Session Outline

Perfecting the Presentation: Communicating via the CAFR, PAFR, and Web

Wednesday, May 9, 2018 - 10:30am to 12:10pm

Speakers:

• Bob Scott, CPA, Chief Financial Officer, City of Carrollton
• Peg Hartnett, Senior Manager, GFOA (Speaker/Moderator)
• Scott Huizenga, Budget Director, City of Kansas City, MO
• Lindsey Duncan, Finance Director, City of Surprise, AZ

Session Outline:

I. Transparency (Hartnett)

A. What is transparency and why is it important?

B. Common transparency vehicles

II. Comprehensive Annual Financial Report (CAFR) (Scott)

A. What story does your CAFR tell?
   1. Are we better or worse off than last year?
   2. What are the biggest financial threats to our government?
   3. Are we cheating our kids by pushing significant current financial obligations onto future generations?
   4. Are we maintaining our government’s infrastructure?
   5. Is the story as complete as possible?

B. Opening Thoughts-Avoiding the Pitfalls
   1. GAAP is just the starting point
   2. MD&A has never lived up to its potential

C. Telling the story
   1. Are we better or worse off than last year?
      a. Position vs. Condition
      b. Sources of information
   2. What are the biggest financial threats to our government?
      a. Threats to revenues
      b. Fastest growing expenses
   3. Are we cheating our kids by pushing significant current financial obligations onto future generations?
   4. Are we maintaining our government’s infrastructure?
   5. Is the story as complete as possible?
III. Popular Annual Financial Report (PAFR) (Hartnett)

A. Benefits and limitations

B. GFOA Award for Outstanding Achievement in Popular Annual Financial Reporting program

IV. Budget (Huizenga)

A. Moving from Annual Budgeting to Strategic Planning to inviting resident participation

B. KCMO’s Multifaceted Approach
   1. Budget and Planning Process
   2. Open Budget KC!
   3. KCStat
   4. Workshops

C. In the beginning...
   1. Began new financial modeling in 2013
   2. Combined with council strategic plan
   3. Merged into annual budget cycle
   4. Charter required

D. Connecting the Dots – strategic plan -> five-year plan -> budget -> public participation

E. MAJOR COMPONENTS – Strategic Planning
   1. City Strategic Plan
   2. Financial Strategic Plan
   3. Five-Year Financial Plan

F. BUDGET AND PLANNING PROCESS OVEVIEW
   1. “circle of life”
   2. Year-round process
   3. Annual budget is “one year snapshot” of five-year plan
   4. Resident involvement in planning before budgeting begins

G. STRATEGIC PLANNING HIERARCHY
   1. 7 Goals
   2. 30 Objectives
   3. 110 Strategies
   4. Measures of Success

H. Social Media and Online Tools
   1. OpenDataKC – data.kcmo.org
2. Open Budget – budget.kcmo.gov
3. KCMomentum.org
4. NextDoor
5. KCStat

I. Resident Work Sessions
   1. Balancing Act – kcmo.gov/balancingact
   2. Balancing Act Activity Results

J. Neighborhood Hearings
   1. Activities at hearings
   2. Results from hearings

V. Social Media/Website Transparency (Duncan)

   A. Online transparency portals
      1. What to display and practical applications
      2. Considerations for its use

   B. Social media platforms
      1. Facebook
      2. Twitter

   C. Other media uses
      1. Print
      2. Television
      3. Website

Learning Objectives:

Key takeaways and learning objectives for this session include:

- Understand the importance of transparency
- Become familiar with the various types of transparency vehicles
- Realize the importance of transparency of CAFR and avoid some reporting deficiencies
- Become familiar with the benefits and limitations of PAFR
- Understand the relationship between budgeting and strategic planning
- Become familiar with social media/website transparency