



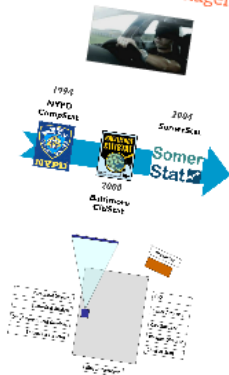
Introducing Somerville ...

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
ALL AUDIENCES
BY THE MOTION PICTURE ASSOCIATION OF AMERICA

www.filmratings.com

www.mpaa.org





The collage consists of five images. The top image is a photograph of a bridge with the text "Fiscal Responsibility: Spending more wisely, not less." and "Committee on the Budget". The middle image is a photograph of a bridge with the text "Good Jobs, Not Just More" and "SBA 101". The bottom image is a bar chart titled "Fiscal Responsibility: Spending more wisely, not less." with three bars labeled "2011", "2012", and "2013". The y-axis is labeled "Fiscal Responsibility" and the x-axis is labeled "Year". The bars show a decreasing trend from 2011 to 2013.



Community Dynamism

How To be happy with your house...

- 100% free
- 100% green energy
- 100% happy
- 100% happy
- 100% happy

Community dynamism

Nieuw cultureel centrum

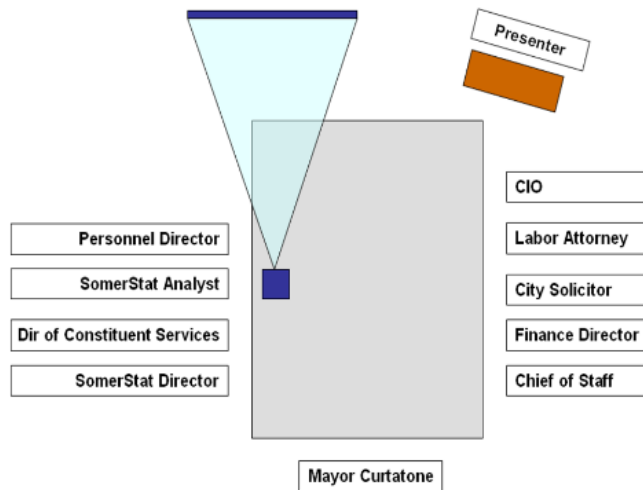
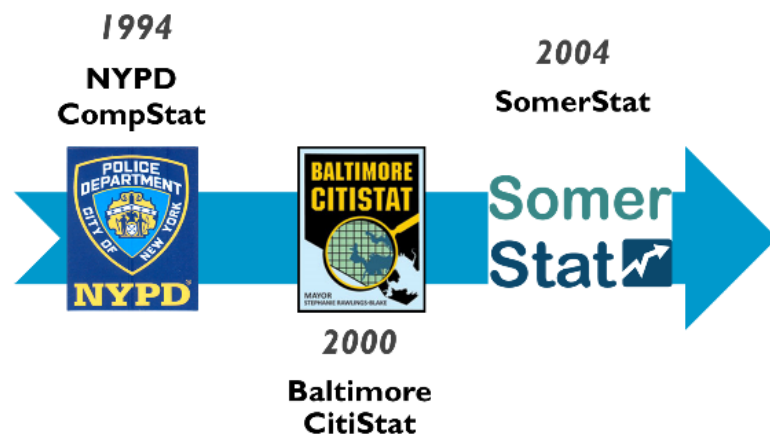
Rijswijk



