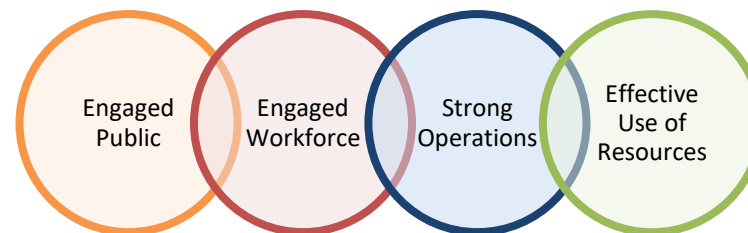


OUR CITY OF MADISON



Welcome to the
City of Madison!
An overview of the Organization



Definition: Vision

A statement that lays out the desired future of the City

Every great organization begins with an inspiring Vision serving as their North Star.



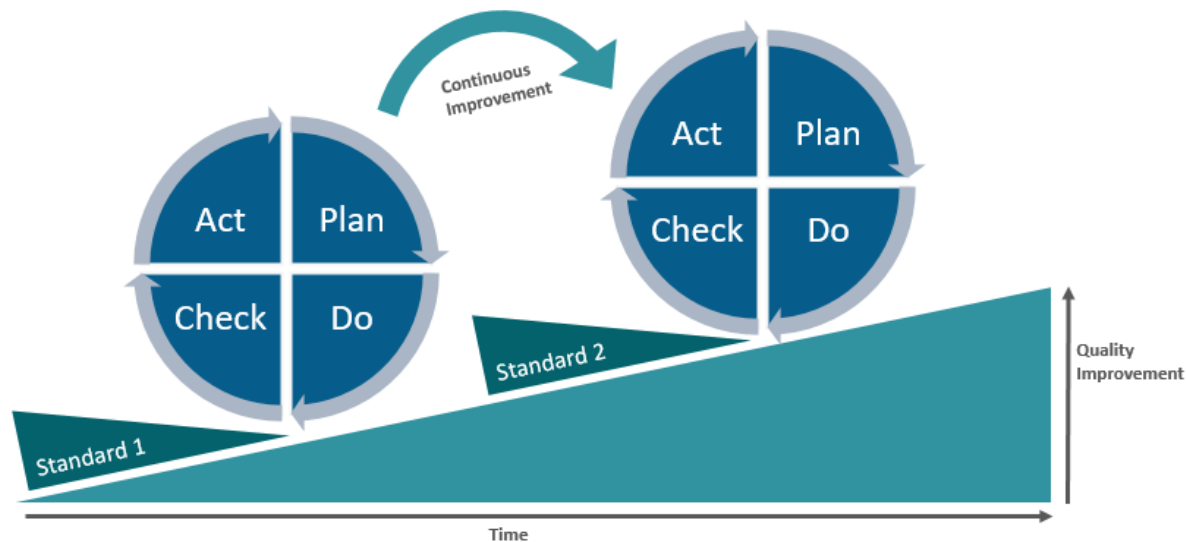
OUR MADISON

Inclusive, Innovative, & Thriving

Definition: Mission

A statement that describes how the City will advance toward our Vision

In the modern era of continuous improvement, best practice concept is outdated. The urgency of now is better practice always.



To provide the highest quality service for the common good of our residents and visitors.

Definition: Values

A set of core beliefs held by an organization used for decision making

First, identify the value those we serve demand. Then, use organizational Values to guide the steps required to deliver services.



Equity

We are committed to fairness, justice, and equal outcomes for all.



Civic Engagement

We believe in transparency, openness, and inclusivity. We will protect freedom of expression and engagement.



Well-Being

We are committed to creating a community where all can thrive and feel safe.



Shared Prosperity

We are dedicated to creating a community where all are able to achieve economic success and social mobility.



Stewardship

We will care for our natural, economic, fiscal, and social resources.

