

City Clerk's Office Work Plan for 2010-2011

It is the mission of the City Clerk's Office to conduct elections with the highest integrity, fairly administer over 100 types of City licenses and permits, support city agencies through Legistar training and administration, prepare Common Council agendas and proceedings, act as the custodian of all city records, and assist the public in accessing city records, agendas and minutes. The City Clerk's Office is committed to providing these services in a courteous, efficient, and professional manner. All work is performed in accordance with Federal Election Law, Wisconsin State Statutes, and Madison General Ordinances.

This work plan was developed through office meetings and feedback gathered in individual meetings with Alderpersons. Goals identified in this work plan are in addition to the current initiatives and everyday tasks of the City Clerk's Office.

The Clerk's Office has established three work teams to achieve some of the goals identified in this work plan: a Customer Service Team, a Communications Team, and an Arbejdsglaede (happiness at work) Team. Each team will research how other groups have accomplished similar missions, develop a proposed plan of action, and work with the entire office to meet its goals.

The Clerk's Office is operating on a two-year work plan, to coincide with Wisconsin's two-year election cycle. Some of the goals listed below are for dates beyond 2011. These long term goals will be incorporated into the next office work plan, to be developed in 2011.

Elections

Goal	Responsibility	Date	Outcome
Provide cross-training on ReVote program.	All	1/2010	Everyone in the office can look up an Election Official in ReVote.
Resolve issues with a temporary doorway blocking access to election equipment storage space at Villager.	Adam	1/2010	Entrance is accessible for ballot deliveries.
Provide time for employees working in the field to get organized when returning to the office.	Maribeth	1/2010	Organization time is included on weekly schedule.
Attend Government Accountability Board meetings as new policies and procedures are considered.	Maribeth	1/2010	Government Accountability Board meetings added to Clerk's schedule.
Develop and distribute extended election schedule to affected polling place personnel that may not see the letter we send prior to deliveries.	Jean, Elena	2/2010	Schedule is distributed, and janitors are no longer surprised when we deliver equipment for spring elections.
Create new and improved Election Official Guide.	Maribeth	2/2010	Guide is printed and is distributed to Election Officials.
Provide list of "ghost wards" to the appropriate Alderpersons prior to each election.	Maribeth	2/2010	List is sent via e-mail when poll books are generated.
Link League of Women Voters guide to office website.	Adam	4/2010	League of Women Voters guide is available on our website.
Make time for office meetings at election time.	Maribeth	2/2010	Office meetings are held daily.

Develop a plan to provide other city agencies with updates on election deadlines and duties.	Communications Team	4/2010	Information is communicated.
Develop orientation process for Election support (hourly, light duty).	Adam, Deb, Elena	6/2010	Orientation process is implemented.
Provide the public with an online explanation of the election process, including Frequently Asked Questions.	Customer Service Team	8/2010	Frequently Asked Questions and answers are posted online.
Clearly describe polling place accessible routes on website.	Jean, Elena, Adam	8/2010	Alternate entrances or routes used for accessibility are clearly described online.
Make Gates of Heaven entrance completely accessible for voters.	Adam, Parks Dept.	9/2010	Ramp is installed.
Explore whether using a first shift and a second shift would improve efficiency at election time.	Arbejdsglaede Team	9/2010	Proposal is developed and examined.
Develop a plan to eliminate problems voters experience when trying to reach us by phone prior to a large election.	Customer Service Team	10/2010	Plan is developed and implemented.
Improve Election Day paperwork process through training, rewards program, and Election Official focus groups.	Maribeth	12/2010	Greater than 97% accuracy is reported
	Maribeth	12/2011	Greater than 99% accuracy is reported
	Maribeth	12/2012	Greater than 99.5% accuracy is reported
	Maribeth	1/2014	100% accuracy is reported
Minimize rejected ballots through improved voter education.	Elena	12/2010	Less than 2.5% rejection is reported
	Elena	12/2011	Less than 2% is reported
	Elena	12/2012	Less than 1.5% rejection is reported
	Elena	1/2014	Less than 1% rejection is reported
Provide cross-training on campaign finance law.	All	2/2011	Anyone in the office can assist customers filing campaign finance reports.
Develop a communications/education plan to make the elections process more transparent to the public.	Customer Service Team	1/2012	Plan is developed and implemented.
Re-check all address ranges in SVRS.	Elena	1/2012	Report to Clerk.
During Presidential Election cycle no one works more than 70 hours a week. (Tired minds make mistakes.)	All	12/2012	All timesheets reflect less than 70-hour work weeks.
Develop a communications plan to minimize voter confusion related to redistricting.	Customer Service Team	1/2013	Plan is developed and implemented.
Re-check all address ranges in SVRS.	Elena	1/2014	Report to Clerk.

