

2016 Town Council Goals **Adopted January 20, 2016**

Process: The Town Council engaged a professional facilitator to assist in the establishment of goals for the 2016. The prerequisite for a “goal” was established that it must meet all of the following criteria:

- The goal serves our Mission
- Significant progress can be made in one year
- Progress can be measured (through metrics, milestones, or observables)
- The goal is within our control

All goals were selected by consensus. The process included the identification of expected Outcomes and specific Action items to maximize attainment:

OUTCOMES: How we know when goal is achieved, what it looks like, measures

ACTIONS: Specific steps to achieve goals

For those items that failed to satisfy the established criteria for a goal or for which there was not a consensus, the Town Council also identified “Initiatives” as important matters that deserve attention. Lastly, “Other Issues” were identified from individual Councilors during telephone conversations.

GOALS

Improve Internal Communications

OUTCOMES:

- No surprises
- Improve trust
- Subjective survey has smaller range. Greater agreement on council effectiveness.
- More communication between all individual councilors
- More robust and inclusive discussion around issues and at council table
- Strive for broad agreement on issues
- More respect for differences
- Progress towards goals is achieved
- Established and agreed-upon communication protocols

ACTIONS:

- Council self-evaluates progress vs goals, at least annually
- Regular check-ins/evaluation/discussion re council effectiveness
- 1:1 meetings between councilors
- Flesh out ‘norms & practices’ from Retreat

Improve External Communications

OUTCOMES:

- Less controversy around council decisions (less contentious public comment & fewer negative comments from public)
- Understand community needs, services, values
- Pass budget on 1st vote

- Community goals for council based on their input
- More transparency
- More public ownership and support of council decisions
- Connectivity between Committees and more public awareness of Committees

ACTIONS:

- Determine response protocol when a councilor receives an email or letter
- Name a TC “quarterback”
- Community dialogue
- More mention of ‘positives’ in town
- Article or column appearing in Leader 1/mo regarding an issue of interest to the public
- Use Surveys to gauge community regarding
 - Progress
 - Needs
 - Services
 - Goals
- Increase opportunities for dialogue with community
- Increase interaction with the community. Examples::
 - Council members at business openings
 - Council members as school volunteers
 - Keep fellow councilors informed of community contact

Further enhance financial management; budget process

OUTCOMES:

- Pass budget on 1st vote
- Incremental improvement in service delivery
- Responsible/realistic budgets
- Sustainable tax rate increases
- Have agreed-to metrics for budget performance
- Favorable comparison with other communities as benchmarks
- Ultimately, eliminate the need for the budget to go to a vote

ACTIONS:

- Determine and agree upon metrics to measure budget performance
 - Benchmarking with other communities
 - Identify and review best practices from other communities
- Strive for tax impact to be consistently around or below 3%
- Focus on ‘trends’ via metrics/dashboards
- Budget presentation:
 - Combine revenues
 - More accurate projection of property valuation increase
- Continue community budget forum with measurable response and feedback on public input

INITIATIVES AND OTHER ISSUES

- Historic preservation

- Affordable Housing
- Senior services/Aging in Place
- Strategic Planning for the town: 5 – 10 year timeframe
- Business Development
- Broadband internet
- Build on the positives from the Retreat and Goals Workshop
- Ordinances
- Parking