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THE COUNCIL  
OF  
THE CITY OF NEW YORK  
**JUMAANE D. WILLIAMS**  
COUNCIL MEMBER, 45<sup>TH</sup> DISTRICT, BROOKLYN

February 22, 2010

Dear Friend and 45<sup>th</sup> Council District Community Leader:

Over the course of the campaign and during my first weeks in office, you may have heard me discuss the Results-Based Accountability (RBA) process as one of my first priorities as Councilman. RBA is guided by a common expression: "In G-d we trust, but everyone else must bring data!"

I would like to invite you to attend an RBA Planning Retreat on **Friday, March 19<sup>th</sup> from 9:30am - 4pm at SUBO, Brooklyn College** (Location to be confirmed).

In my years as an activist and an executive of non-for-profit organizations, I have learned that to effect real change and to improve quality of life in our community, we need to concentrate our resources on realizing measurable results. I firmly believe that through collaboration we can achieve whatever goals we set.

RBA is a planning process that takes the desired outcomes and works backward to the means. There are three core components to the RBA planning process:

- 1) **Results:** We will begin by establishing the results we want to achieve for our community. An example of a result might be safe communities or self-sufficient families.
- 2) **Indicators:** We will then decide on a set of indicators that we will use to measure our success in realizing the results. We might use NYPD CompStat data to assess community safety or analysis of percentage of adults gainfully employed to evaluate family self-sufficiency.
- 3) **Strategies:** Putting together our best thinking, we will generate a coherent set of strategies that foster collaboration and broad community participation to move the needle on our indicators.

At this retreat, we will develop clear distinctions between population accountability, which might be for results pertaining to residents or students or seniors in the 45<sup>th</sup>, and performance accountability, which directly correlate to the various programs and organizations that serve

45<sup>th</sup> District constituents. I plan on using my office's funding ability to integrate the RBA process. *All individuals who plan on applying for funding from my office are **required** to attend and I strongly encourage all service providers in the district to participate.*

Attendees of the retreat must be decision makers in their organization or programs currently operating in the 45<sup>th</sup> District. The session will be moderated by **Ms Deitre Epps of the Results Based Leadership Group**. Food will be served. Please join me on this exciting venture. Please RSVP to Mr. Aiden Pursuo at [APursuoo@council.nyc.gov](mailto:APursuoo@council.nyc.gov) or 718-629-2900 by Monday, March 8.

Thank you,

A handwritten signature in black ink, appearing to read 'A. Pursuo', written in a cursive style.