

Goal #3 - Citizen Engagement

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

Strategic Action	Suggested Implementation Actions	Lead Dept/Gov	2017	2018	2019	2020	2021
Create with citizens & stakeholders “city 101 academy” and workshops based on the results of the shared strategic goals and outcomes/progress of citywide plan alignment		Lead: City Administration Support: Mayor, Common Council					
Optimize strongest partnerships with stakeholders to create new volunteer, employment & training opportunities		Lead: City Administration Support: Mayor, HR					
Attract and scale up citywide citizen-centered programs & services by cultivating strategic partnerships with local, regional and national businesses and organizations.		Lead: Mayor Support:, Common Council City Administration					
Revitalize city website by conducting a citizen focused citywide communications & social media strategy plan, featuring a program & service information exchange & clearinghouse		Lead: Communications Support: City Administration					
Create Virtual City Hall where citizens can access citywide e-services, public reports and plans, city brochures, make required city hall online payments, information, committee meeting agendas/minutes/resources		Lead: City Administration, IT/CFE, Communications Support: All departments					
Engage citizens and industry/business sectors to create an user experience one-stop shop that streamlines requirements for city licensing, city permit processes and related city services		Lead: City Administration, IT/CFE Support: All departments					