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Stay Ahead of the Budget Crunch by Implementing Performance-Based Contracting

Performance-Based Contracting for Cities & Counties

Call (703) 894-0481, Fax This Form To (703) 894-0482 or visit www.PerformanceWeb.org

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The Performance Institute
June 23-24, 2003 • Arlington, VA

Innovations in Contracting and Outsourcing for City & County Services

Performance-based Contracting for Cities & Counties

Survive the City & County Budget Crunch

Survive the City & County Budget Crunch

Performance-Based Contracting *for Cities & Counties*

Innovations in Contracting and Outsourcing for City & County Services



The Performance Institute

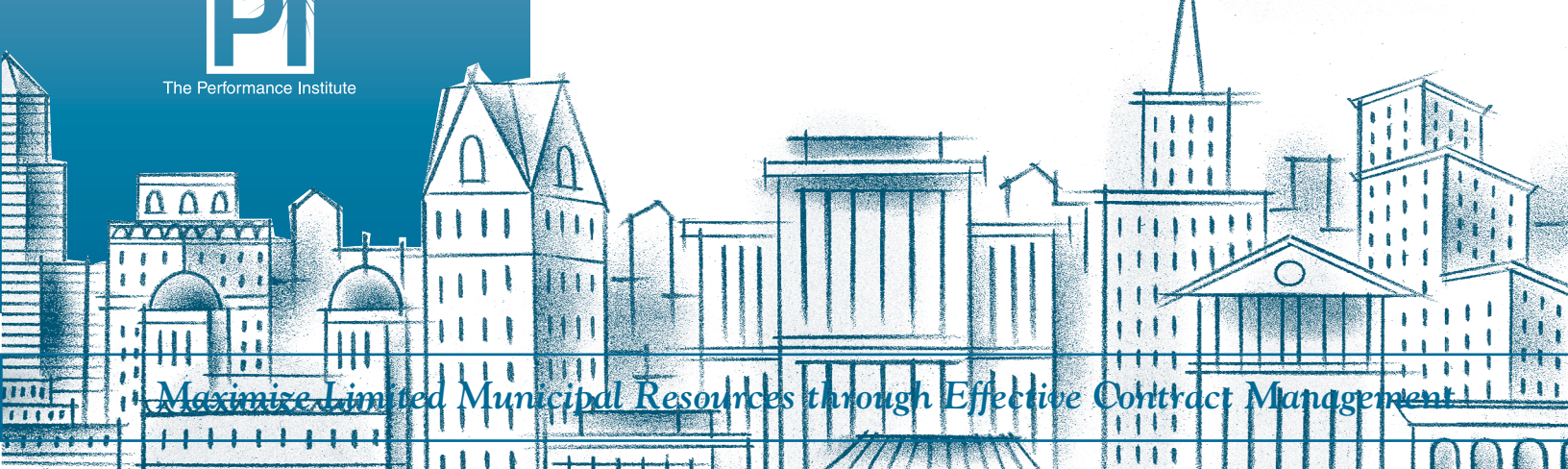
June 23-24, 2003

Arlington, VA

Presented by:

The Performance Institute

- **Best Practice Procurement Models**
  Acquire Best Practices for Municipal Contract Management and Outsourcing
- **Performance Measurements for Contracts**
  Implement Proven Performance Measurements for Commonly Procured Products and Services
- **Improve Contractor Performance**
  Provide Accountability Incentives to Manage Your Vendor Relationships for Results
- **Comply with Current Rules and Regulations**
  Master Strategies for Innovating and Updating Procurement Rules for Your City & County



Maximize Limited Municipal Resources through Effective Contract Management

Acquire Proven Procurement St

Dear City and County Executive,

Procurement officers and contract managers in cities and counties across the nation have discovered how difficult it is to keep pace with a myriad of procurement & contracting requirements and innovations. At the same time, these municipalities are facing revenue shortfalls while trying to meet the expectations of their citizenry. The implementation of performance-based contracting can assist cities and counties provide the best level of service for their citizens while weathering the current budgetary crisis.

To assist your city or county government avoid the pitfalls associated with mismanaged contracts and poor contractual performance, you are invited to attend the *Performance-Based Contracting for Cities & Counties* conference on June 23-24, 2003, at the Performance Institute in Arlington, VA.

