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Municipal Objective Setting and Performance Measurement: A Survey of Small Municipalities in British Columbia

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Abstract: This paper is the result of a class project undertaken as part of the University of Victoria's Diploma Program in Local Government Management. The purpose of the project, entitled "Municipal Objective Setting and Performance Measurement: An Introduction for BC Small Community Chief Administrative Officers", was to learn the present status of municipal objective setting and performance measurement in the subject communities and to offer potential tools for improvement.

The first phase of the project was to design and deliver a questionnaire to all CAOs of BC communities with populations of 10,000 or less. The responses were then collated and analyzed and suggestions made. The final outcomes of the first two phases were used to create three separate presentations: one to the District of Sooke council, a second to the district's senior staff members and a third to the residents of Sooke. The content and medium for the presentations varied due to the differing needs of the audiences. Once critiqued by the instructor, a copy of the consolidated project was to be sent to each questionnaire respondent and preparations made for its delivery to the District of Sooke audiences.

The authors attempted to apply recently acquired academic knowledge and skills to a real-world problem as well as provide practical solutions to several important, yet resolvable local governance problems.

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