
Outcomes, Examples and Resources



Outcomes, Examples and Resources

Definitions:

Goals – Broad statements of outcomes to be achieved on behalf of our community – where we wish to be at some time in the future

Strategic Objectives – what must be done in order to achieve our Goals

Strategic Initiatives – specific activities undertaken to accomplish Objectives

Measures – indicators that allow progress towards goals and objectives to be assessed



Examples of Quality Strategy

From ACPS Strategic Plan

Goal: Equity and Excellence: Every student prepared for college, work and life.

Strategic Objective: Ensure all students demonstrate significant academic growth and dramatically improve achievement outcomes for students below grade level.

Strategic Initiatives: Ensure 100% compliance with the implementation of Individualized Education Programs as written and maintain compliance with federal, state and local laws and regulations.



Examples of Quality Strategy

From Miami Dade County Strategic Plan

Goal: To expand and further diversify Miami-Dade County's economy and employment opportunities, by promoting, coordinating, and implementing economic revitalization activities that reduce socio-economic disparity and improve the quality of life of all residents.

Strategic Objective: Allocate County Government resources in support of activities that increase and diversify jobs and incomes while eliminating socio-economic disparities in underserved areas.

Strategic Initiatives: Provide relief from impact and permit fees and postpone fee payment until loan closing for those projects that meet job creation, business development, and industry selective criteria as specified by the County.



Examples of Quality Strategy

From Miami Dade County Strategic Plan (continued)

Goal: To provide expertise and resources to support and facilitate excellent public service delivery.

Strategic Objective: Ensure the timely acquisition of “best value” goods and services while maintaining integrity and inclusion.

Strategic Initiatives: A streamlined and responsive procurement process.



Examples of Quality Strategy

From the City of Albany, NY Strategic Plan

Goal: Ensure a safe community by protecting people and property.

Strategic Objective: Less than one percent loss in market value (in dollars) from fire.

Strategic Initiatives: Implement the International Fire Code and increase inspections.



Other Examples of Strategy

From the City of Somewhere, Indiana Strategic Plan

Goal: Community Character: Recognize the value of Somewhere's unique character and preserve, enhance and promote it.

Strategic Objective: Enhance beautification/environmental preservation efforts. Staff will continue enhancing the City's unique character to keep Somewhere a livable, enjoyable, beautiful and safe community.

Strategic Initiatives: Designate resources toward the acquisition and maintenance of Somewhere's natural assets including parks, green space, trails and trees.



Examples of Quality Strategy

From the City of Somewhere, Florida Strategic Plan

Goal: An attractive, environmentally-friendly community that is safe and livable and provides an array of cultural and aesthetic enjoyments.

Strategic Objective: Arts, Culture and Entertainment
Quality Accessibility

Strategic Initiatives: A new performing arts hall draws crowds.



Examples of Quality Strategy

From the City of Somewhere, Texas Strategic Plan

Goal: Citywide Safety and Security.

Strategic Objective: Invest in our public safety infrastructure to provide consistent and high quality public safety services.

Strategic Initiatives: ??



Measures

Performance Measurements

Some Definitions:

Performance Measures – indicators of progress towards goals and objectives

Outcome Measures or “Headline” Measures – measures that assess progress towards goals; are we achieving for our community what we want to achieve.

Intermediate Measures – measures that relate to our objectives and move us towards our desired outcomes

Operational Measures – measures related to our activities and tasks; what work is being completed



Measures

Examples of Measures:

Outcome or “Headline” Measures (to be developed by Goal Area teams during Strategic Planning process).



Measures

Goal: An Intergrated, Multi-Model Transportation System.....

Measure: Mean Travel Time to Work
(Census Bureau)

Percent of People Taking Public
Transportation to Work (Census Bureau)

Vehicle Miles Traveled Per 100,000
Population (VDOT)



Measures

Goal: Affordable, Caring Community

Measure: Percent of Adults with Health Coverage
(CDC)

Infant Mortality Rates (VA Dept of Health)

Rate of STD per 100,000 Population
(VA Dept of Health)

Percent of Population Below Poverty Line
(Census Bureau)



Measures

Goal: Culturally, Artistically and
Recreationally Vibrant

Measure: Percent of Expenditures Committed to
Art in Public Places

Percent of City Land Area Reserved for
Open Space

Percent of Road Infrastructure with
Designated Bike Lane



Measures

Examples of Intermediate and Operational Measures (to be developed and monitored by staff in support of Strategic Planning Objectives and Initiatives)

- DASH Bus Ridership
- Car Ownership per Household
- Resident and At Place Employment
- Number of Participants in PRA Summer Camp Programs
- Average Response Time for Fire Calls
- Commercial Office Space Vacancy
- Percent of Small Business Accessing Financial Counseling through SBDC
- Number of TB Prophylaxis administered