MANAGING OPERATIONS



Data-Driven Management



nsibility and



1994

**NYPD
CompStat**



2004

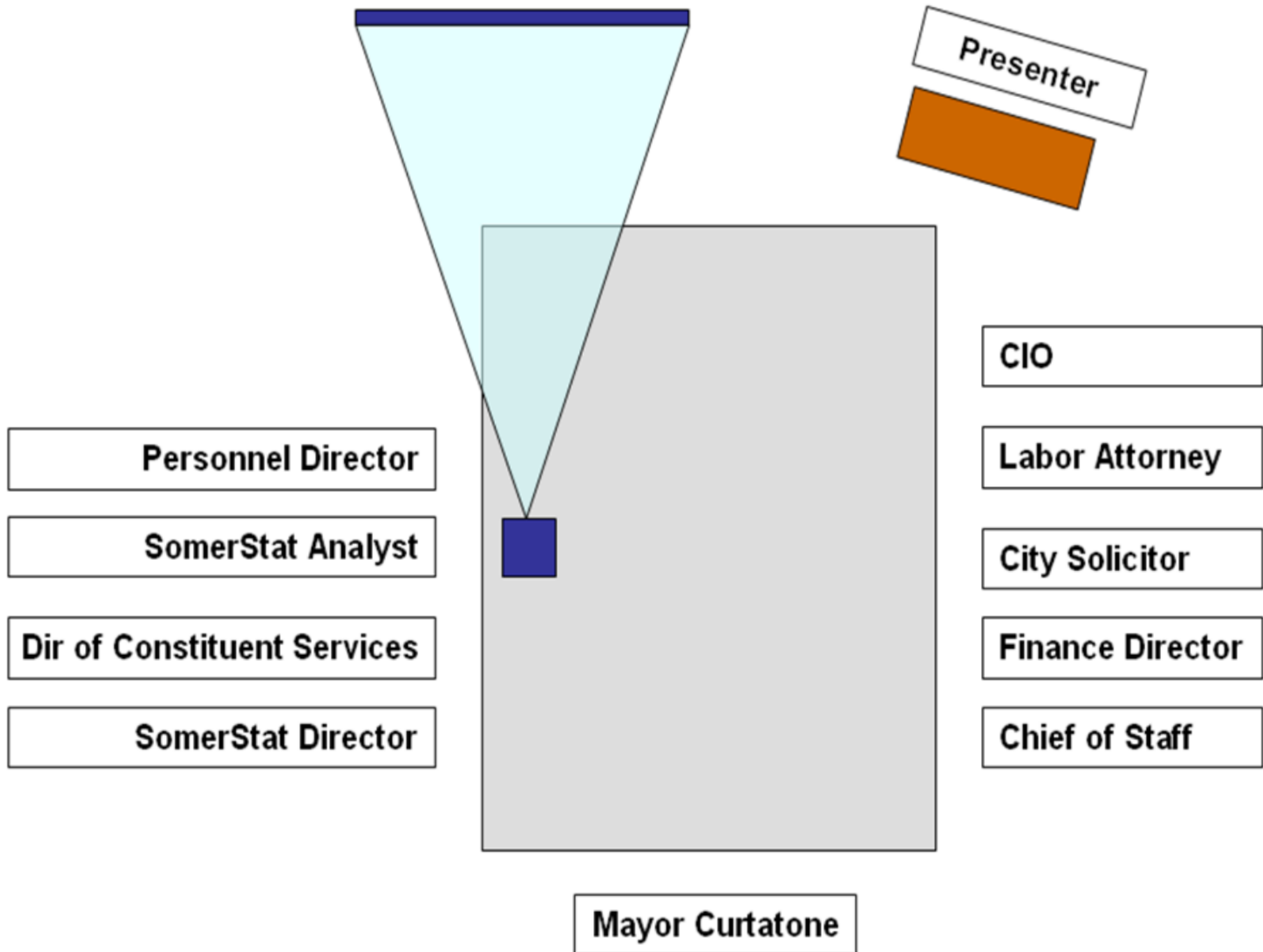
SomerStat



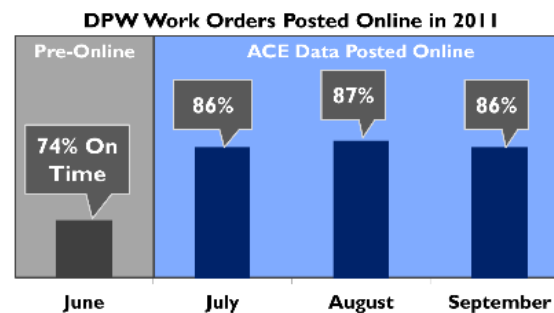
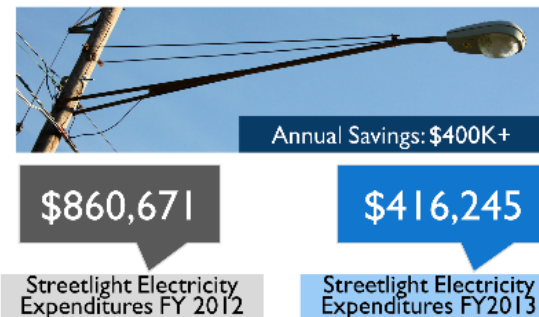
2000

**Baltimore
CitiStat**

**Somer
Stat** 



Fiscal Responsibility and Improving Services





Somerville: \$2,341

Fiscal Responsibility:
Spending Per Capita (general fund 2013)



