

Attachment-2: Discontinued KPIs from the 2019-2023 Strategic Plan

ID	KPI Title	KPI owner	Strategic Priority Area	Service area	Commentary
06	Per cent of digital transactions	GM, Clerks	Working together for our future	Corporate Services	Staff have shifted their focus to report on overall service quality rather than digital availability (outcome vs. process). By 2024, the City will report customer satisfaction with all public-facing services, with a target to maintain or increase customer satisfaction each year.
10	Number of new circular businesses and collaborations	Executive Director, Smart Cities Office	Powering our future	Office of the Chief Administrative Officer	The Smart Cities program, and the associated funding from Infrastructure Canada, ends on December 31, 2023. Therefore, this will not be measured going forward.
11	Per cent of businesses reporting Guelph as a good place to do business	GM, Economic Development	Powering our future	Infrastructure, Development and Enterprise Services	This KPI is based on self-reported data from a small subset of the business owner population in Guelph. As a result, the data received is less objective and more subjective. Currently, staff do not have a method to collect this data that would provide statistically significant or accurate evidence for performance measurement.
13	Connectivity Index	GM, Engineering and Transportation	Navigating our future	Infrastructure, Development and Enterprise Services	The Connectivity Index was not developed because it was part of a larger project that remained unfunded throughout the 2019-2022 period. As the City's performance culture has progressed, staff have identified that index measures are not the best to show progress and outcomes. Alternatively, the city is continuing to measure and report on annual mode share (tracking progress on increasing sustainable transportation trips); and construction of protected bike lanes (connectivity of the micro-mobility network).
17	Improvement in response time for Police Service	Police Chief	Building our future	Guelph Police Service	This will be reported separately by the Guelph Police Service Board.
18	Per cent of residents who perceive themselves to be safe in the city	GM, Strategy Innovation and Intergovernmental Services	Building our future	Office of the Chief Administrative Officer	This KPI was selected from the Guelph Police Service survey of resident perception of safety as reported in the 2019–2021 Guelph Police Service Strategic Plan. This measure will not be reported in the future since ‘perception of safety’ is a multifaceted issue that cannot be measured using one dimension (i.e., police services). Additionally, this survey is conducted by Guelph Police Service, City staff have no influence over this data or its collection methodology.