

# Middleborough FY17 Strategic Planning

May 20, 2016

# Mission Statement

- *The Town of Middleborough is dedicated to providing the highest quality of services to its residents through strong leadership, progressive governance and innovative strategies. We are committed to ensuring opportunities for recreational, social and economic development while preserving our rich heritage.*

# Definition of a Strategic Plan

- A strategic plan is a document used to communicate with the community the communities goals, the actions needed to achieve those goals and all of the other critical elements during the planning exercise

# Benefits of Strategic Planning

- Clearer communication of priorities
- Build trust in government by improving transparency, accountability and responsiveness
- A conversation with taxpayers
- Encourage new ideas and innovation that can be applied across town government
- Analyze real data from surveys, reviews and roundtable discussions

# Strategic Plan Themes

## Customer Service

*Build relationships with taxpayers*

*Look for ways to improve customer service*

## Quality of Life

*Ensure a safe community*

*Create and expand economic development opportunities*

*Provide education excellence*

*Maintain and expand park, recreation and cultural activities*

# Strategic Plan Themes

- **Technology**

- *Utilize technology to increase productivity and efficiency*
- *Develop strategies to streamline municipal functions to increase efficiencies*

- **Fiscal Responsibility**

- *Maintain a balanced budget with recurring revenues and adequate reserves*
- *Enhance and strengthen financial policies and practices*

# Strategic Plan Themes

- Infrastructure

- *Maintain roadway network in safe operating condition*
- *Provide safe drinking water and adequate hydrant flow pressure*
- *Maintain and upgrade sewer system*
- *Automate solid waste and recycling collection*

# Goal Setting

- **Goal** – Describes an outcome an organization seeks to achieve
- **Action** – The specific projects, initiatives, programs or activities a department will undertake to achieve a goal
- **Measure** – A quantifiable expression of the amount, cost or result of how well/services are provided – helps evaluate whether the goal has been achieved

# Things to Think About When Setting Goals

- Improve efficiencies and foster innovation:
  - What do we already do well?
  - How can we do things better?
  - How can we measure performance?
  - How do we encourage innovation?
  - What else can we do to achieve our goals?
  - How do we want to be perceived?

# Next Steps

- In the coming weeks, department heads will develop departmental goals based on:
  - Customer Service
  - Quality of Life
  - Technology
  - Fiscal Responsibility
  - Infrastructure

# Next Steps

- Each goal identified will have:
  - An action
  - Performance measure (How to measure success of the goal)
- Goals will be reviewed by town manager and department heads
- Goals will be tracked quarterly
- Strategic Plan presented to the Board of Selectmen prior to July 1st