

Strategic Planning Framework

Item	Purpose	Description	Source
Mission	What is our purpose? What do we do?	Simply better service for a world-class community.	The mission statement was adopted by the City Council Dec. 10, 2013.
Goals	What are our main focus areas?	<p>Strategic Goals (long-term goals):</p> <ul style="list-style-type: none"> ▪ Value Scottsdale’s Unique Lifestyle and Character ▪ Support Economic Vitality ▪ Enhance Neighborhoods ▪ Preserve Meaningful Open Space ▪ Seek Sustainability ▪ Advance Transportation <p>Council Priorities (short-term goals):</p> <ol style="list-style-type: none"> a. Partner with residents and businesses to revitalize the McDowell Road corridor. b. Provide strategic support of tourism and visitor events. c. Create and adopt a comprehensive economic development strategy. d. Develop a transportation strategy that anticipates future needs. e. Prepare and adopt fiscally sustainable operating and capital budgets. f. Reinvest in a high performance organization and work culture. 	The Strategic Goals are the six guiding principles in the 2001 General Plan, and are listed in the order they appear as chapter headings in the General Plan. In addition to the Strategic Goals, short-term goals or priorities are set by the City Council to address specific needs or challenges facing the organization and/or community. This list of priorities was approved by the City Council Dec. 10, 2013.
Values	What principles govern our actions and the way we do business?	<ul style="list-style-type: none"> ▪ Focus on Quality Customer Service ▪ Be Accountable & Act with Integrity ▪ Respect the Individual ▪ Plan & Innovate for the Future ▪ Listen, Communicate, Take Action ▪ Collaborate as a Team ▪ Learn & Grow Continuously ▪ Show Caring & Compassion for Others 	The Scottsdale Employee Values demonstrate the behaviors that employees and management model in fulfilling the mission, and goals. They were developed by employee focus groups and were last revised in June 2004.
Objectives	What are we trying to accomplish? What efforts are needed to get results?	Concise action statements describing specific efforts or services we must do well, or improve, in order to achieve the mission and goals. Objectives support either strategic goals or short-term goals. Objectives must be quantifiable.	To be developed by divisions and departments; reviewed by executive management, and incorporated in the annual budget.
Initiatives	What specific activities must be done to ensure we meet the objectives?	The specific programs, activities, projects or actions that will drive our efforts to achieve the objectives	To be developed by divisions and departments.
Measures	How will we know if we are achieving the objectives?	Meaningful quantitative evidence used to monitor and track progress towards achievement of desired results.	To be developed by divisions and departments.