Implement Performance Measurements for Your Contracts

Performance-based contracting is focused on the cutting-edge, seven-step process of contract management and administration. One of the most important challenges facing city and county agencies is the need for widespread adoption of performance-based acquisition in order to survive the budget strains that affect almost all municipalities. It can be very difficult for a city or county to fully implement performance-based contracting into their acquisition plan. This timely conference showcases a set of refined and tested procurement and contract management models as well as outsourcing strategies for a range of municipal products and services.

Best Practice Procurement Models

Attend a comprehensive walk through of each of the seven steps of performance-based acquisition and learn how to implement these steps into your agency's acquisition plans. Topics that will be discussed include the development of a performance work statement (PWS) or statements of objectives (SOO), learn how to select the right contractor and decide how to measure and manage performance. Also, obtain best practices and case scenarios of actual cities and counties that have implemented performance-based contracting to efficiently manage their contracts and vendor relationships. Turn to the leaders in PBSC to ensure your city/county is fully equipped to succeed in spite of the current budget crunch.

By attending the *Performance-Based Contracting for Cities & Counties* conference, you ensure that your city/county agency has the tools and mastery to successfully manage and monitor its present and future contracts. Space is limited, so be sure to contact us immediately. For more information and to register, please call 703-894-0481 or visit us on the web at www.PerformanceWeb.org. I look forward to seeing you in June!

Sincerely,

Jason L. Cooley

Jason L. Cooley, Director
Center for Contracting and Outsourcing
The Performance Institute

Day One: June 23, 2003

8:30 Registration and Continental Breakfast

9:00 Keynote Address: Innovations in Municipal Procurement Contracting

This keynote address will discuss the impact of performance-based contracting on your cities and counties as well as emerging trends, technologies, policies and standards that are shaping the landscape of contracting now and in the future. Learn what best practices are emerging and how they are being used. Additionally, discover how municipal governments are reforming their procurement and contracting rules to encourage innovation and competition.

Mary Lou Lagenhop, *Director, Franklin County Ohio Jobs and Family Services*

10:00 Implementing Best Practice in Municipal Procurement and Contracting of Cities and Counties

Best practices for municipal contract management will ensure your contracting staff will have the latest models, innovations and frameworks for effective contract management. Hear from veteran leaders in municipal procurement and contracting what lessons-learned and best practices exist that will help you:

- Enhance contract management
- Expand your purchasing power
- Improve contractor performance
- Implement e-procurement models

Cathy Muse, *Director of Purchasing and Supply Management, Fairfax County VA*

11:00 Break

11:15 A Strategic Framework for Implementing the PBSC: The Seven Steps to Performance-Based Service Contracting

Several federal agencies use a comprehensive "Seven-Steps Strategic Framework for PBSC" with great success. Learn how to implement this system into the acquisition plan of your city or county government. Discover the "ins-and-out" of this cutting-edge system developed by leading government procurement officials.

Jason L. Cooley, *The Performance Institute*

12:00 Networking Luncheon

1:00 The Seven Steps to Performance-Based Service Contracting

Walk through the step-by-step framework for devising, implementing and maintaining a performance-based service contract.

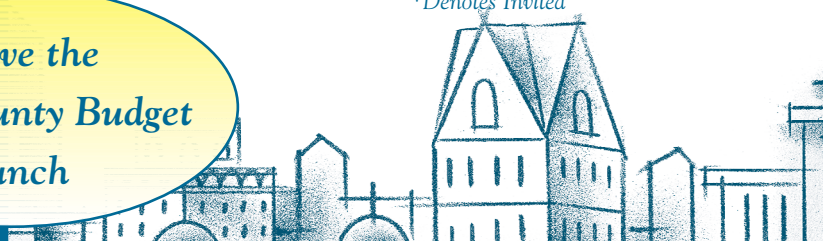
- Understand what criteria a performance-based service contract must satisfy
- Explore different options and models
- Learn critical success factors that must be met to ensure a high-quality PBSC for cities and counties

Jason L. Cooley, *The Performance Institute*
Felipe Monroig*, The Performance Institute*

4:00 Adjourn

**Denotes Invited*

Survive the City & County Budget Crunch



Day Two: June 24, 2003

8:30 Continental Breakfast

9:00 Innovations in Procurement and Contracting Management: Critical Success Factors

Drafting statements of work and selecting the right vendor is only one of the challenges that procurement and contracting staff face. Effectively management and monitoring of municipal contracts once they are awarded is the other major challenge. Examine proven contract management principles to ensure your projects don't get sidetracked or fail.

