

PROPOSAL



Chris Fabian, CEO

RESOURCE EXPLORATION, LLC 4603 W 33rd Avenue Denver, CO 80212



Kimberly Busselmeier, Budget and Finance Supervisor
City of Ann Arbor, MI
301 E. Huron, 5th Floor
Ann Arbor, MI 48104

Dear Kim:

Thank you for your inquiry into consulting services through Resource Exploration. We are pleased to provide you with the following quote surrounding our Programmatic Based Business Intelligence Insights Workshop, outwardly facing Present site, and presentation to the Ann Arbor City Council in December.

We propose the following:

PBB Insights Workshop	\$9,000
PBB Present Site	\$10,000
Council Presentation	\$0 (normally \$2,500)
Results-Centered Metrics	\$3,500

We appreciate the opportunity to provide you with this proposal. The insight workshop is described in greater detail in the following pages. The Present site includes the customization of a landing page for your data and includes one year of maintenance. The Present Site is an annual subscription cost. Finally, the City Council presentation will be done virtually but includes preparation of Ann Arbor themed materials and slides that can be shared with elected officials, as well as a live demonstration of your toolset. We are willing to provide you with this at no fee as we appreciate your effort and desire to be successful with the utilization of our tools and methodology.

Once you have determined the specific services that you wish to move forward with, we can set specific dates for the workshops. The insights workshops will require three consecutive weeks with two hour sessions with your team.

If you should require any additional information, please do not hesitate to contact me.

Thank you.

Chris Fabian, CEO

Apply PBBi Data to Generate Program Insights

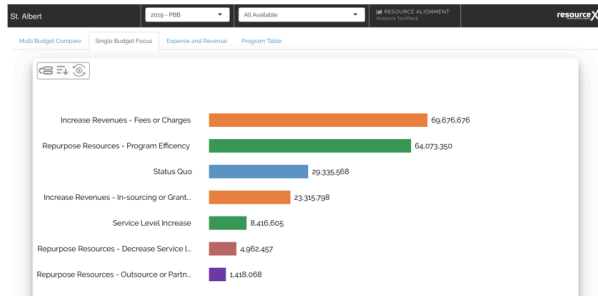
Overall Objective: identify program-specific options and opportunities in terms of –

- a.) programs that need more resources,
- b.) programs that need to be provided as-is (status quo)
- c.) programs that can be suspended (even if temporarily),
- d.) programs flexible for level of service adjustments,
- e.) internal program partnership and consolidation opportunities,
- f.) programs ideal for external program partnership
- g.) programs with revenue generation opportunities (cost recovery, grant reimbursement, regional offering for in-sourcing, etc)

...and all of this to help departments use their program-specific business intelligence to identify where programs actually need more resources, and programs with resources that could be saved, and/or revenues generated.

Approach: we will apply the PBB Blueprint for Action framework to create programmatic insights for every program in the program inventory. Rather than a 3-5 year future horizon, we will focus instead on 3-5 months ahead.





Program Insight	Insight Description
Service Level Increase	We must keep providing this program, and likely increasing resources to it (think 911 call center, public health, etc)
Status Quo	We need to continue to provide this program as-is, without much room to compromise (think water treatment)
Service Level Decrease (Temporarily)	We need to continue to provide this service, but we can be flexible with the level of service (think "records management, or FOIA requests, or signage, etc)
Option to Suspend (Temporarily)	If we had to, we could suspend this service, even if temporarily (think "aquatic center at the parks" or passport processing)
Internal Partnership, Consolidation	Internal partnership, centralization, consolidation opportunities exist for this program (think inspections, fleet, IT support)
Regional Partnership	We are better off still providing this program, but with regional partners in order to maintain our level of service, but do it for less (think regional fleet maintenance, facilities maintenance, etc)

Workshop Elements:

- 1) **Workshop 1:** Introduction and training in how to create and enter insights into the ResourceX online tools. This workshop will include the training and then guided support for breakout sessions where your team will enter in insights for their programs.
- 2) **Workshop 2:** This workshop begins with the sharing of the results from the first workshop in a graphical format. The insights gleaned from the first workshop will be displayed on a grid that indicates their complexity, magnitude of Return on Investment, and a time horizon in which they could be completed. This time horizon will be discussed ahead of time to ensure feasibility with the Ann Arbor staff. The workshop will then teach how to create reports for the insights that will serve as the basis of communication for the organization to evaluate and act upon.
- 3) **Workshop 3:** This workshop is designed to help evaluate and qualify the insights created in Workshop 1 and deemed actionable in Workshop 2. ResourceX will train Ann Arbor's staff in how to filter the insights according to multiple filters including political palatability, organizational acceptance, alignment with Ann Arbor strategies and goals, mandate and reliance, and return on investment. The outcome of this workshop should be the beginning of an action plan with programs and services deemed ready for action. It is within this phase that we introduce the framework of moving from ideas to action.



Results-Centered Metrics:

ResourceX will work with the City of Ann Arbor to develop metrics that will be built around the organization's results. These metrics will help to set a standard by which programs can be measured. The goal here will be to create metrics that further program alignment with your overarching results.

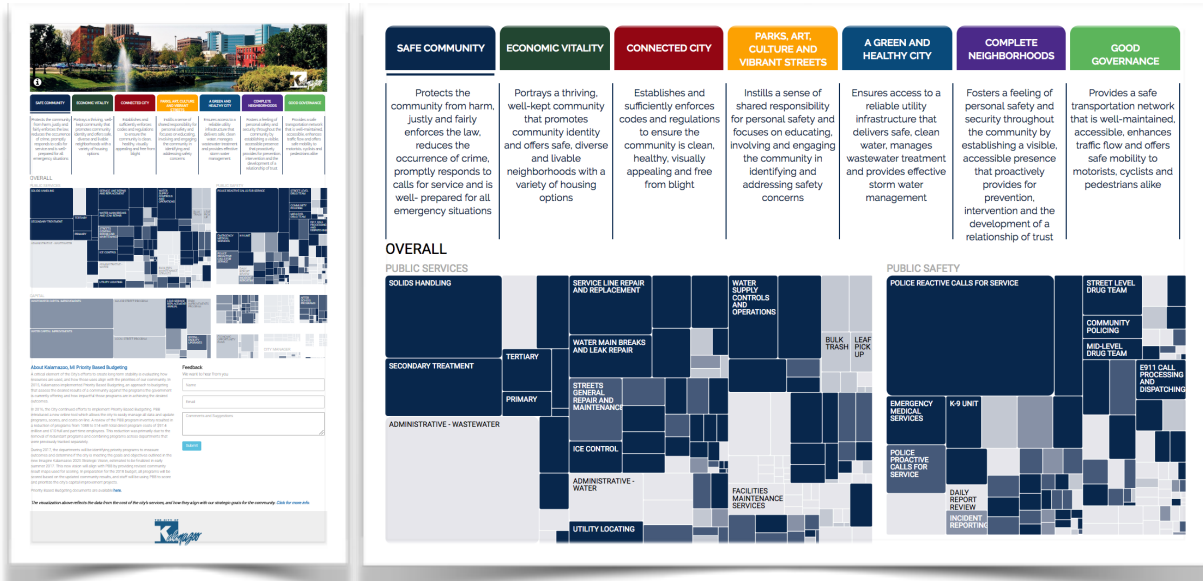
ResourceX will provide a two hour workshop where the creation of metrics will occur.



ResourceX Open PBB Data

Your Data Never Looked So Good!

- Present your Budget in a sleek, well designed format that appeals to your audience.
- Illustrate important discoveries from your Priority Based Budget implementation.
- Communicate needs and wants for the future with data-back charts and graphs.



