



CITY MANAGER'S OFFICE

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Date: February 28, 2023
To: Honorable Mayor and Members of the City Council
From: Jim Thompson, City Manager; Bill Murphy, Assistant City Manager; Brent Stockwell, Assistant City Manager
Subject: March 9, 2023 City Council Retreat

To aid discussion, staff assembled this packet. Key staff will make presentations and respond to questions as needed. The city manager will facilitate the retreat.

The City Council approved Scottsdale's mission statement, "Simply Better Service for a World-Class Community" in 2013.

Scottsdale has seven long-term strategic goals. Since FY 2010/11, the strategic goals have been used as long-term goals to promote alignment with the General Plan, to identify key objectives for achievement each fiscal year, and for reporting as part of the budget and annual report. The strategic goals are the same as the Scottsdale General Plan 2035 community values and chapter headings. The strategic goals are equal with no priority in the listing however they are listed below in the same order they appear in the General Plan.

- Respect Character and Culture
- Conserve and Preserve the Environment
- Collaborate and Engage
- Foster Well-Being
- Connect the Community
- Revitalize Responsibly
- Advance Innovation and Prosperity

Scottsdale's involvement in Bloomberg Philanthropies What Works Cities Certification process, recommends that the local government identifies goals, aligns a diverse set of measures with those goals, and uses data to evaluate progress toward them. It requires that the local government documents its key citywide priorities and/or goals, and have assigned targets, metrics, and a timeframe for measuring progress toward the achievement of a publicly stated goal(s).

Based on the outcome of today's meeting, staff will update the priorities, bring back an updated Organization Strategic Plan for acceptance by the City Council, and regularly report progress on achieving these priorities.