STRATEGIC MANAGEMENT: COUNCIL RETREAT

CCOC

December 6th, 2016

AGENDA

- Strategic Framework Background

- Common Council Retreat Overview

- Next Steps & Timeline

Citywide Goal

Outcomes & Indicators

Agency Service Delivery
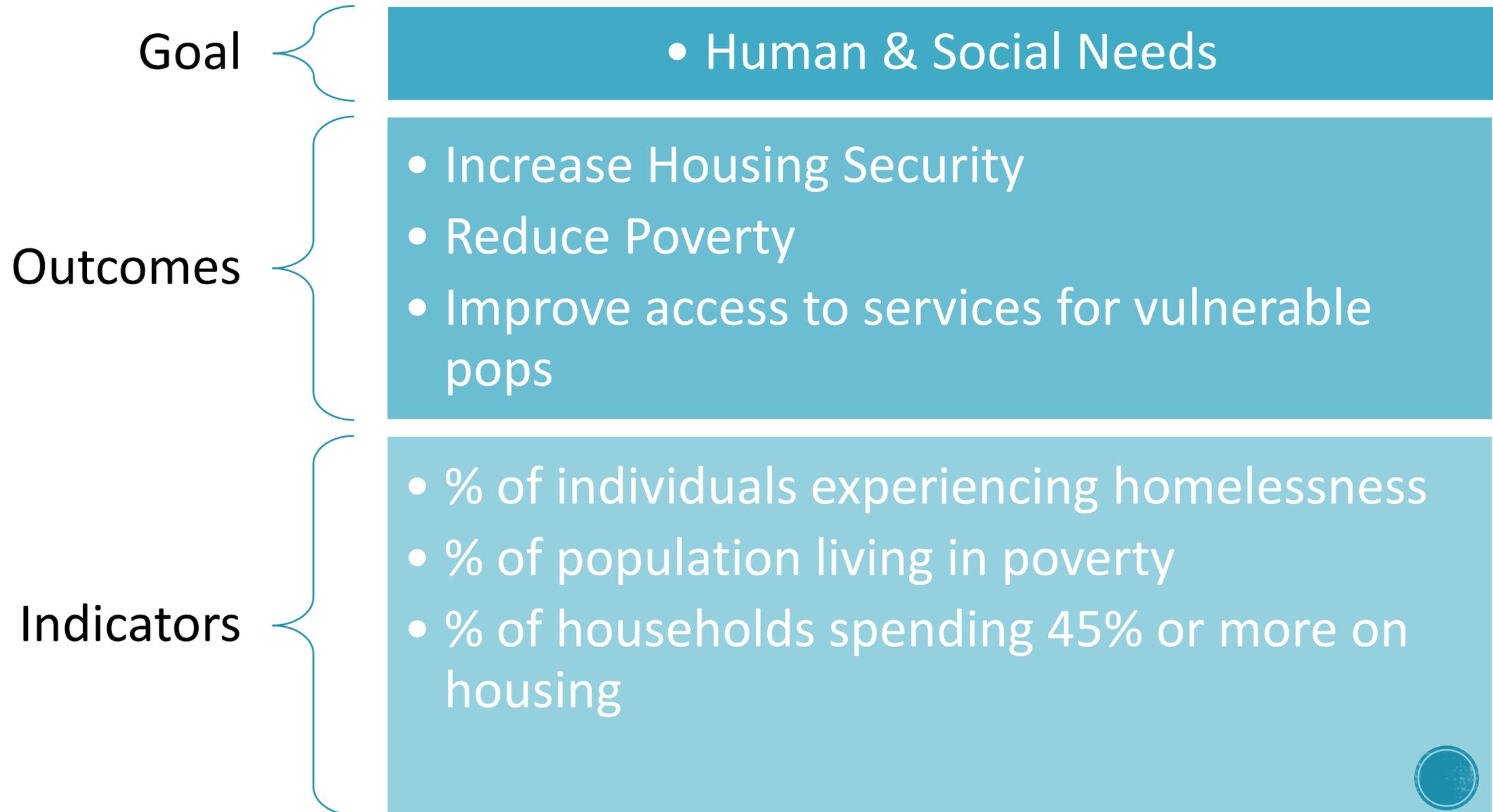
Strategies

Performance Measures

ESTABLISHING OUR FRAMEWORK

The Strategic Framework will serve as the roadmap for driving the outcomes most important to residents

City services will ultimately be organized by Citywide Goal allowing us to develop strategies focused on advancing goals & monitoring progress through measurable data

EXAMPLE: GOALS & OUTCOMES

Goal
- Human & Social Needs

Outcomes
- Increase Housing Security
- Reduce Poverty
- Improve access to services for vulnerable pops

Indicators
- % of individuals experiencing homelessness
- % of population living in poverty
- % of households spending 45% or more on housing

RETREAT OVERVIEW

Step 1	• Establish the Framework
Step 2	• PESTLE Analysis
Step 3	• Refine the Citywide Goals

The proposed Council retreat will be broken into three steps:

- Establish the Framework
  - *Objective:* Provide the big picture of the work and where it's headed
- PETSLE Analysis
  - *Objective:* Strategic Management approach to identify conditions that exist in our community
- Refine the Citywide Goals
  - *Objective*: Use findings from PESTLE analysis to articulate Citywide Goals

Political	Economic
Societal	Technological
Legal	Environmental

WHAT'S A PESTLE?

Purpose:

Identify what we know from residents within each category; themes from PESTLE will be used to develop Citywide Goals

Exercise:

Alders will rotate through each component of the PESTLE sharing insight

Alders will receive briefing documents providing context from managers prior to retreat

Breakout sessions will be facilitated by Managers

Vision

MAKE MADISON A SAFE & HEALTHY PLACE FOR ALL TO LIVE, LEARN, WORK, & PLAY

Goals

City Without Barriers

Vibrant & Creative City

A Healthy & Safe City

A Sustainable City

Strong & Complete Neighborhoods

Effective Government

DRAFT

ESTABLISHING CITYWIDE GOALS

Purpose:

Use information compiled from PESTLE to establish Citywide Goals that will be the foundation of the Strategic Framework

Exercise:

Alders will group the results from the PESTLE by theme area

The group will discuss the theme areas to develop Citywide Goals

NEXT STEPS TIMETABLE

Dec 2016

Prepare for What Works Cities Kickoff

Jan 2017

Finalize Citywide Goals

Establish Guidance Teams who will work to define outcomes & indicators within each Goal

Feb 2017

Guidance Team kickoff training with What Works Cities

Guidance Teams begin their work

April 2017

Guidance Team work completed & presented to Mayor & Common Council