



STRATEGIC FRAMEWORK

CITY OF MADISON, WISCONSIN

VISION STATEMENT

Our Madison - Inclusive, Innovative, & Thriving

MISSION STATEMENT

The City of Madison provides the highest quality of governance and services for the common good of our residents and visitors through civic engagement, dedicated employees, and committed elected officials.

VALUES

EQUITY	CIVIC ENGAGEMENT	WELL-BEING	SHARED PROSPERITY	STEWARDSHIP
We are committed to fairness, justice, and equal outcomes for all.	We value transparency, openness and inclusivity. We will protect freedom of expression and engagement. We are transparent, open, and inclusive. Freedom of expression and engagement is protected.	We are committed to creating a community where all can thrive and feel safe. We are committed to a community where all can feel safe and have a high quality of life.	We are dedicated to creating a community where all are able to achieve economic success and social mobility.	We will care for care for our natural, economic, and social resources.

SERVICE EXPECTATIONS

I will always:

Treat everyone as they would like to be treated.

Serve coworkers and members of the public in a kind and friendly manner.

Involve those who are impacted before making decisions.

Actively listen and clearly communicate.

Work collaboratively/or/with others to learn, improve, and solve problems.

SEVEN ELEMENTS OF A GREAT CITY

Effective Government	Economy and Opportunity	Green and Resilient	Culture and Character	Land Use and Transportation	Healthy and Safe	Neighborhoods and Housing
----------------------	-------------------------	---------------------	-----------------------	-----------------------------	------------------	---------------------------

Each one of these elements will have a detailed action plan finalized in 2018.

DRAFT