Cambridge: \$3,748



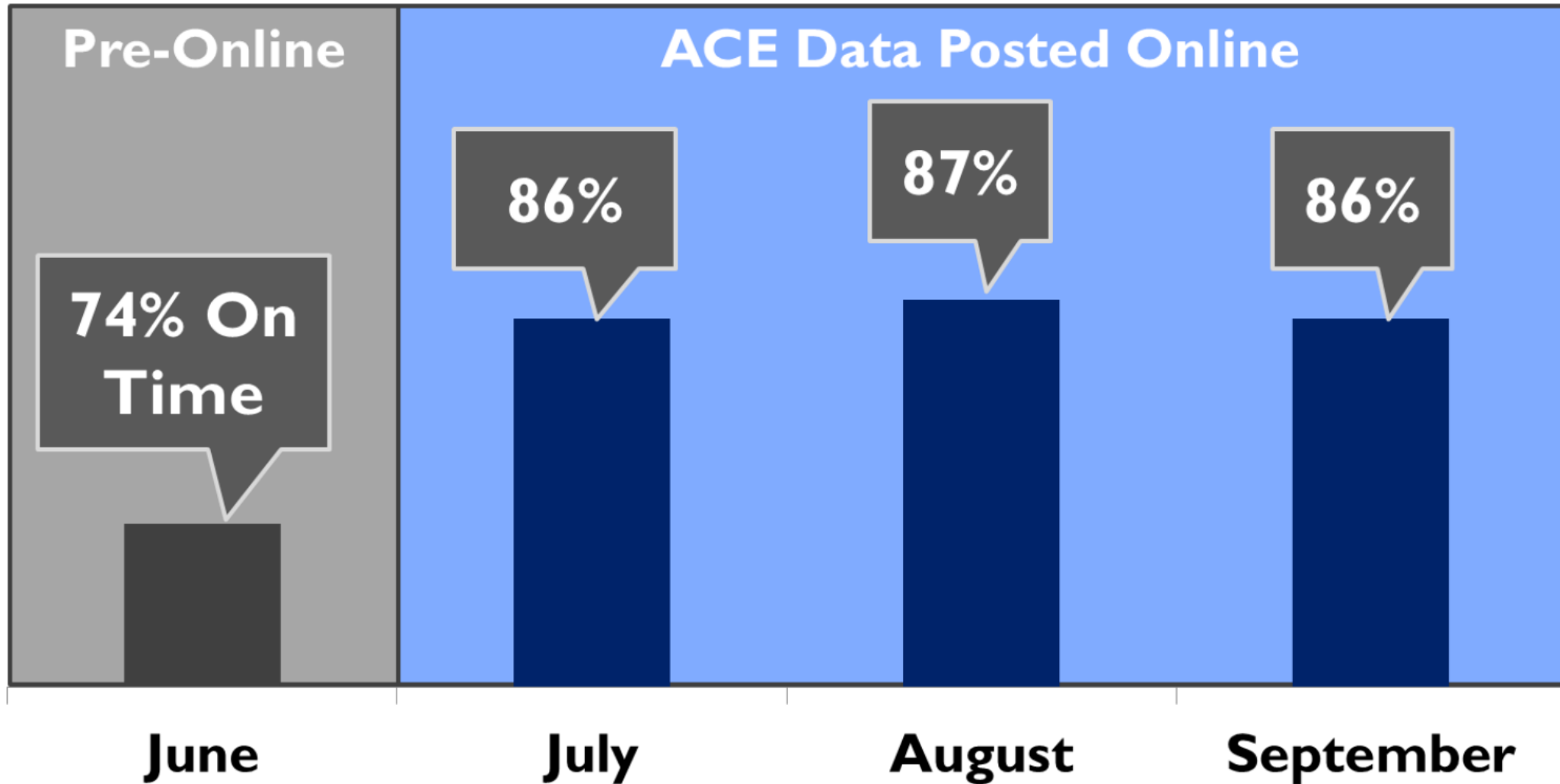
\$860,671

Streetlight Electricity
Expenditures FY 2012

\$416,245

Streetlight Electricity
Expenditures FY2013

DPW Work Orders Posted Online in 2011



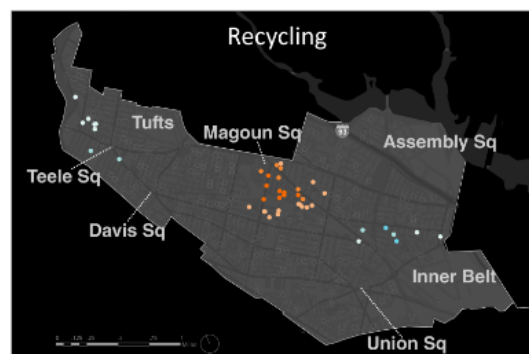
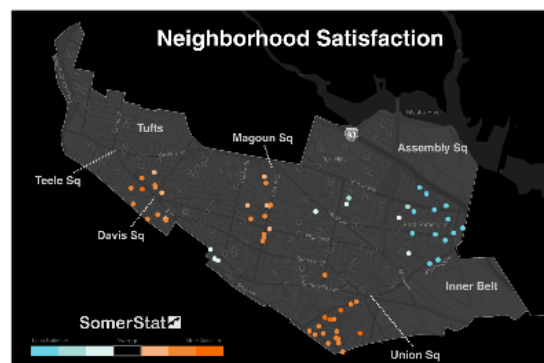
Community Dynamism

If you're happy
and you know it...

➤ 2011: First
happiness survey

➤ 2013: Second
happiness survey

"Increase responsiveness
to changing conditions"



If you're happy and you know it...