***Melody Mouclinski**, Purchasing Director, Purchasing Service Division, Seattle, WA*

10:00 Planning and Analyzing Opportunities for Municipal Privatization and Outsourcing

- Develop practical and meaningful criteria for examining your privatization and outsourcing initiatives
- Determine functions and activities appropriate for outsourcing
- Align outsourcing initiatives with the goals of your municipality
- Work with legislators, city and county boards, employees and citizens during the outsourcing process

***Brenda Gallion and William Stevens**, U.S. Customs Service*

11:00 Break

11:15 Financing Privatization: Effective Public Private Partnerships

Privatization in many cases is being driven by city and county needs for financial investments in aging infrastructure. In this session hear how your city or county can effectively attract the investment dollars it needs to make outsourcing initiative work.

***Larry Scully**, President, Scully Capital**

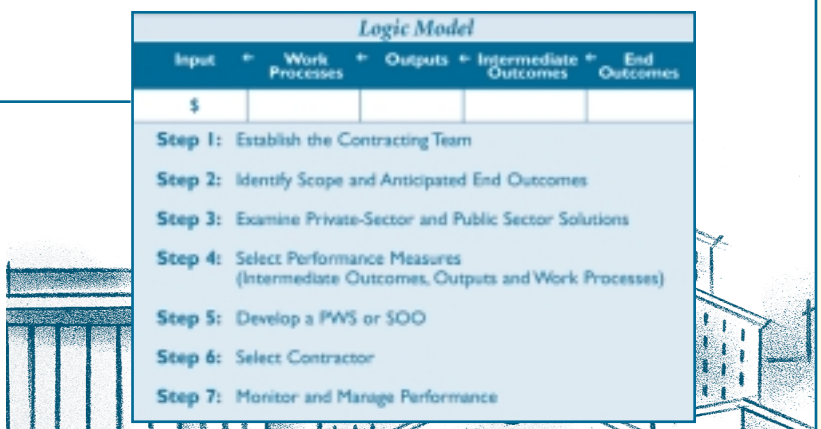
12:15 Luncheon

1:00 Case Studies: Performance-Based Contracting for City and County Services

Performance-based contracting requires more than simply adding a few goals and targets to your contracts! It involves a performance-based statement of work, value-based source selection, performance measures in the contract and results-oriented approaches to contract management. In this application workshop session, hear case studies and lessons learned from leading municipal outsourcing experiences. By examining these success stories and learning from some notable failures, you will emerge ready to develop your own course of action for planning and executing outsourcing initiatives for your city or county.

***Mark Bouie**, Director of Child Welfare Lutheran Child and Family Services, Chicago IL*

4:00 Adjourn



5 Key Procurement Skills You Will Acquire At This Conference

1. Master the Latest Innovations in Crafting, Managing and Evaluating Contracting for a Range of Municipal Services
2. Manage Outsourcing and Privatization Initiates Using Clear Processes and Best Practice Analysis of Your Sourcing Options
3. Enhance Coordination between Centralized Procurement Offices and Each Municipal Department
4. Improve Contract Monitoring Techniques to Ensure Your Vendors Provide Your City or County with the Best Value
5. Design and Use Performance Measures for Municipal Contracts to Enhance Accountability

Administrative Information

Event Location and Hotel Accommodations:

Performance-Based Contracting for Cities & Counties will be held at the Performance Institute in Arlington, VA. The Performance Institute is located within walking distance to the Hilton Garden Inn, and is only one block from the Courthouse Metro Station. The monuments in Washington, D.C., are also just a few minutes away.

A limited number of rooms have been reserved at the hotel at a discounted rate ($150 single and $170 double). Please contact the hotel at 703-528-4444 by April 23, 2003 to make reservations. Be sure to ask for the Performance Institute conference rate. The Hilton Garden Inn will ensure that your conference experience is comfortable and enjoyable.

Hilton Garden Inn
1333 Courthouse Road
Arlington, VA 22201
Tel: 703-528-4444
Fax: 703-528-4933
www.hiltongardeninn.com

Tuition Rates and Group Discounts:

Tuition rates for attending the *Performance-Based Contracting for Cities & Counties* conference is $995.

Group discounts are available to agencies wishing to send 3 or more individuals to *Performance-Based Contracting for Cities & Counties*. For information about group tuition discounts, please contact Marco Amaro at 703-894-0481.