Performance Measures that Make a Difference and Contracts that Produce Results!



March 29–30, 2004
The Performance Institute
Arlington, VA

Presented by: The Performance Institute

2004 National Summit on Performance Measures and Performance-Based Contracting for Public Housing

Plan, Measure, Manage, Budget and Contract… For Results!

- **Master Performance-Based Contracting**
  Write effective performance-based contracts to improve program accountability and increase program reach
- **Develop Outcome-Oriented Public Housing Program Management**
  Use Performance Measures to Link Public Housing Resources and Information to Results
- **Integrate Services for Residents**
  Learn Strategies for Ensuring Seamless and Coordinated Service Delivery between Multiple Public Housing Authorities and Social Service Providers
- **Evaluate and Report Public Housing Outcomes**
  Devise program objectives in a business-like approach and ensure that performance measures correspond to program goals

Plus: Developing Performance-Based Contracts and Statements of Work for Public Housing Contractors

Don't Miss the Only Comprehensive Public Housing Event Designed for Public Housing Authorities and Public Housing Administrators!

Utilize Performance Measures to Validate Results from Your Partnerships and Contracts

MEASURE
The Impact of Public Housing Programs and Track Results Through Intermediate Outcome and End Outcome Performance Measures

EVALUATE
New Assessment and Evaluation Systems that Affect Your Partnering Strategies

IMPROVE
Your Grants and Other Funding Mechanisms to Link Resources to Results and Motivate Program Partners

PARTNER
Through Privatization, Outsourcing and Performance-Based Contracts

INVOLVE
Community and Social Associations In Your Urban Development Programs

Who Should Attend?

- Public Housing Administrators
- City Managers and Administrators
- Developers
- Grantors and Grantees
- Community Development Associations
- Realtors for Public Housing Projects
- Faith-Based Housing Authorities
- Economic Development Agencies
- ....and All Other Professionals Involved in Public Housing

Develop Performance Measures for:

- Public Housing Authorities
- Performance-Based Contracting
- Management Systems
- Community Development Center Plans
- ...and Many Other Public Housing Outcome Areas!

Dear Public Housing Program Authority, Administrator and Contractor:

The Bush Administration, through its President's Management Agenda, continues its shift to government reformation and results-oriented management, thus, making it necessary, now more than ever, for Public Housing Authorities and other housing service providers to work together through contracts, grants and other strategic arrangements.

In order to meet the latest performance-based requirements and mandates in public housing, we invite you to attend our *2004 National Summit on Performance Measures and Performance-Based Contracting for Public Housing* being held March 29–30, in Arlington, Va. Through this timely event you will learn from national and sector leaders how to design and enhance your projects, evaluate any contractor's performance and write performance-based contracts and grants towards improving housing and community development outcomes.

Implement Performance-Based Contracting

Leverage contracting strategies and design a framework for developing performance measurements and contracts, along with methods to monitor, validate, evaluate and report results. Identify programs needing improvement, make funding decisions and communicate your outcomes to private and public stakeholders.

Design Performance Measures and Link to Performance-Based Contracting Strategies for Public Housing Programs

Apply the Logic Model methodology to define agency mission, outcome goals and intermediate strategies to accomplish those goals. Also, learn how to fully track your resources and hear from leading experts in the field how to easily implement these frameworks.

Develop Public-Private Partnerships to Better Serve the Needs of the Community

Master the skills necessary to forge partnerships between government, non-profit and for-profit organizations to improve the delivery of services, expand the range of services and avoid "fraud, waste and abuse" of services as stated in the President's Management Agenda.

Make a Performance-Based Case for HUD and Other Public Housing Grants and Funding Initiatives

Former Housing and Urban Development Secretary Mel Martinez announced in October 2003 that $47,688,000 in grants would go to 771 housing authorities in all 50 states, the District of Columbia, Guam and Puerto Rico. Also available is $574 million in 2003 HOPE VI Revitalization and Demolition grants to revitalize aged public housing and transform neighborhoods across the country.

Throughout the conference and in our application workshop, you will learn essential skills for developing results-oriented performance measures, effective partnerships for the delivery of fair housing services and writing performance-based statements of work for public housing contracts and grants that guarantee success!

The strategies and best practices from the nation's leading public housing administrators and community development associations are waiting for your review! Register today by calling *703-894-0481* or visit us online at *www.PerformanceWeb.org*.