Priority Based Budgeting: Where PBB Fits in Your Organization

Vision

Priority Based Budgeting is a Recognized Best Practice by ICMA and GFOA

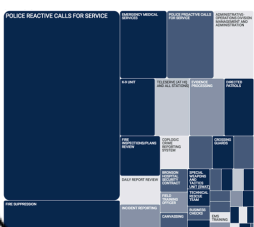
Values

Priority Based Budgeting is a Part of an Organization's Overall Impact on the Community

Mission

Priority Based Budgeting Links the Budget to the Priorities from Your Strategic Plan

Priority Based Budgeting: Tell Your Story



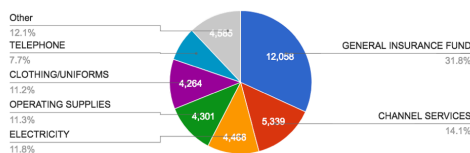
What do we do?
Program Identification

What does it cost?
Assigns Value to Programs

Why are we in business?
Defines Results Connecting Budget to Mission

Community Impact: Share and Apply the Data

Service Delivery ■ Public Engagement ■ Process Improvement



Strategic Plan → Results

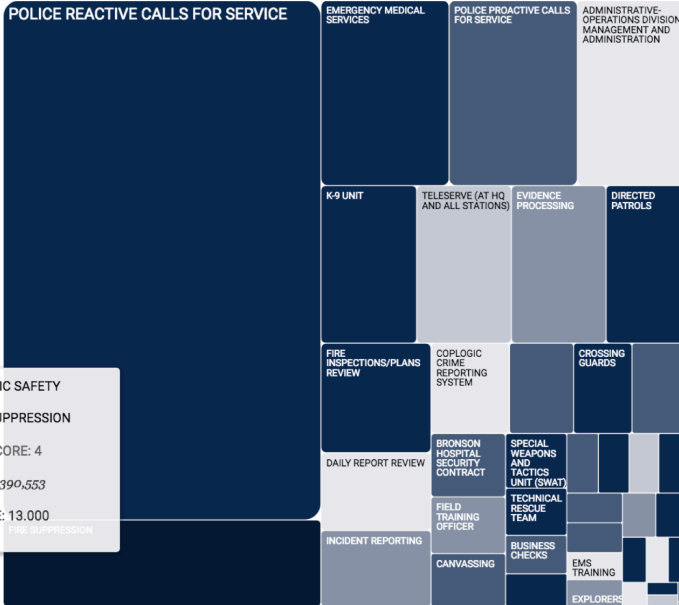


Program Scoring and Prioritization: Align with Your Mission

The Results reflect the business and strategic plans of your organization. Your programs are then scored against your Results to determine how the alignment with the overall goals of your organization.

SAFE COMMUNITY

Protects the community from harm, justly and fairly enforces the law, reduces the occurrence of crime, promptly responds to calls for service and is well-prepared for all emergency situations



PUBLIC SAFETY
FIRE SUPPRESSION
 SCORE: 4
 \$1,390,553
 FTE: 13.000

Color visually ties programs to the associated Result Area tab

Program Plot represents the programs within a department

Size reflects the budget: the larger the box, the more resources dedicated to that area

Shading identifies how closely programs align with the Result

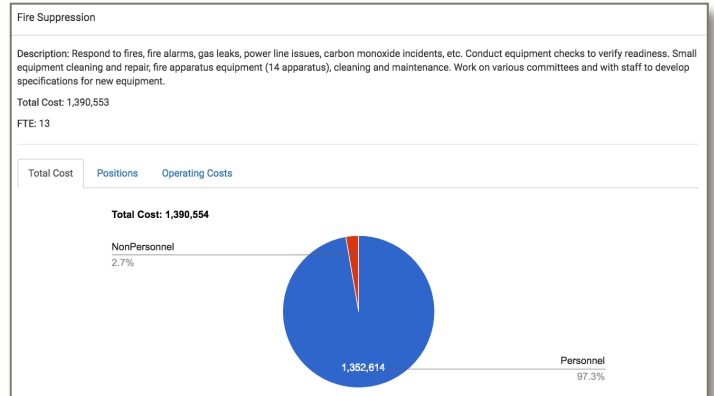
Drill Down by clicking on a box to view more program information

Hover over program boxes to see more data relating to the program

Data Drill Down

Click into Program Box to Access Next Level of Data
 Overall > Department > Division

$$\text{Personnel Costs} + \text{Non-Personnel Costs} = \text{Total Program Cost}$$



View Time Spent by Every Position with Time Attributed to the Program

Identify All Operating Costs that Contribute to the Program

