

## The Middleton Strategic Plan

### What is a Strategic Plan?

A strategic plan is a future-oriented organizational plan that engages city stakeholders, both internally as a government and in the community, to:



The strategic planning process seeks to harmonize the City's many different plans with its available or anticipated resources and would help guide City services and initiatives over the next 10 years. This plan will not duplicate or replace any other of the City's plans, but would be designed to dovetail existing plans and to develop goals or initiatives that are not part of any current specific City plan. The Strategic Plan will also be designed to identify and align existing or potential resources (staffing and funding) with the City's primary goals.

Creating a shared Vision, both within the community and in the City government and organization, is a central foundation to the Strategic Plan. This Vision will be further codified in a City Mission Statement.

### Why Do a Strategic Plan?

Strategic planning is a helpful organizational process that can increase the likelihood that the City will successfully meet its goals and achieve its future vision. Additional benefits of strategic planning include:

- Building consensus and engagement of all stakeholders
- Establishing systems of accountability
- Clarifying priorities
- Analyzing the organization's strengths, weaknesses, opportunities and threats
- Creating mechanisms for evaluating progress

### Why Do a Strategic Plan **Now**?

The City is at a crossroads for maintaining its high service level due to a variety of factors – political constraints require that any property tax growth comes from new growth in the tax base; the City is physically limited in growth beyond its boundaries; infill development has been politically contentious, yet it will continue to be the primary way the City can grow its tax base; and maintaining general fund expenses is limited to annual tax growth, without growth the city, will have reduce or cut services.

### What Might Be Considered in the Strategic Plan?

- Staffing to Meet City's Needs for the next 10 years
- Community Campus Planning for Downtown public buildings
- Diversity, Equity & Inclusion Initiatives
- Sustainability/Renewable Energy
- Public Transportation
- Public Safety Services and Staffing
- City Facilities
- City Organizational Structure