Customer Service

Goal	Responsibility	Date	Outcome
Make Alcohol License Review Committee meeting packets available online in an OCR format.	Adam	1/2010	OCR packets are available online.
Make Common Council meeting packets available online in an OCR format, as a complete packet and with separate links for the agenda and the attachments.	Adam	1/2010	OCR packets are available online.
Offer a Clerk's Office Open House before a Common Council Organizational Committee meeting.	Communications Team	3/2010	Open House is conducted.
All department employees attend a minimum of two training sessions related to customer service in 2010.	All	12/2010	Training is completed.
Conduct on-going customer surveys to gain feedback on service levels.	Customer Service Team	6/2011	Surveys are collected, analyzed and changes made based on feedback
Develop an internal communication plan.	Arbejdsglaede Team	6/2011	Plan is utilized to improve communication.
Develop a customer service mission statement and plan.	Customer Service Team	6/2011	Mission and plan are developed and put into use.
Provide clear explanations of Clerk's Office functions on office website.	Communications Team	9/2011	Website contains comprehensive description of office responsibilities.
Create an online guide to the legislative process.	Customer Service Team	9/2011	Guide is published online.
All department employees attend a minimum of two training sessions related to customer service in 2011.	All	12/2011	Training is completed.
Participate in overall city agency customer service survey.	Customer Service Team	12/2011	Report to Common Council and Mayor about overall service levels.
All department employees attend a minimum of two training sessions related to customer service in 2012.	All	12/2012	Training is completed.
All department employees attend a minimum of two training sessions related to customer service in 2013.	All	12/2013	Training is completed.
All department employees attend a minimum of two training sessions related to customer service in 2014.	All	12/2014	Training is completed.

Licenses and Permits

Goal	Responsibility	Date	Outcome
Develop a plan to communicate with other city agencies regarding our peak license timeframes.	Communications Team	4/2010	Plan is developed and implemented.
Provide Alderpersons with weekly updates on licenses applied for and issued in their districts.	Adam	6/2010	Weekly updates sent via e-mail once ELAM is implemented.

Implement transition to new ELAM software.	Ronda, Maribeth	6/2010	Entire office is trained on how to use ELAM.
Provide an online explanation of liquor license regulations (Class A, Class B).	Communications Team	6/2010	Explanation is posted online.
Develop plan to minimize mailing and printing costs by encouraging license holders to print their own licenses.	Communications Team	6/2010	70% of license holders print their own licenses.
		6/2011	90% of license holders print their own licenses.
		6/2014	98% of license holders print their own licenses.

Employee Development and Office Procedural Improvements

Goal	Responsibility	Date	Outcome
Provide cross-training on contract filing system and database.	All	1/2010	Everyone in the office can find a contract in the vault.
Provide quarterly update to Common Council Organizational Committee.	Maribeth	3/2010	Quarterly updates are provided.
Create a searchable database to document the receipt of lawsuits.	Adam	6/2010	Database is created and put into use.
Provide cross-training on Madison's legislative process.	All	8/2010	Everyone in the office can describe our legislative process.
Provide cross-training on OCR creation.	All	8/2010	Everyone in the office can create an OCR pdf file.
Provide cross-training on lobbyist regulations.	All	6/2011	Everyone in the office can answer basic lobbyist registration questions.
Three employees complete the UW-Green Bay Clerks Institute.	Jean, Elena, Adam	8/2011	Certificates of completion are presented.
Meet with each Alderperson prior to office meetings regarding the 2012-2013 Clerk's Office Work Plan.	Maribeth, Adam	10/2011	Meetings are scheduled.
Develop a plan to reduce turnover and increase employee satisfaction.	Arbejdsglaede Team	10/2011	Causes of high turnover rate are identified and addressed through plan.
Prepare the 2012-2013 Clerk's Office Work Plan as an office.	All	11/2011	Work Plan is developed.
Develop a plan to better capitalize on the strengths of each team member in the distribution of tasks.	Arbejdsglaede Team	12/2011	Plan is developed and implemented.
Meet with each Alderperson prior to office meetings regarding the 2014-2015 Clerk's Office Work Plan.	Maribeth, Adam	10/2013	Meetings are scheduled.
Prepare the 2014-2015 Clerk's Office Work Plan as an office.	All	11/2013	Work Plan is developed.
Entire office is proficient at Legistar.	All	6/2014	Everyone in office can troubleshoot and provide training to other departments.