

Government One-Page Balanced Strategic Plan

Vision:	Be a world-class model for a successful urban community			
Mission:	Provide effective and fiscally responsible services in a manner that promotes high standards for community life			
Strategic Themes:	<i>Government Reform</i>	<i>Nurturing Children and Families</i>	<i>Public Safety</i>	<i>Economic Abundance</i>
Strategic Results:	Maintain an ethical and transparent government that engages its constituents and provides effective and efficient services.	Create a safe, thriving and engaged community so families can flourish through achievement of social, mental, physical and cultural well-being.	Create and maintain a safe, secure community-oriented city that is clean and vibrant.	Offer abundant opportunity for financial stability and advancement for all socio-economic levels.

Strategic Objectives and Strategy Map		Measures	Targets	Initiatives
Constituent / Stakeholder		• Livability satisfaction score	• >90% this year	<ul style="list-style-type: none"> • Green Space program • New business startup program • Community engagement committee • Partnering program
		• Program satisfaction score	• >85% this year	
Financial Stewardship		• Per capita service utilization	• 65% this year	<ul style="list-style-type: none"> • Simplify tax payments • Asset resale program • Energy savings program
		• Business permits and licenses	• ↑9.5% each quarter	
Internal Process		• Per capita income	• ↑3% this year	<ul style="list-style-type: none"> • Partner recruitment program • City marketing program • Satisfaction surveys
		• Tourism revenue	• ↑6% this year	
Organizational Capacity		• Controllable expenses	• ↓5% this year	<ul style="list-style-type: none"> • Customer service training • Individual development plans • Program evaluation process
		• Asset value	• ↑8% this year	
		• Strategic projects completed on time and budget	• 95% this year	
		• Index of program results	• 85% this year	
		• Shared systems	• 35% this period; 50% this year	
		• Response time changes	• ↑5% this period	
		• Audit score of communication effectiveness	• >90% this period	
		• Recruitment effectiveness	• >80% this period	
		• Retention effectiveness	• >92% this year	
		• Training effectiveness	• >93% this period	
		• Change in employee use of appropriate technology	• ↑45%	

Core Values: • Integrity-Based Leadership • Ethics • Accountability • Commitment to Excellence • Citizen-Centered • Mutual Respect