Definition: Service Promise

A commitment we make to residents and employees of the City of Madison

Personal integrity equals our say:do ratio. When we follow through on what we say we will do, we build a foundation for trust and reliability with the public.

I have the highest expectations of myself and my fellow employees. Every day, I will:

- Serve coworkers and members of the public in a kind and friendly manner.
- Listen actively and communicate clearly.
- Involve those who are impacted before making decisions.
- Collaborate with others to learn, improve, and solve problems.
- Treat everyone as they would like to be treated.

Definition: Elements

Strategic priorities or overarching goals that connect every day work of all employees to the City's Vision

*When we say, Our Madison:
Inclusive, Innovative, & Thriving
we mean these Seven Elements of
a Great City.*



Elements of a Great City were identified by feedback from Common Council, City managers and staff, and City residents through comprehensive community outreach for the City's 2018 Comprehensive Plan update, Imagine Madison.

Definition: Results Madison

A system that is intended to align funded City services with the outcomes that matter most to residents

Moving from Imagination to Results requires a well designed system that is both sustainable and agile enough for change.

Results Madison ties our service outcomes to our budget in order to demonstrate progress on our intended goals.



Key Roles and Responsibilities

- **Mayor** – works with Council, members of the public, and City staff to establish policy direction and manage oversight of City staff through to implementation
- **Council** – works with Mayor and members of the public to establish policy on behalf of the community
- **City Staff** – employees work at the direction of the Mayor
 - **Agency Heads** – politically appointed leadership who report directly to the Mayor and lead city staff in their agency
 - *Agency Heads are the Council's preferred point of contact through to City staff*

