



# City of West Allis

Resolution: R-2017-0003

7525 W. Greenfield Ave.  
West Allis, WI 53214

---

**File Number: R-2017-0003**

**Final Action: 1/17/2017**

**Sponsor(s): Administration & Finance Committee**

Resolution adopting the 2017-2021 City of West Allis Strategic Plan.

WHEREAS, the Common Council of the City of West Allis (the “City”) passed [R-2014-0197](#), Resolution to initiate the process of developing a strategic plan for the City of West Allis; and

WHEREAS, the City collaborated with the Milwaukee and Waukesha County UW-Extensions to provide strategic plan process facilitation and development services ([R-2016-0016](#)); and,

WHEREAS, the strategic planning process has allowed the City to receive valuable input and feedback from citizens, City leaders, and employees, and;

WHEREAS, the Mayor and Common Council recognize the need to adopt a strategic plan to establish goals, priorities, objectives, and strategies to meet the needs of the community in an ever more challenging fiscal environment; and,

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis adopts the [2017-2021 Strategic Plan](#) for the City of West Allis.

The five main goals of which are:

1. Image/Brand/Destination - The City of West Allis will become the “preferred municipality in the Milwaukee metropolitan area, the state and the country” for visitors, businesses and residents through centrally-focused marketing, branding and far reaching events.
2. Quality of Life - The City of West Allis will promote a high quality of life for residents, visitors and businesses by ensuring a safe and healthy community. (Public Safety, Health, Private and Public Infrastructure, Aesthetics, Sense of Community)
3. Citizen Engagement - The City of West Allis will foster and strengthen citizen engagement to facilitate a sense of community, belonging and ownership for citizens.
4. Economic Vitality and Sustainability - The City of West Allis will protect the organizational fiscal wellbeing through long-term planning and fiscal analysis. Further, proactive, well-planned development and redevelopment opportunities are promoted and maintained.
5. Excellence in Government - The City of West Allis will continually review the best methods for effective and efficient service delivery by utilizing continuous improvement and lean operation techniques. Innovation, creativity and service excellence is expected and employees will be held accountable and rewarded for such.

BE IT FURTHER RESOLVED that the Strategic Plan is to be considered a guide and road map for the direction of the City and decisions regarding its operations. Implementation teams will oversee the execution of the plan goals and strategic actions including the development of metrics and status reports to the Common Council. City employees are expected to actively contribute in carrying out the plan. The plan will be reviewed annually by the implementation teams and Common Council to ensure its continued applicability to the current environment.

ADOPTED 1/17/2017

APPROVED 1/23/17



Monica Schultz, City Clerk



Dan Devine, Mayor