

# Strategic Planning Session Review

The logo for ADDISON, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. This circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes diagonal white lines and a grey triangle in the top right corner.

**ADDISON**

The Town of Addison is the benchmark for a diverse, vibrant, innovative, and connected community. Our unique places and experiences enhance the quality of life of our residents, businesses, workers, and visitors and make us the place to live, work, and visit.

Financial: To achieve and maintain the highest standards in financial excellence.

Customer Experience: Our customers are delighted by our amenities, events, attentiveness, effectiveness, and innovations.

Internal Business Processes: Our effective, efficient, continually improved processes and policies are easy to locate, easy to understand, and make it easy to do business with the city.

Organizational Culture/Employee: Our empowered, engaged, and innovative employees fully embrace our core values and deliver exceptional customer service while working in an inclusive, welcoming environment.

- Establish an intentional culture throughout the organization that is based on continuous improvement, excellence, and adherence to the core values (BRAVE)
- Continuously improve processes and policies to include the voice of the customer and ensure they are easily accessible
- Improve communication and use of technology
- Incorporate fiscal analysis in long-range planning
- Align budget and projects with strategic plan

# Proposed 2024 Pillars and Milestones

Pillars	Corresponding Milestone(s)
<b>Innovative in Entrepreneurship and Business</b>	<ol style="list-style-type: none"><li>1. Attract and retain innovators in target industries.</li><li>2. Leverage Addison’s unique assets to grow and expand placemaking business programs and events that will set Addison apart to attract talent and businesses.</li><li>3. Leverage Airport assets to maximize business growth and expansion.</li></ol>
<b>Excellence in Asset Management</b>	<ol style="list-style-type: none"><li>1. Implement the Asset Management Plan in accordance with the Asset Management Policy, utilizing information systems.</li></ol>
<b>Excellence in Transportation Systems</b>	<ol style="list-style-type: none"><li>1. Effectively utilize and promote the Silver Line development with a first mile/last mile solution.</li><li>2. Improve all modes of transportation with infrastructure in acceptable condition and well maintained.</li></ol>

# Proposed 2024 Pillars and Milestones

<b>Gold Standard in Customer Service</b>	<ol style="list-style-type: none"><li>1. Establish an intentional culture throughout the organization that is based on continuous improvement, excellence, and adherence to the core values (BRAVE). *</li><li>2. Promote and protect the Addison Way.</li><li>3. Continuously improve processes and policies to include the voice of the customer and ensure they are easily accessible.*</li><li>4. Improve communications and use of technology. *</li></ol>
<b>Gold Standard in Financial Health</b>	<ol style="list-style-type: none"><li>1. Continue development and implementation of the Long-Term Financial Plan.</li><li>2. Incorporate fiscal analysis in long-range planning.*</li><li>3. Align budget and projects with the strategic plan.*</li></ol>
<b>Gold Standard in Public Safety</b>	<ol style="list-style-type: none"><li>1. Prepare for the impact of new growth and development in Addison.</li></ol>
<b>Optimize the Addison Brand</b>	<ol style="list-style-type: none"><li>1. Define and promote Addison Identity.</li></ol>

\* Indicates new Milestone

Does Council wish to make any changes to the Vision?

Does Council wish to make any changes to the Pillars and Milestones?

Staff will bring the 2024 Strategic Pillars and Milestones to Council for formal adoption at a future meeting (April 25, 2023).