
For Immediate Release**Cambridge Performance Measures
Efficiency and Effectiveness Reporting Continues**

Cambridge, Ontario. May 7, 2010... A report that captures the 2009 Municipal Performance Measures Program (MPMP) for the City of Cambridge will go before Cambridge City Council on Monday May 10th. The report focuses on efficiency and effectiveness measures for the City and includes 11 core service areas such as fire services, water, and parks and recreation. It also highlights the modifications of the way the measurements are to be reported to the Ministry of Municipal Affairs and Housing (MMAH) to comply with their new accounting and reporting standards recently approved by the Public Sector Accounting Board (PSAB).

The intent of the program is to give taxpayers a greater understanding of what services they receive for their tax dollars and to continue to promote open accountable local governments. It was not intended to be a tool of comparison between municipalities because there are a number of factors that will influence a municipality's measurement that prohibit an 'apples to apples' comparison.

"While the way we report the information has changed in some areas of the performance measures, the new format continues to allow a municipality to monitor its own performance and evaluate trends," says Steven Fairweather, Commissioner of Corporate Services and Treasurer.

The MMAH measurement system has been in place for some 10 years. As a result of these new changes, it means that the data collected for the year ending 2009 in Cambridge will not be able to be effectively compared to previous years.

An example of the changes is when measuring efficiency of paved roads, the City will now add engineering, surveys and regional costs to the mix - along with related capital expenses and amortization. Things like efficiency measures for the drinking water distribution category now include regional service charges the City pays for processing as well as capital expenses that are considered operating costs.

"As we go forward, we will build up the new data using this refined methodology and we'll be back in a position to undertake a year over year trend analysis," adds Fairweather. Fairweather will make a presentation to Council as part of the regular council agenda.

The City of Cambridge posts all reports online at http://www.cambridge.ca/work/financial_taxation/current_municipal_performance_measurement_program

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About Cambridge

The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2009, the population reached over 126,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in advanced manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a progressive work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

About the Corporation of the City of Cambridge

The Corporation of the City of Cambridge is a dynamic organization filled with dedicated people who deliver vital municipal services to you. Services that residents, businesses, visitors and people like your family and friends enjoy. We're a comprehensive team of professionals: engineers, financial specialists, skilled trades, administrative experts, customer service, communications - and the list goes on.

We're proud to be part of the systems that bring you the array of services that citizens in Cambridge need:

- Parks and recreation
- Activities and programs like pools, seniors' centres, community centres, arenas and other facilities
- Sports programs and all the needs related to playing fields, like indoor soccer, baseball diamonds and other amenities
- Events
- Farmers' Market
- Cemetery services
- Road programs
- Leaf pick up services
- Winter maintenance services
- Water and sewer services
- Fire, emergency and related services
- By-laws and enforcement
- Tax administration
- Licensing for businesses, lotteries, marriage, dogs, and other services like applications for birth, death and marriage certificates, notarizing or commissioning of documents
- Archival research
- Economic Development and business support programs
- Tourism support to share opportunities to showcase the festivals and help bring visitors in to support retail and other elements of the economy
- Administration of committees, steering groups and advisory groups
- Planning and development services
- Traffic and parking services
- Ensuring the best security, police, transit, garbage, water processing service, utilities, animal control are in place.
- Libraries and galleries
- Centre for the arts
- Accessibility matters
- Council services including things like supporting the upcoming needs of our residents for the Oct 2010 municipal elections

It's a multitude of services and we continue to refine and review them to ensure we deliver the services in the most effective, efficient, and proactive ways.

In 2010 we are undergoing a corporate service review. This is a further check and balance system to seeking improvements - like better technologies to simplify processes or realigning how we operate. The comprehensive

review is happening this year with a view to providing a report to Council for consideration. The report will be available by year end and will be addressed by the newly elected council for the 2011 budget.

For more information on the area or the corporation visit www.cambridge.ca

The City of Cambridge press room is located at

http://www.cambridge.ca/the_office_of_the_chief_administrative_officer/corporate_communications_marketing

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