement rate)
    o maintain a sentiment ratio of at least 10:1 positive to negative interactions on social media platforms each month to demonstrate public engagement and community trust. (Positive/Negative = Social Media Sentiment Ratio)
- Improve relevance of project webpages by keeping the content current and promoting access to the information through the local media (report webpage views)
- Reduce Board and Commission vacancies and make improvements to the training of new members and staff liaisons

Intergovernmental, Tribal and Regional Relations
- Generate quarterly update narrative that tells a story about why it is important
- Report dollars allocated and expenditure on regional capital projects

Fiscal Stewardship
- Maintain clean audits and high credit rating
- Execute plan for selling GRT bonds
- Reduce cycle time average of number of days per procurement process type

Operational Excellence
Effective, Efficient, and Reliable Services
- Improve National Community Survey rating for quality of services
- Implement mandatory customer service training for all County employees
- Report turnaround times for permitting
- Develop a plan to attract and retain qualified and diverse volunteers for all services and activities (number of volunteer hours and cost of staff time equivalent for volunteer hours)

Infrastructure Asset Management
- Make progress on asset management plans (improve PCIs, and report dollars allocated and expended on asset repair and replacement)

Employee Recruitment and Retention
- Minimize and reduce position vacancies and length of vacancy
- Reduce vacancy rate
- Reduce time to fill
- County wide turnover rate (% of employees that left org within last year)

Economic Vitality
Housing
- Progress on Affordable Housing Plan (track number of total deed restricted units against target number reflecting need per the plan and total number of housing units in the County against the target number)
- Status reports on development agreements for 20th Street, A-8-A, and Mirador Phase 3)
- Confirm partnership with Los Alamos Public Schools on North Mesa housing project
- Report use of Housing Assistance Programs – dollars spent for homebuyer assistance and housing rehabilitation programs

Local Business
- Implement suggestions and identified actions identified by Council's Local/Small Business Engagement Working Group report
- Increase number of new business and track business licenses issued categorized by business type and track new, closed, and net total to show trend
- Increase local awareness of County procurement opportunities and report County purchases (in dollars) made at local businesses
- Increase opportunities for Local Business engagement with tourism marketing and special events
- Engage with regional efforts for workforce development opportunities with community colleges and partnerships with NCNMEDD and RDC

Downtown Revitalization
- Report LEDA and MRA PPP grant or loan awards and expenditures
- Consider land use strategies for reducing number of empty storefronts and loss of commercial space
- Track commercial occupancy rates and categories or use (office, retail, restaurant…)
- Provide quarterly reports on status of vacant properties (MariMac, Century Bank, Hill Top House/Guest House, Knights of Columbus, Longview area)

Educational, Arts, Cultural, and Historical Amenities
- Support success contracted community partners though dollars spent on services and associated metrics such as attendance, visitation, grant dollars awarded, scholarships
- Maintain National Community Survey high ratings for libraries

Tourism and Special Events
- Increase tourism (visitor center and national park visitation numbers, GRT spent at local restaurants and retail establishments, increased lodgers tax
- Increase participation at local events – track attendance and evaluate strategies for changes to events that will increase attendance and better support businesses

Community Broadband
- Achieve progress on implementing project - issue bonds, sell bonds, construct the community broadband infrastructure phases

Quality of Life
Health, Wellness, and Social Services
- Select site location and construct a new Social Services facility
- Improve access to services not available locally by partnering or contracting regionally (narrative of efforts, accomplishments and why it is important)
- Number of interactions/people served by SSD and contractors

Inclusion, Access, and Belonging
- Funding and implementing recommendations made by the Inclusion Task Force
- Improve National Community Survey rating for welcoming community
- Implement and document progress made on ADA improvements to County facilities
- Meet April 2027 deadline to be compliant with ADA Title II web rule

Mobility
- Implement funded projects that further the recommendations of the adopted plans (report grant funds received, and capital dollars allocated and expended)
- Increase transit ridership

Open Space, Parks, and Recreation
- Implement funded projects that further the recommendations of the adopted plans (report grant funds received, and capital dollars allocated and expended)

Public Safety
- Maintain target emergency response times
- Maintain third party certifications of operations and standards
- Maintain National Community Survey high ratings for safe community

Environmental Stewardship
Natural Resource Protection
- Fire Mitigation efforts (square acres of fuel mitigation/)
- Tree Loss Mitigation/replacement and Wildlife Management plan implementation and Climate Action Plan goals

Water Conservation
- Department of Public Utilities Goal 5, Objectives 5.1 and 5.4
- Climate Action Plan Implementation Matrix

Climate Action and Resiliency
- Department of Public Utilities Goal 5, Objectives 5.1, 5.2 and 5.3
- Climate Action Plan Implementation Matrix

Waste Management
- Reduce amount of waste diverted from the landfill
- Reduce the distance refuse is hauled (regional landfill and waste to energy projects)