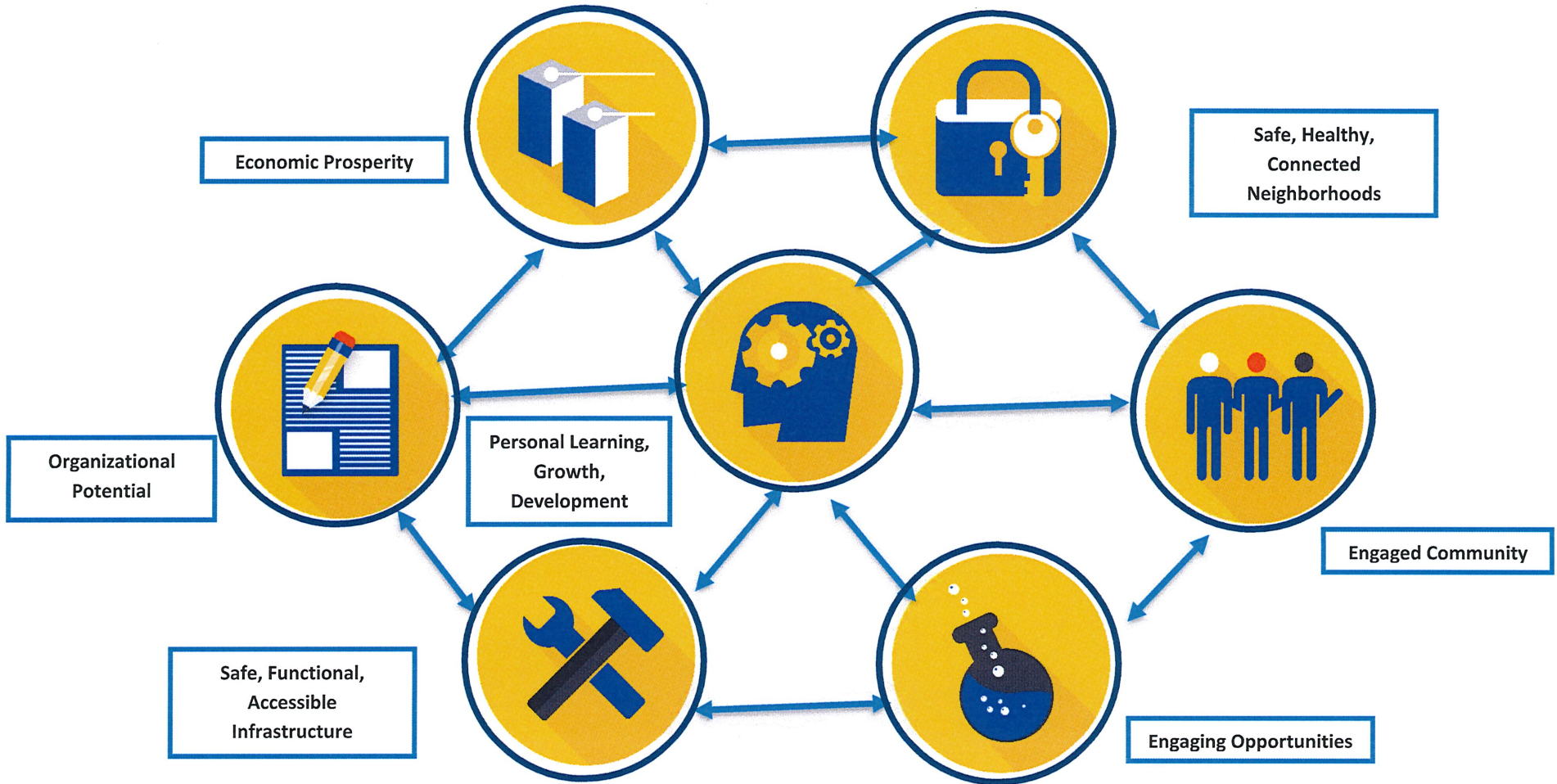


City of Eau Claire Strategic Plan



The City of Eau Claire’s Strategic Plan is grounded in values, focused on the long-term success and sustainability of the City, yet flexible and adaptive to an ever-changing world. The following table defines each element of the plan, how and when it will be reviewed, and who is responsible for or has ownership of each element in the plan.

Plan Element	Description	Ownership/Responsibility	Review Period
Vision	A statement that defines where we see ourselves in the future	City Council	Every 7 to 10 years
Mission	Describes our purpose as a City	City Council	Every 10 to 12 years
Operational Values	Describe how the City desires to operate	City Manager and senior staff	Every 5-7 years
Strategic Goals (Why)	Broad goals that focus the highest priorities of the City to accomplish the Vision	City Council	Every three years, following the at-large election
Objectives (What)	Statements that define areas of focus that will achieve the strategic goals	Shared between the City Council and City Manager	Every three years, following the at-large election
Strategies/Tactics (How)	Operational tasks or projects that staff is working on to achieve the Objectives	City Manager	Every quarter with a written “score card” that notes any changes to the current strategic initiatives, next initiatives, department initiatives and emerging or future initiatives. At least annually, a work session will be scheduled to present a status update to the Council.