- **2011:** First happiness survey
- **2013:** Second happiness survey

***“Increase responsiveness
to changing conditions”***

How Happy Are You? A Census Wants to Know



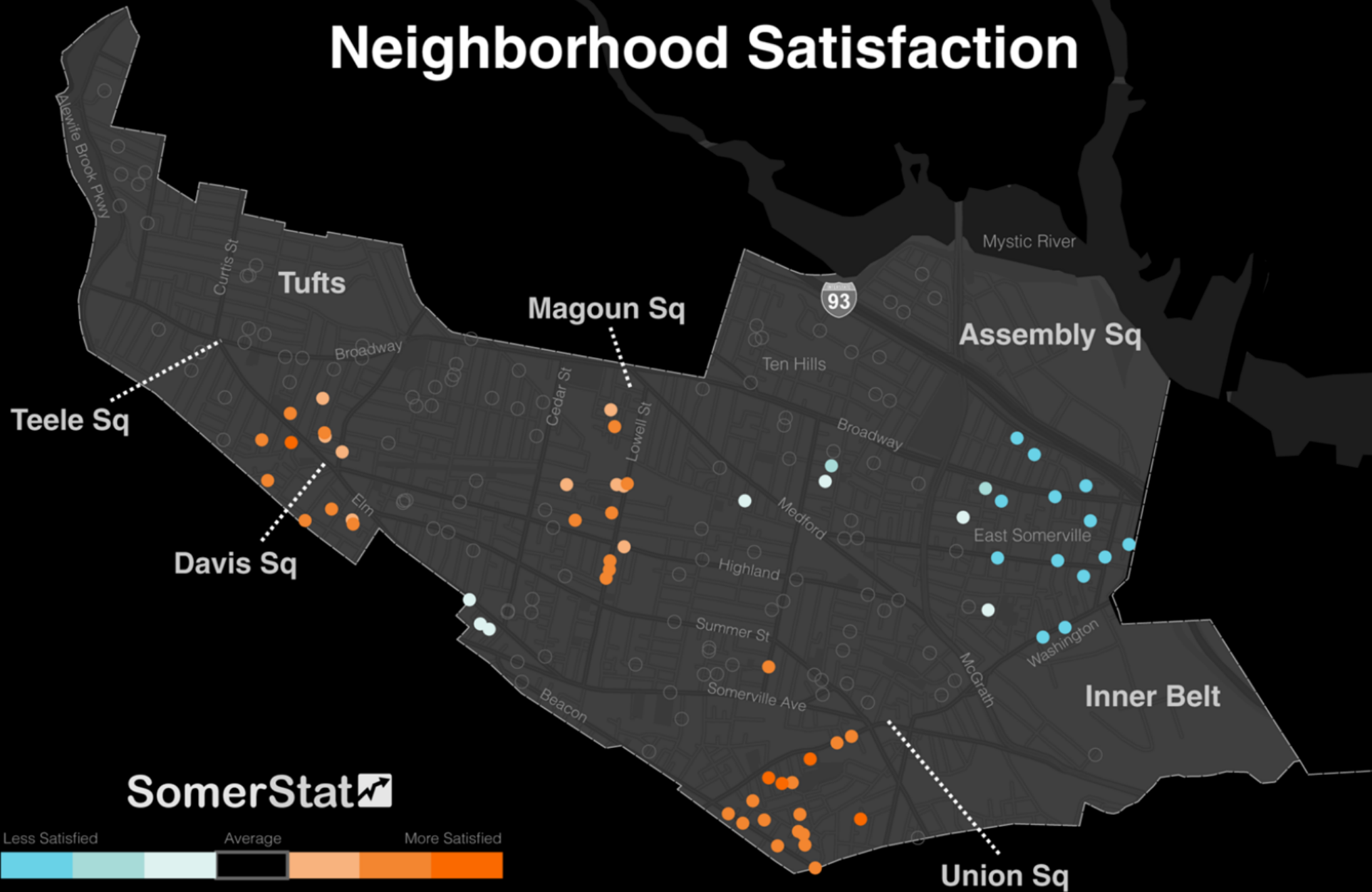
Somerville: the city where policies are based on how happy they make people
The mayor of the Massachusetts city is collecting data on how happy residents are and using it to shape his policymaking

