

## Library Goals: City of West Allis 2017 – 2022 Strategic Plan

### **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.’**

1-3 Collaborate with key community groups to center citizen and stakeholder engagement on community/neighborhood heritage, history and sense of community experiences/goals

1-8 Leverage Library success as City, County destination and local community center; Link library ad campaign to City branding and marketing plan

1-10 Expand opportunities for Seniors through external collaborations

### **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)**

2-6 Improve key service supports for the City’s vulnerable populations (underemployed, homeless, impoverished)

### **Goal #3 – Citizen Engagement**

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

3-3 Optimize strong partnerships with stakeholders to create new volunteer, employment and training opportunities

3-5 Expand access to City information through citizen focused city-wide communications and social media activities

3-6 Create Virtual City Hall where citizens can access city-wide e-services, City publications, public reports, plans and meeting information, observe steps of City legislative/review processes (Legistar expansion and consistency) and make online payments

3-7 Query and track citizens opinions and experiences regarding City services through Citizen Satisfaction Surveys; review and improve processes based on responses

## **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.

4-2 Engage city-wide departmental priority based budgeting, including shared City services review/implementation and related organizational operation innovations to determine how the City can provide the same level of service differently to maintain or reduce costs

4-3 Develop city-wide human resource succession plans and documentation of processes and procedures to provide efficient and effective continuity of City services during times of transition and vacancies

4-5 Continue to develop city-wide technology opportunities and utilization of software to ensure efficient and effective use of government resources

## **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.**

5-1 Create a culture of innovation and continuous improvement among City departments by establishing city-wide employee performance standards, core values and competencies for employees; including LEAN training and technological competencies

5-2 Increase city-wide department and agency employee knowledge of organizational operations, processes, goals and plans where employees demonstrate active and successful implementation of policies and programs adopted by the Mayor and Common Council.

5-4 Align common/connected strategic goals, outcomes and results across all City mandated, department and agency plans (City strategic plan, Department Plans, Comprehensive Plan, Parks Plan, Facilities Plan, Capital Improvement Plan, commercial corridor plans)

5-5 Develop and Implement ongoing Operational Analysis/Audit/Alternative Service Delivery Options/Organizational Structure Analysis; Review each process and related ordinance/procedure/practice to ensure they comport with actual activities and current best practices; eliminate or provide discretion to allow for continuous improvement activities