Sincerely,



Randall Klein
Associate Director
The Performance Institute

Learn How to Measure the Impact of Public Housi

Day One: March 29, 2004

Agenda and Speaking Faculty

8:30 **Registration and Continental Breakfast**

9:00 **Keynote Address: HUD's Efforts to Improve Performance of Public Housing Programs**

HUD provides financial assistance to about 3,350 Public and Indian housing authorities that provide public housing and services to about four million households. Hear about the current initiatives, major challenges and risks facing the Department of Housing and Urban Development and, specifically, the Public Housing Program. Link these facts to the President's Management Agenda and new Performance Measures.

Michael Liu, Director of Public Housing, Department of Housing and Urban Development

9:45 **Leadership Panel: Key Perspectives, Issues and Practices for Measuring and Improving the Performance of Public Housing Programs**

- Understand the advances on planned HUD outcomes: increased homeownership; increased affordability; safe and decent rental housing; improved community economic vitality and quality of life; less fraud, waste and error as they relate to performance evaluation and project management strategies
- Learn how well current programs like HOME, CDBG (Community Development Block Grant), and HOPE VI (Homeownership and Opportunity for People Everywhere) operate as production tools, whether they are articulate and what improvements can be expected
- Meet the challenges of measuring and achieving President Bush's "Homeownership Challenge"

Sandra Henriquez, Executive Director, Boston Housing Authority

Ophelia Basgal, Commissioner, Federal Millennial Housing Commission

10:45 **Break**

11:00 **SHOW ME THE MEASURES: Comprehensive Framework for Performance Measures and Evaluation Strategies for Public Housing Using the Logic Model Methodology (Lessons for Funders and Contractors)**

Using the Logic Model, discuss best practice outcome measures that can be applied to assess program performance. Discuss end outcomes for specific missions, while illustrating the linkage between outcomes, strategies, outputs and inputs.

- Develop a framework for measuring the performance of housing and community development programs: designing, implementing and effectively using performance indicators
- Master best practices in performance measurements from leading housing partnerships
- Utilize logic modeling: linking end outcomes to specific program activities

Felipe Monroig, Director of Consulting, The Performance Institute

12:00 **Luncheon Discussion: Government Contract Ethics: Determine Responsibilities and Ethical Obligations**

- Educate yourself and your contracting staff about contracting abuses
- Improve ways to eliminate waste, errors and other common contracting pitfalls
- Examine common and efficient methods to avoid fraud

Christopher Yukins, Associate Professor of Government Contract Law, The George Washington University Law School

1:00 **Essential Factors in Selecting a Contractor**

- Learn to interpret past performance to predict future results
- Determine the "Best Value" when presented with a diversity of proposed services
- Tackle potential conflicts of interest

Michael Hoffman, Director of Contracting and Outsourcing, The Performance Institute

2:00 **Measuring and Improving Financial Performance: Lessons Learned from GAO's Report on the Department of Housing and Urban Development.**

- Explore the actions HUD has taken to improve their financial and information management systems
- Understand how HUD measures the performance of public housing agencies and hear about those that are considered "high risk"
- Examine the problems HUD encounters and how they address those problems

Carl DeMaio, President, The Performance Institute

3:00 **Break**

3:15 **Fair Housing and Equal Opportunity (FHEO)**

The FHEO office is responsible for monitoring fair lending, partnerships, and fair housing laws, along with individual self-sufficiency and other housing and community & individual revitalization issues. How does this program affect your locality? Do you comply with HUD's non-discrimination requirements? Join this discussion and share insight on common FHEO challenges and how they have been overcome.

Maria Foscarinis, Executive Director, National Law Center on Homelessness and Poverty



4:15 **Adjourn Day One**

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Day Two: March 30, 2004

8:00 **Continental Breakfast**

8:30 **Successful Public-Private Partnerships in Housing**

- Assess public and private skills and benefits and integrate for the management of performance-based public housing contracts and/or property administration
- Communicate result to partners and stakeholders for maximum buy-in
- Diversify the state and local options to housing financing, and incorporate proven cost saving building and management strategies

John Stainback, Managing Partner, Stainback Public/Private Real Estate, LLC

9:30 **Building a Performance Case and Other Funding Strategies for HOPE VI and Other Public Housing Initiatives**

- Share the latest developments in policies and procedures to select and evaluate grantees
- Evaluate your performance as a grantee and adapt best practices and lessons learned on strategic contracts for development and management of Public Housing Projects
- Incorporate performance-based parameters and write successful grants

Kathy Kenney, Economic Development Coordinator, City of Charlotte Housing Authority

10:30 **Break**

10:45 **Forging Performance-Based Partnerships between Public Housing Providers and Social Service Organizations: A Result-Oriented Approach**

- Develop effective partnerships between social service providers and community development associations
- Determine effective leaders at channeling private capital into community development projects
- Generate self-sustainable programs

Sandra Henriquez, Executive Director, Boston Housing Authority

12:00 **Networking Lunch**

Application Workshop

1:00 **Application Workshop for Public Housing Contractors: Developing Performance-Based Contracts and Statements of Work for Public Housing Programs**

Learn from experts how, through performance-based contracting, it is possible to improve the quality of life in the community through structural improvement and/or modernization to the properties. You will have one-on-one time with the speaker, using benchmarks and best practices filled with details and contracting strategies, specialized on maximizing limited funds and other chronic problems.