October 2019



2020 STRATEGIC PLAN

Vision

A vibrant city with exceptional quality of life and services.

Mission

It is our mission to assure the common good through services essential for a safe, sustainable engaged and healthy community.

Operational Values:

- The city delivers services in an ethical, professional, fair, and transparent manner.
- The Eau Claire City Council values each other and City staff by fostering a collegial, inclusive, respectful, and engaging policy-making environment.
- Eau Claire's City staff values innovative and responsive approaches to service delivery and embraces a culture of continuous improvement.
- The City values its employees and strives to recruit, retain, and support the best workforce possible.

Strategic Goals and Objectives

SUPPORT ECONOMIC PROSPERITY

Support economic prosperity for all with diverse, creative, economic development and inclusive housing options.

PROVIDE SAFE, FUNCTIONAL AND ACCESSIBLE INFRASTRUCTURE

Provide safe, functional and accessible infrastructure and services that are environmentally sensitive and sustainable.

OPTIMIZE POTENTIAL

Optimize the city's organizational potential.

DEVELOP, NURTURE, REVITALIZE

Develop, nurture and revitalize safe, healthy and connected neighborhoods.

FACILITATE COMMUNITY

Facilitate an engaged community.

CREATE ENGAGING OPPORTUNITIES

Create engaging opportunities to make Eau Claire livable, lovable and fun.

NURTURE OPPORTUNITIES FOR PERSONAL GROWTH

Nurture community-wide opportunities for personal learning, growth, and development.

October 2019



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Strategic Goals and Objectives

1. SUPPORT ECONOMIC PROSPERITY

Support economic prosperity for all with diverse, creative, economic development and inclusive housing options.

- A. Support and grow the regional economy
- B. Promote downtown development
- C. Improve quality and quantity of affordable single-family and multifamily housing stock for all income ranges
- D. Develop strategies and capacities for industrial and commercial land and reuse of empty retail spaces.
- E. Promote and attract employers with higher paying job opportunities and increase the pool of available talented workers in Eau Claire
- F. Develop innovative strategies to incentivize employers to pay living wages for all workers and promote a citywide culture of fairness, safety, and dignity for workers.
- G. Develop, understand, and refine the City's commitment to approaches to addressing and reducing poverty.

2. PROVIDE SAFE, FUNCTIONAL AND ACCESSIBLE INFRASTRUCTURE

Provide safe, functional and accessible infrastructure and services that are environmentally sensitive and sustainable.

- A. Provide excellent recreational parks and open spaces
- B. Provide transportation infrastructure that supports all modes of transportation
- C. Achieve a transition to 100% renewable energy and carbon neutrality goals by 2050
- D. Maintain and repair existing infrastructure
- E. Using infrastructure, connect neighborhoods and people
- F. Reduce reliance on automobile transportation.

3. OPTIMIZE POTENTIAL

Optimize the city's organizational potential.

- A. Utilize technology to maximize efficiencies and effectiveness
- B. Provide training and other resources to maximize the effectiveness and efficiency of our employees
- C. Ensure financial stability
- D. Plan and prepare for natural and manmade disasters
- E. Promote diversity and inclusion in our workforce composition that reflects our welcoming community

October 2019



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- The City values its employees and strives to recruit, retain, and support the best workforce possible.

Strategic Goals and Objectives

4. DEVELOP, NURTURE, REVITALIZE

Develop, nurture and revitalize safe, healthy and connected neighborhoods.

- A. Improve quantity and quality of housing stock for people experiencing low income
- B. Develop programs that strengthen neighborhoods
- C. Develop connected neighborhoods
- D. Provide for safe and healthy housing and preserve the quality of existing housing

5. FACILITATE COMMUNITY

Facilitate an engaged community.

- A. Develop programs that connect residents to local government
- B. Improve transparency of local government

6. CREATE ENGAGING OPPORTUNITIES

Create engaging opportunities to make Eau Claire livable, lovable and fun.

- A. Review special event strategies and policies
- B. Organize special programming for residents and visitors
- C. Create venues and spaces to connect people
- D. Review strategies and policies related to healthy and safe substance use
- E. Promote a welcoming, inclusive and diverse community
- F. Create a dog/pet-friendly community.

7. NURTURE OPPORTUNITIES FOR PERSONAL GROWTH

Nurture community-wide opportunities for personal learning, growth, and development.

- A. Provide for elected and appointed officials and volunteers training
- B. Facilitate access to expanded opportunities for populations experiencing specific challenges