CITY AT THE CENTER
WEST ALLIS
2017-2021

City of West Allis Five Year Strategic Plan

Strategic Goals

Strategic Goal 1 — Image/Brand/Destination

The City of West Allis will become the "preferred municipality in the Milwaukee Metropolitan area, the state, and the country"* for visitors, residents and businesses through focused rebranding, marketing and promotion actions. * as per the West Allis Vision Statement

Strategic Goal 2 — Quality of Life

The City of West Allis will promote the quality of life for residents by ensuring a safe and healthy community. (Public Safety, Health, Private and Public Infrastructure, Aesthetics, Sense of Community)

Strategic Goal 3 — Economic Vitality and Sustainability

The City of West Allis will protect the organization's fiscal wellbeing through long term planning and fiscal analysis. Further, proactive and well planned development and redevelopment opportunities will be promoted and maintained.

Strategic Goal 4 — Citizen Engagement

The City of West Allis will increase citizen engagement to facilitate a sense of community, belonging, and ownership for citizens.

Strategic Goal 5 — Excellence in Government

The City of West Allis will continually review the best methods for effective and efficient service delivery by utilizing continuous improvement and LEAN operation techniques. Innovation and service excellence is expected and employees will be held accountable and rewarded for such.