 **Sadhbh Walshe**
Guardian Professional, Thursday 13 December 2012 12:54 EST
[Jump to comments \(4\)](#)

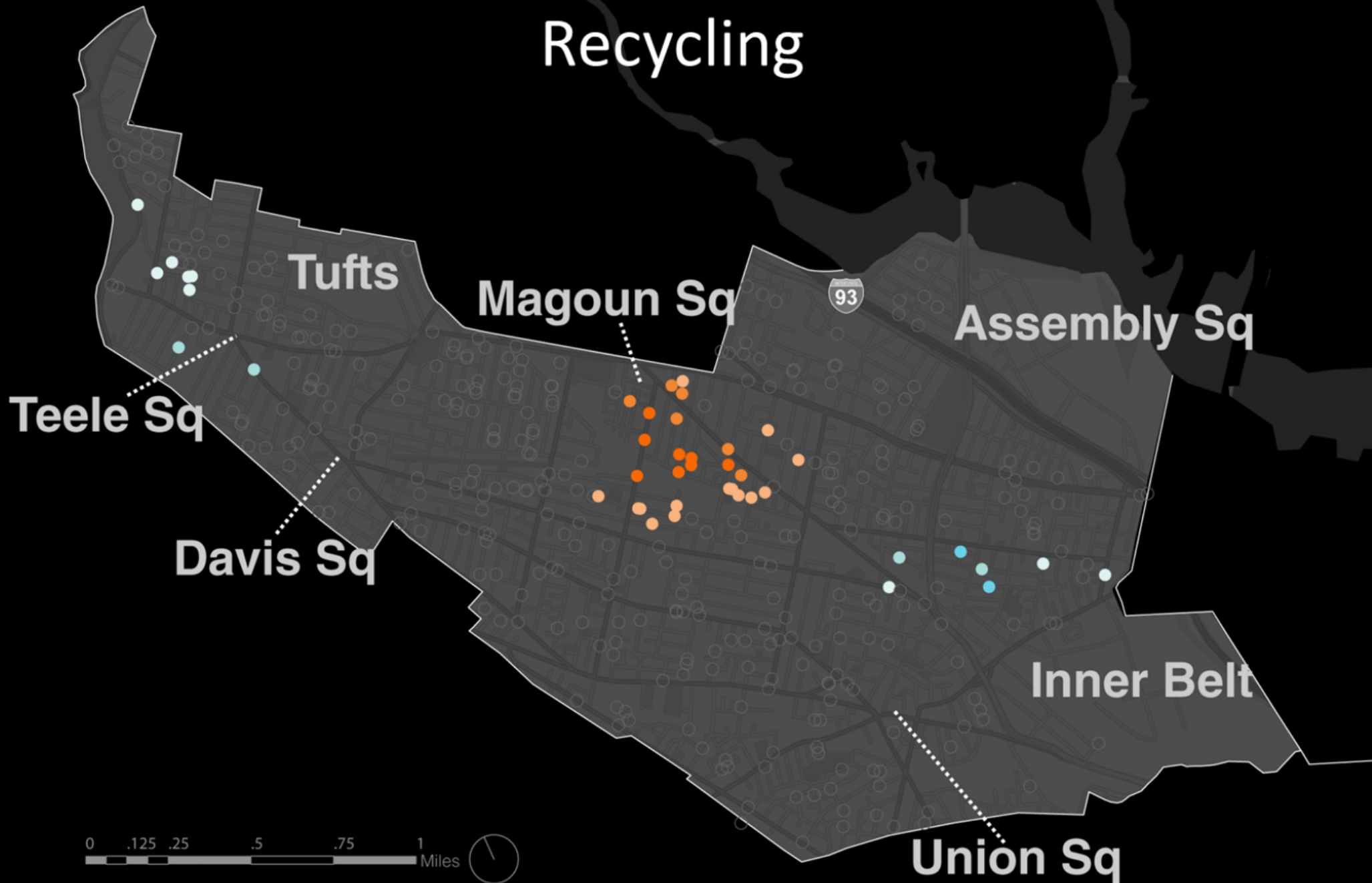


The results of Somerville's happiness survey have helped the city authorities identify whether policy measures are making city residents happier.

Neighborhood Satisfaction



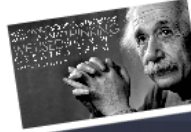
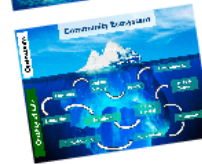
Recycling





