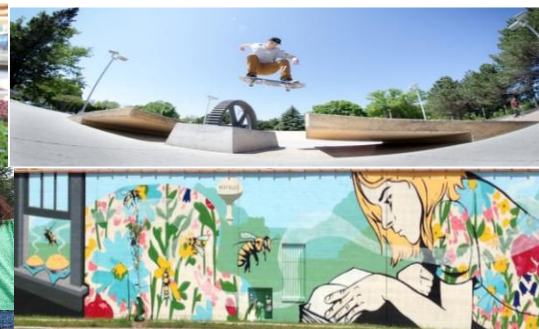




# The City of West Allis Five-Year Strategic Plan Process Overview

Monday, January 9, 2017





# City of West Allis Strategic Plan Process Champions



## Community Stakeholders:

- \* City of West Allis citizens that use the city services our taxes pay for
- \* \*Other city partners/stakeholders

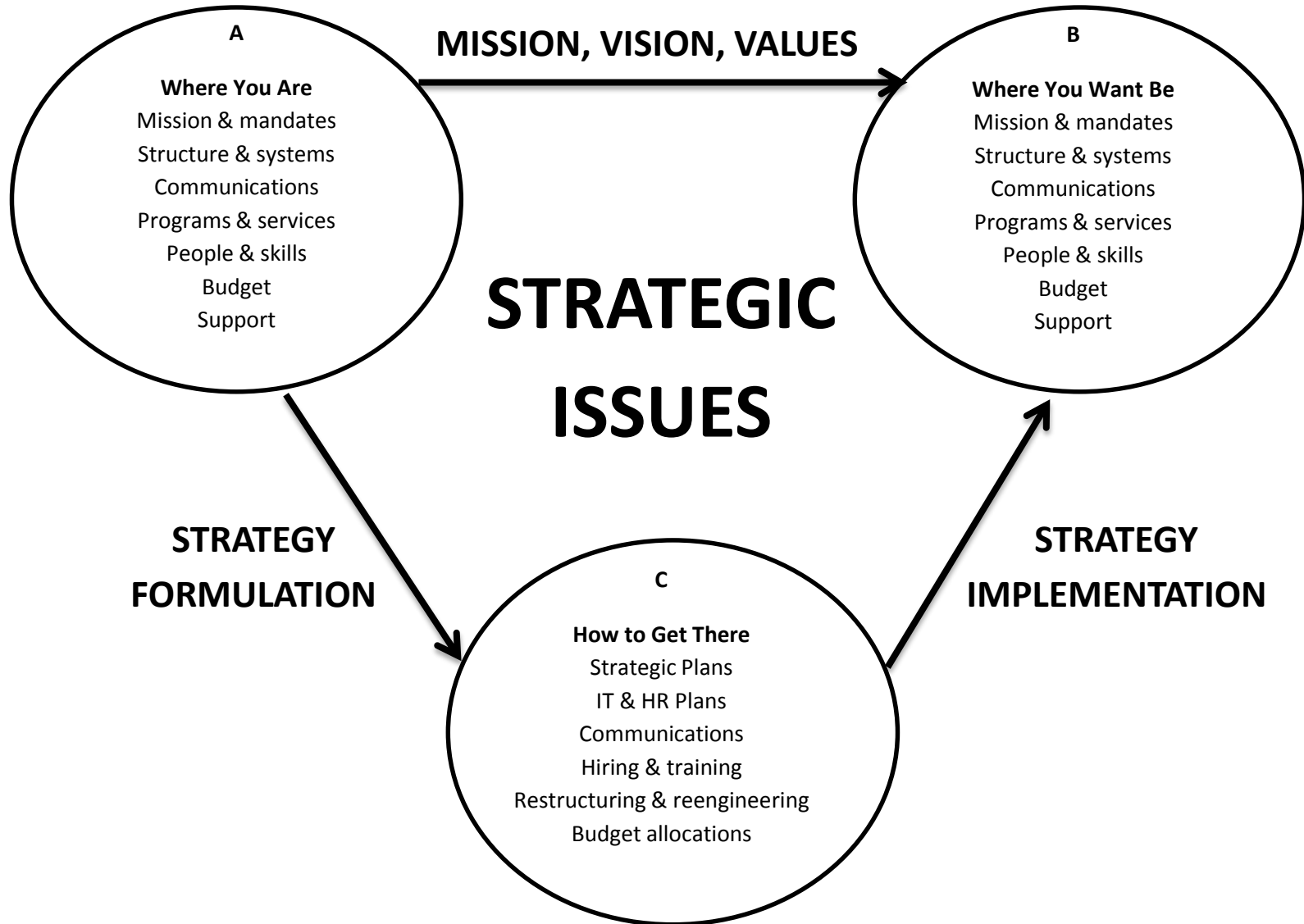
## City Administration

Mayor, Common Council & Municipal Court Judge

## Strategic Planning Steering Committee:

City Administrator, Department Directors/Designates

# The ABCs of Strategic Planning



Source: Bryson & Alston, 2011

# 2016 City of West Allis 5-Year Strategic Plan

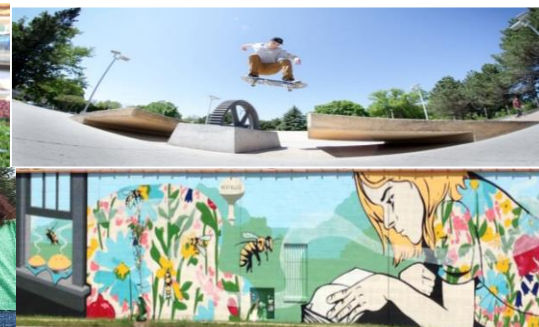
## Process Overview & Timeline

Approved/final: May 19, 2016

May 2016	June - September 2016	September - November 2016	December 2016
<p><b>Plan for Planning</b></p> <ul style="list-style-type: none"> <li>• Pre-Plan Doc Review &amp; Fact Book Development</li> <li>• Process Champion Preparatory Interviews</li> <li>• Pre-Process Conference with Steering Committee</li> </ul> <p><b>Internal &amp; External Assessment</b></p>	<p><b>Public Input</b></p> <p>Citywide Public Survey Focus Groups SOAR Community Education &amp; Engagement open houses: Strengths Opportunities Aspirations Results</p> <p><b>Strategic Issue Development</b></p>	<p><b>Strategy Formulation</b></p> <ul style="list-style-type: none"> <li>• Public &amp; Stakeholder Input Analysis</li> <li>• Strategic Goal/Objective Identification</li> </ul> <p><b>Draft Strategic Plan</b></p>	<p><b>Plan Implementation &amp; Management</b></p> <ul style="list-style-type: none"> <li>• Formal Adoption of Plan by City Governance</li> <li>• Ongoing Community Engagement</li> <li>• Annual Plan Reassessment &amp; Monitoring</li> </ul>