In this half-day application workshop, government contractors will acquire the hands on tools to write clear statements of work, design effective contracts and ensure quality service provision.

- Examine concepts, models and techniques for identifying and selecting public housing outcomes for your program
- Use the Logic Model to connect workforce activities to responsibilities and public housing outcomes
- Harness best practice tools for measuring the quality of public housing and related well-being strategies and social services, as well as "partner satisfaction"

Carl DeMaio, President, The Performance Institute

4:00 **Adjourn**

Improve Accountability, Service Delivery and Customer Service in Your Public Housing Agency!

Rave Reviews from Last Years Summit!

"A wide variety of great information from industry leaders and practitioners who really understand the field."

Bob Gregg, The Salvation Army

"Excellent executive level training. I was pleased by the cultural diversity of the presenters. All the speakers were very highly knowledgeable in their fields."

Cynthia Amador, CHARO Community Development

"Lots of great information that is useful in case management systems."

Carol Huckaby, CCFSA

utcome and End Outcome Performance Measures!

Increase Cost-Efficiency, Transparency and Accountability through Performance-Based Contracting

5 Key Reasons to Attend:

1. **Identify Ways to Develop, Implement and Manage Performance Measures That Fit Your Public Housing Agenda**
2. **Implement a Performance-Based Contracting Framework and System for Your Partnerships**
3. **Stay Ahead of the Latest Trends and Management Techniques in a Privatized, Outsourced and Partnered Social Service Environment**
4. **Pinpoint the Current Initiatives and Essential Developments From Public Housing Authorities**
5. **Devise and Implement Partnership Arrangements with For-Profits and Non-Profits to Enhance the Delivery**

Venue and Hotel Information:

The ***2004 National Summit on Performance Measures and Performance-Based Contracting for Public Housing*** will be held at The Performance Institute in Arlington, VA. The Performance Institute is located minutes from the Hilton Garden Inn and other hotels as well as the tourist attractions and national monuments in Washington, D.C.

For your convenience, a limited number of rooms have been reserved at the Hilton Garden Inn at a discounted rate of $159. Please contact the hotel with the number provided below to make reservations and be sure to ask for the Performance Institute conference rate.

Hilton Garden Inn
1333 North Courthouse Road
Arlington, VA 22201
www.hilton.com
703-528-4444

Tuition Rates:

Fees for attending the ***2004 National Summit on Performance Measures and Performance-Based Contracting for Public Housing*** are as follows:

Conference: $1095
Application Workshop: $495

Group Discounts:

Group discounts are available! Contact James Simpson for more information by calling 703-894-0481, or you can email him at Simpson@PerformanceWeb.org.

Sponsorship Information:

To learn more about sponsorship opportunities at educational seminars and conferences hosted by The Performance Institute, contact Dana DeMilio at 703-894-0481 or demilio@PeformanceWeb.org.

Administrative Note:

A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed 6 months before the event, some speaker's change or topic settings may occur.

Bring this Program In-House!

All of the conferences offered by the Performance Institute can be delivered through custom training programs for your office, program, agency or department. In-house training provides a cost-efficient vehicle for educating your staff with a hands-on, educational forum that facilitates team building and project planning. PI in-house training is designed to meet the needs of the client. Instead of making the training match with "cookie-cutter" training, our in-house offerings are matched to the specific needs of the participant. If you are interested in an In-House Training, please contact James Simpson at 703-894-0481 or Simpson@PerformanceWeb.org.



The Performance Institute
1515 North Courthouse Rd., Suite 600
Arlington, VA 22201

Registration Form for *2004 National Summit on Performance Measures and Performance-Based Contracting for Public Housing*
Call (703) 894-0481 or fax this Form To: (703) 894-0482;
or visit www.PerformanceWeb.org

☐ **Yes! Register me for the Summit Only**
☐ **Yes! Register me for the Summit and Workshop**
☐ **Please call me. I am interested in a special Group Discount for my team**

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