ENHANCING ECO SYSTEMS

Beyond Operations



Leading Community Change



Adaptive Leadership



Supporting Innovation

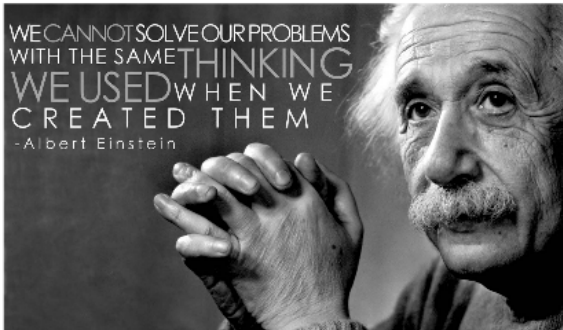


NEXUS

Somerville's Network for Exploring & Understanding Systems



Beyond Operations



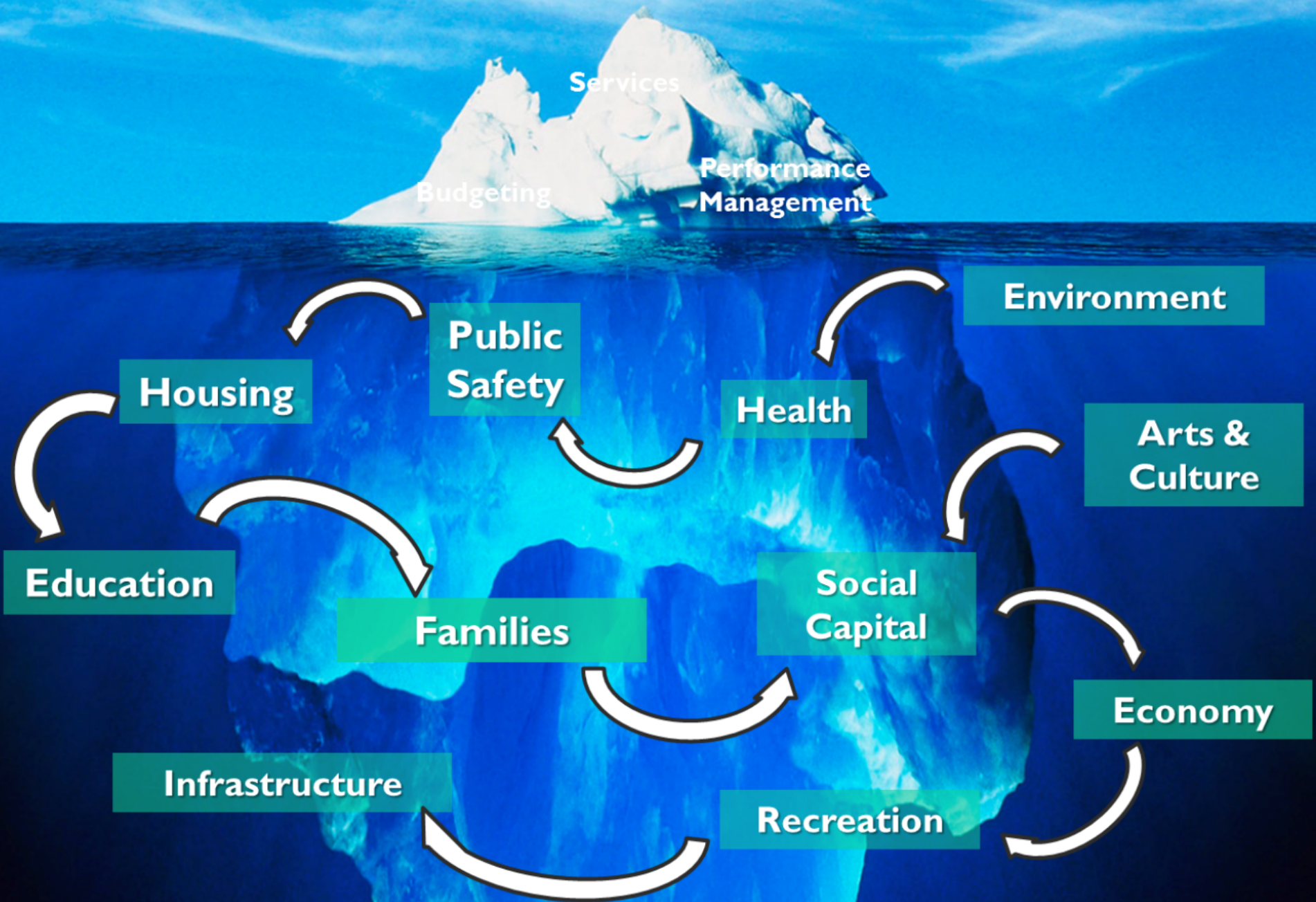
Leading Com-

Standard Model: **Innovating to Improve Operations...**

***...But what happens when challenges go beyond
“operations” or “financial management”?***

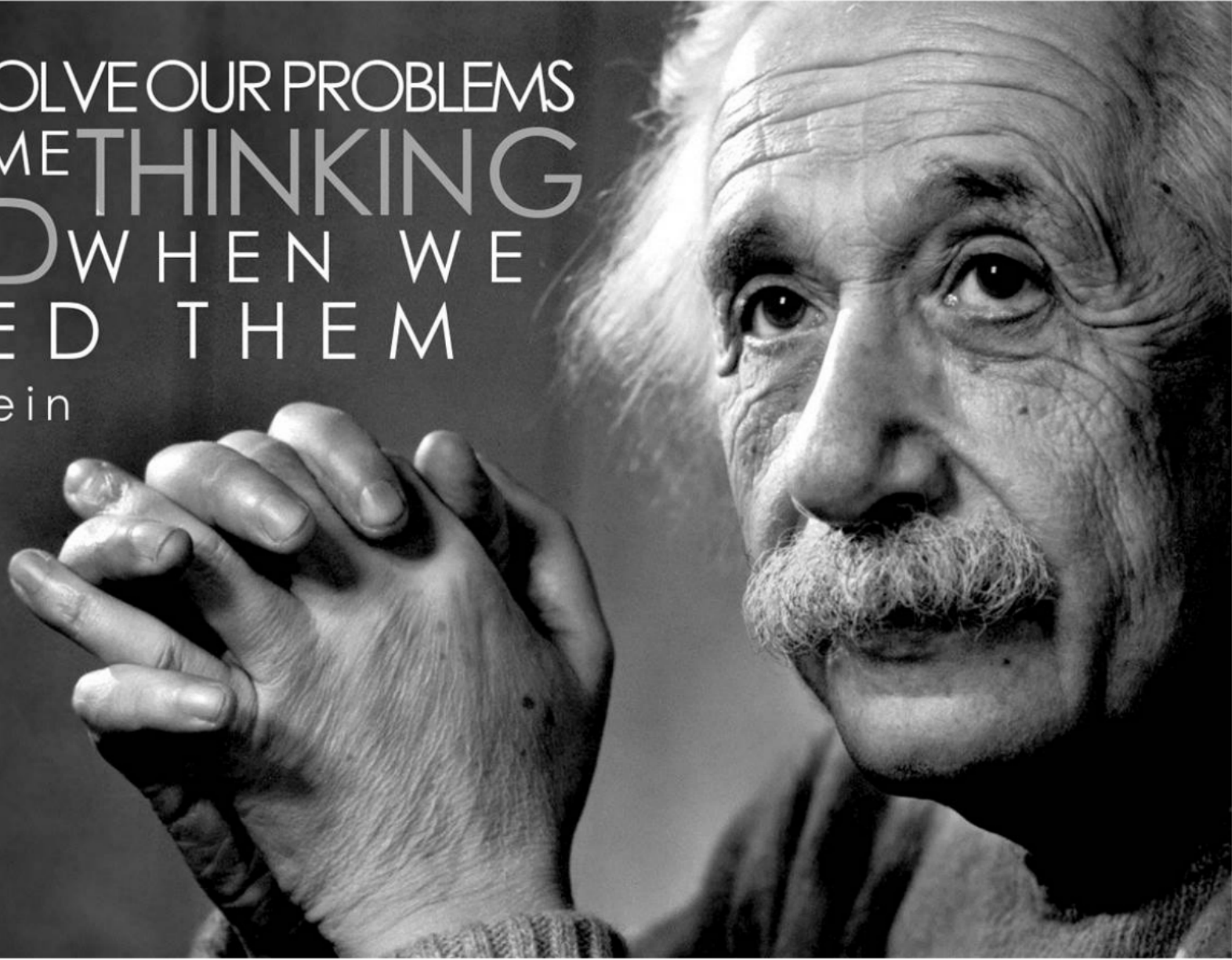


Community Ecosystem



WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING
WE USED WHEN WE
CREATED THEM

-Albert Einstein



Leading Community Change



3. Our Vision: The SomerVision Numbers



30,000 New Jobs as part of a responsible plan to create opportunity for all Somerville workers and entrepreneurs



125 New Acres of Publicly-Accessible Open Space as part of our realistic plan to provide high-quality and well-programmed community space



6,000 New Housing Units - 1,200 Permanently Affordable as part of a sensitive plan to attract and retain Somerville's best asset: its people.



50% of New Trips via Transit, Bike, or Walking as part of an equitable plan for access and circulation to and through the City.



85% of New Development in Transformative Areas as part of a predictable land use plan that protects neighborhood character