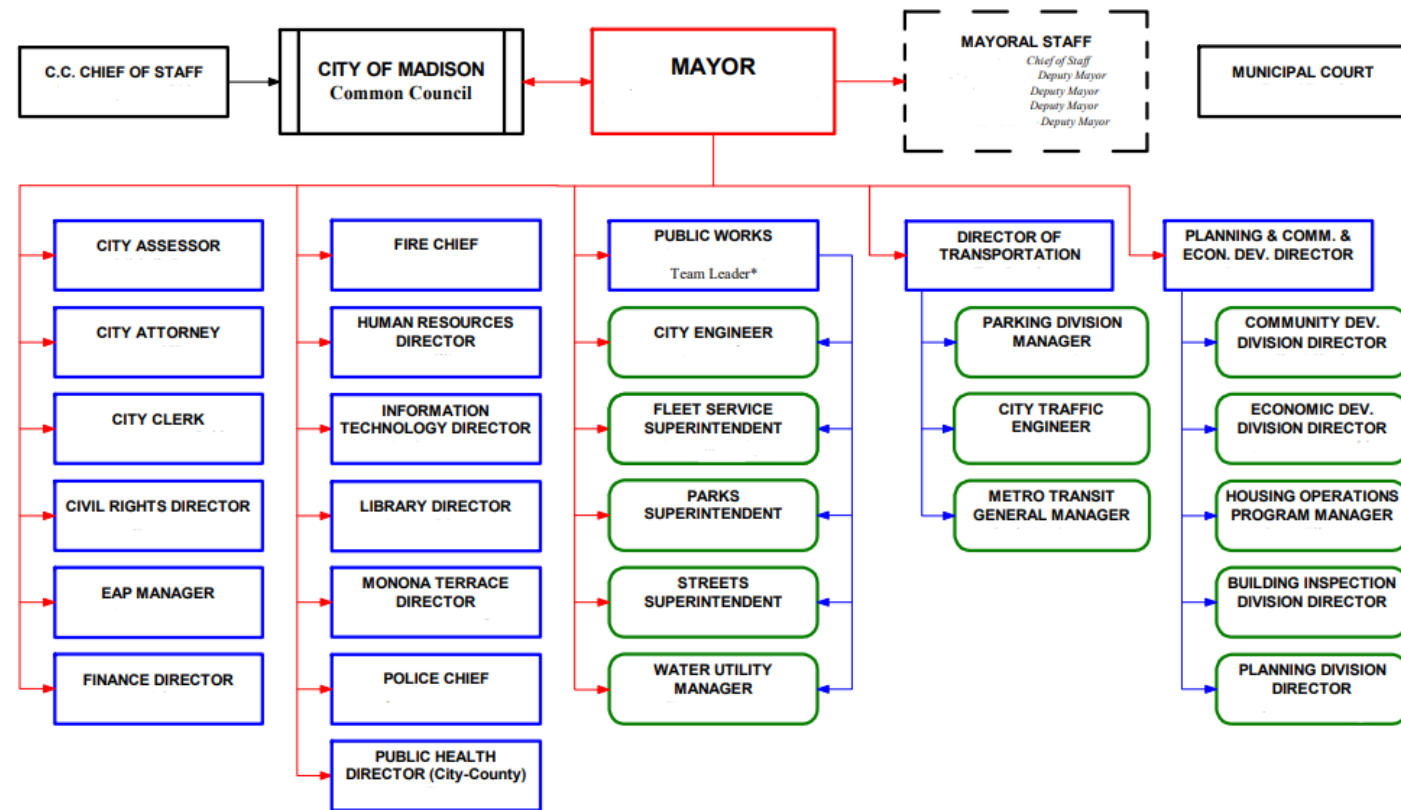


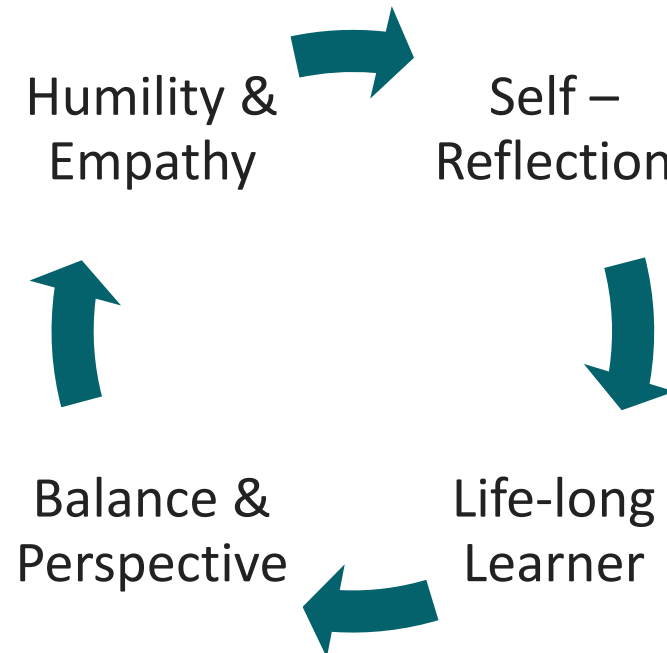
Image Updated: March 2025

Definition: Values Based Leadership

A leadership style and philosophy that builds on the shared beliefs and assumptions of the leader and the team

Members of TeamCity know what personal values they bring to the workplace and are able to connect them to our daily work and organizational values.

Become your better self with the proven principles of Values Based Leadership:



Together, we are TeamCity!



Resources

- Goals, Strategies, and Actions for the Seven Elements of a Great City
 - [Culture & Character](#) – Imagine Madison Appendix A. Page 118
 - [Economy & Opportunity](#) – Imagine Madison Appendix A. Page 117
 - [Effective Government](#) – Imagine Madison Appendix A. Page 120
 - [Green & Resilient](#) – Imagine Madison Appendix A. Page 119
 - [Health & Safety](#) – Legistar 71167. Attachment 6
 - [Land Use & Transportation](#) – Imagine Madison Appendix A. Pages: 114-115
 - [Neighborhoods & Housing](#) – Imagine Madison Appendix A. Pages 115-116
- [City Organizational Charts](#) and [Government Resource Guide](#)



CITY OF MADISON

PERFORMANCE EXCELLENCE



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