



There are five components of Performance Excellence in the City of Madison:

- The **Vision** statement lays out the desired future of the City.
- The **Mission** statement describes how the City will advance toward our Vision.
- Our core **Values** are used in decision-making.
- Our **Service Promise** is a commitment we make to residents and employees of the City of Madison.
- Our **Strategic Priorities** (“**Elements**”), or overarching goals, connect everyday work of all employees to the Vision, Mission, Values, and Service Promise.

## Vision

Our Madison – Inclusive, Innovative, & Thriving

## Mission

Our Mission is to provide the highest quality service for the common good of our residents and visitors.

# Our Values



## 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.

# Our Service Promise

I have the highest expectations for 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.

# Elements of a Great City

**Eg**

Effective Government

**Eo**

Economy & Opportunity

**Gr**

Green & Resilient

**Cc**

Culture & Character

**Lt**

Land Use & Transportation

**Hs**

Health & Safety

**Nh**

Neighborhoods & Housing