Community Engagement



SOMER VIVA
CITY OF SOMERVILLE
WE SPEAK YOUR LANGUAGE
HABLAHOS SU IDIOMA
FALAMOS A SUA LINGUA
NOU PALE LANG OU

ResiStat



ONE CALL to CITY HALL
3 1 1
SOMERVILLE

Adaptive Leadership



LeaderStat

SAIL
Somerville Academy for Innovative Leadership



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ResiStat

ONE CALL to CITY HALL

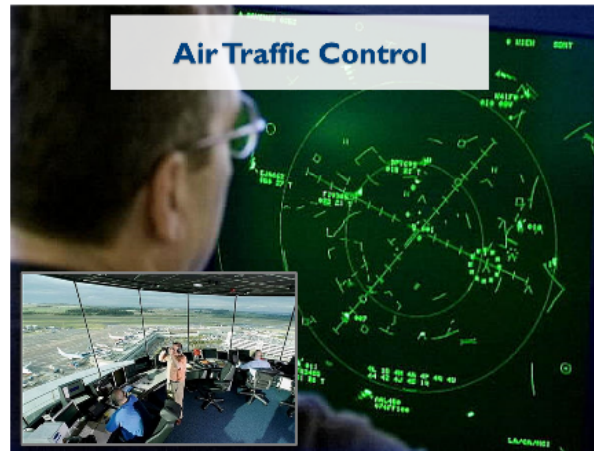
3 1 1
SOMERVILLE

Adaptive Leadership

LeaderStat



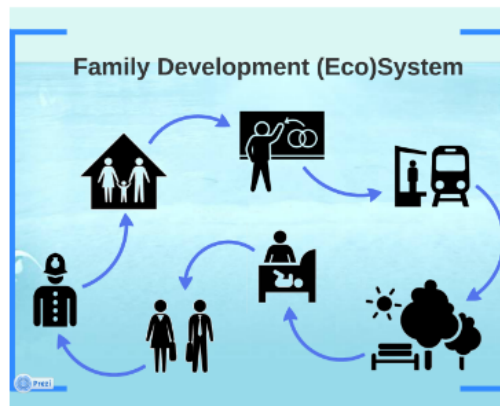
Supporting Innovation



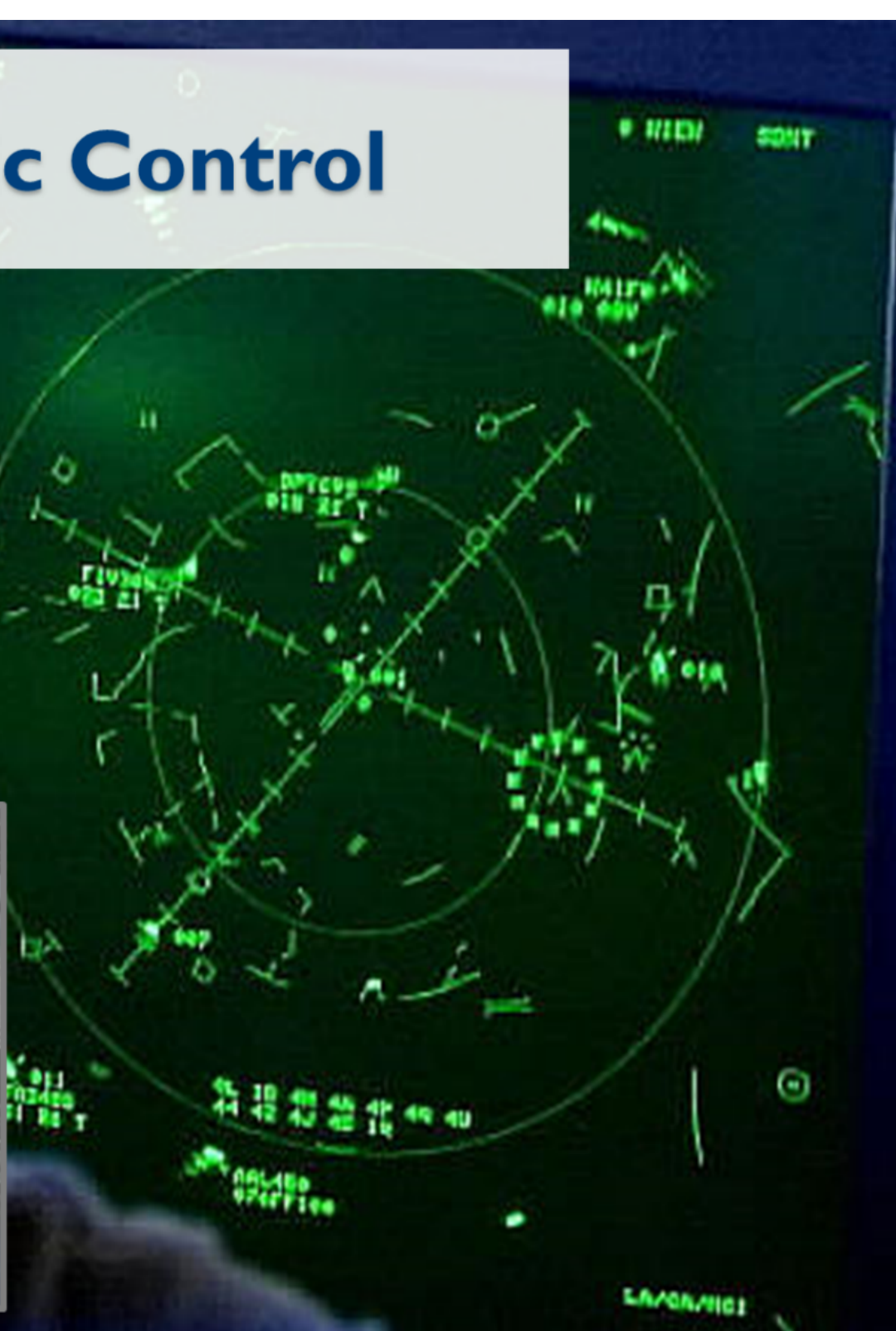
NEXUS

**Somerville's
Network for
Exploring &
Understanding
Systems**

Mapping & Enhancing our Community Ecosystem



Air Traffic Control





**Somerville's
Network for
Exploring &
Understanding
Systems**

Mapping & Enhancing our Community Ecosystem

Family Development (Eco)System