# About the City of West Allis: Facts/Data

City of West Allis Fact Book:  
Demographic analysis demonstrates  
several key strengths & opportunities



### ***KEY STRENGTHS AND OPPORTUNITIES***

- A **diverse business environment** that is not dependent on one major business sector or a few major employers
- A **high labor force participation rate between the ages of 25 and 64**
- A **labor market that is highly connected** to the City of Milwaukee and the Metropolitan region
- A **younger population where almost one out of every three residents is between the ages of 20 and 39.**
- A **growing racial and ethnic diverse community** where almost 1 out of 5 residents are Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander
- A **reasonable median home price** when compared to other communities
- An **older housing stock** that requires maintenance to remain a vital part of this **affordable workforce housing** in the community
- A **lower rate of violent crime that has a declining trend over the past several years**

# City of West Allis SOAR

## Strengths

1. Location
2. Labor market
3. Financially stability
4. City Employees
5. Full service city with high levels of service
6. Affordable housing/cost of living
7. Sense of Community
8. Parks & Schools
9. Residential Diversity

## Opportunities

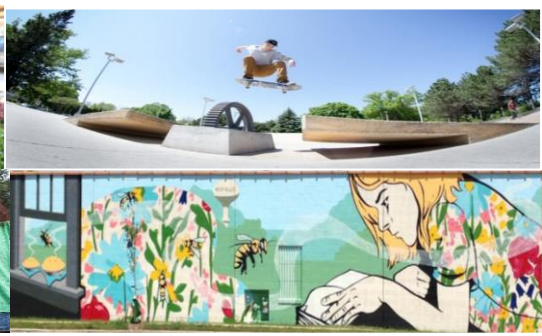
1. Image Enhancement
2. Citizen engagement
3. Supportive Citizens
4. Collaboration/Shared Services
5. Technological possibilities
6. Development Prospects
7. Property maintenance (residential & commercial)

## Aspirations

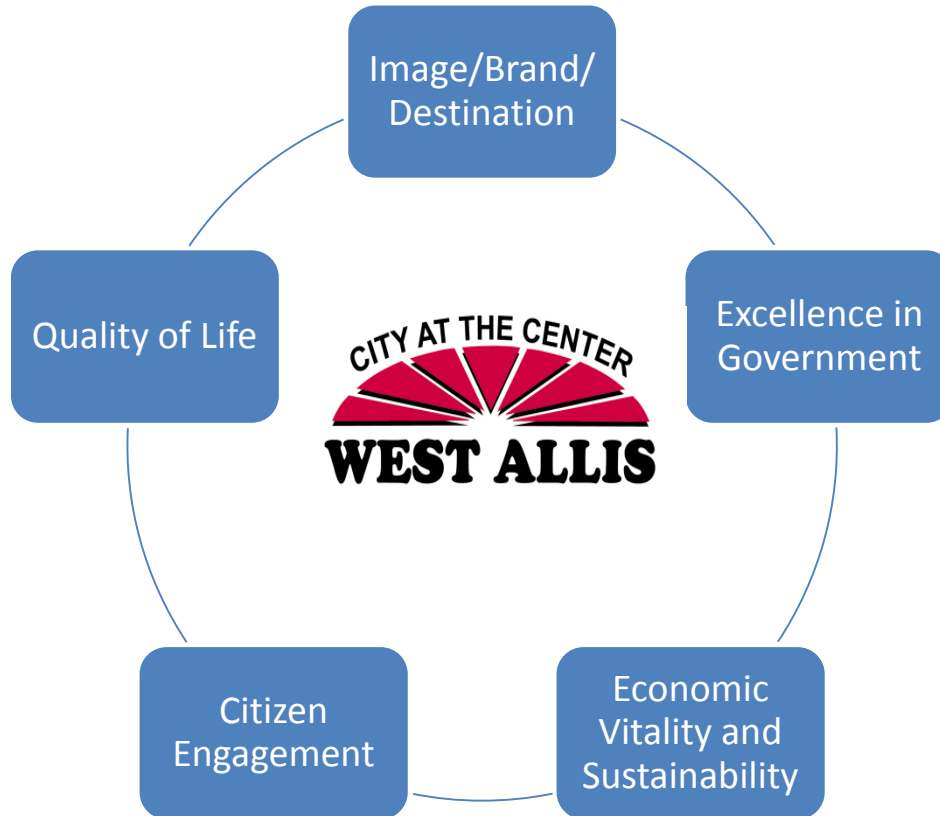
1. Improve image
2. Become a destination (visitors and residents)
3. Maintain/improve safety and security
4. Citizen Engagement
5. Collaboration/Shared Services
6. Maintain redevelopment focus and goals
7. Improve housing stock & market mix

## Results

1. Benchmarking/Best Practices/Metrics
2. # of Shared Services
3. Maintain/enhanced service levels
4. Increased development
5. Increased in engaged citizenry
6. Increased educational opportunities
7. Increased property values
8. Preferred Municipality/Destination
9. Population Growth



# Citywide Strategic Goals





# Citywide Strategic Goals

## Strategic Goal #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, residents and businesses through focused rebranding, marketing and promotion actions. \* as per the West Allis Vision Statement

## Strategic Goal #2 – Quality of Life

The City of West Allis will promote the quality of life for residents by ensuring a safe and healthy community. (Public Safety, Health, Private and Public Infrastructure, Aesthetics, Sense of Community)

## Strategic Goal #3 - Citizen Engagement

The City of West Allis will increase citizen engagement to facilitate a sense of community, belonging, and ownership for citizens.

## Strategic Goal #4 - Economic Vitality and Sustainability

The City of West Allis will protect the organization’s fiscal wellbeing through long term planning and fiscal analysis. Further, proactive and well planned development and redevelopment opportunities will be promoted and maintained.

## Strategic Goal #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 and service excellence is expected and employees will be held accountable and rewarded for such.



## Future Opportunities for Collaboration/Engagement

- City Strategic Plan Website
- Sign up for “Notify Me” on City Website
- City Leaders
- Process Champions & Sponsors

# Plan-to-Implementation

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- Plan Finalization
- Adopting the plan
  - Common Council (January 2017), community at-large
- Plan Implementation
  - Lead departmental & stakeholder plan champions engage in teams by strategic goal/chosen yearly objectives to lead
  - Publicly accessible, engaged plan
- Step 10: Annual Strategic Plan Reassessment
  - Listening Forums, city website, more?