

The Strategic Planning committee met in Room A-200 of Administrative Center.

Meeting called to order at 10:53 AM by Chairperson Becker.

Present: Committee Members, Becker, Barrow, Bock, Richart, Rothstein, Stern, and Wirth.

Others Present: Tom Meaux, Jason Dzwinel, and Jason Wittek.

Absent: None.

1. Proper Notice and adoption of agenda: Jason Dzwinel provided assurance that the meeting had been properly noticed provided. Motion made by Supervisor Barrow to adopt the agenda, seconded by Supervisor Wirth. Motion carried 6-0.
2. Approval of Minutes of September 26, 2007 Meeting: Motion made by Supervisor Barrow to approve September 26, 2007 minutes, seconded by Supervisor Stern. Motion carried 6-0.
3. Strategic Mapping Process: Jason Dzwinel presented the mapping process using four perspectives and using the balanced scorecard approach
4. The Committee focused on Transportation.

Maintaining and Enhancing Public Transportation: Committee discussed seeking alternative revenue sources to support transit operations. Administrator Meaux discussed that federal and state grants usually require matching local funds. Supervisor Bock suggested enhancing marketing formats with the goal of increasing ridership, and targeting young people or schools. Supervisor Richart discussed the option of a cost benefit analysis examining the current contract for Milwaukee County owned buses as compared to Ozaukee County owned buses. Supervisor Bock discussed extending evening hours during weekends to provide service options to residents seeking transportation for recreation/entertainment. Supervisor Rothstein suggested examining discounted rider ship programs with a goal of assisting local businesses and their employees. Supervisor Barrow discussed that the cost-benefit of increasing ridership must be a consideration to allow the County to balance the public demand for service against the County's ability to fully fund operations in the future.

Maintaining and Enhancing County Roadways: Supervisor Stern highlighted the need for managing the deferral of construction and maintenance projects as a means to control the escalation of future costs and ensure fiscal responsibility. Supervisor Wirth recommended the use/analysis of private bids for projects as a means to ensure that County costs are comparable to market, and to assist the municipalities in their decision making process when considering County services. Supervisor Bock inquired about the benefits of having cross-trained employees as a means to keep employees engaged all year Supervisor Barrow suggested the use of communication technology to assist the public when the County is working on maintenance and construction projects.

5. Adjournment: Motion made by Supervisor Wirth, seconded by Supervisor Richart. Motion carried (7-0), adjourned at 12:12 PM

AREA OF FOCUS – MAINTAINING AND ENHANCING PUBLIC TRANSPORTATION

STRATEGIC PERSPECTIVES		AREA OF FOCUS – MAINTAINING AND ENHANCING PUBLIC TRANSPORTATION					
CUSTOMER	INTERNAL PROCESS	Enhancing public access – ongoing assessment of public demand and service expectations	Maximization of public use	Development of service amenities	Evening and weekend service	Coordination with private sector employers and employees – economic development	
		Marketing and advertising opportunities	Festival and holiday services – coordination with Milwaukee events	Development of service for students	Maximization of internal efficiencies (fares, maintenance costs)	Coordination of bus and taxi service for customer	Express commuter service and stop service
LEARNING & GROWTH	INTERNAL PROCESS	Use of technology for efficiencies and as a communication and marketing tool	Continued planning and coordination of service e with regional attractions	Coordination with local businesses and employment agencies	Enhanced scheduling tools	Continue client surveys to assess service expectations	
		Festival and holiday services – coordination with Milwaukee events	Development of service for students	Maximization of internal efficiencies (fares, maintenance costs)	Coordination of bus and taxi service for customer	Express commuter service and stop service	Analyze wholly county operated system efficiencies
FINANCIAL	INTERNAL PROCESS	Seeking alternative revenue sources & private sector revenues	Cost benefit analyses of ongoing operations and capital expenditures	Advertising revenue			
		Use of technology for efficiencies and as a communication and marketing tool	Continued planning and coordination of service e with regional attractions	Coordination with local businesses and employment agencies	Enhanced scheduling tools	Continue client surveys to assess service expectations	

AREA OF FOCUS – MAINTAINING AND ENHANCING PUBLIC TRANSPORTATION

STRATEGIC PERSPECTIVES					
CUSTOMER	Snow removal	“Safe and sound” lighting, surface, signage, etc...	Efficient travel – time & fuel consumption	County(wide) leadership – planning, grants, resource development	Planning for alternative forms of transportation
INTERNAL PROCESS	Hot mix operations – cost benefit analysis	Snow removal – planning and operational analysis	Intergovernmental cooperation – marketing of services, equipment purchases, communication	Information on planned construction and detours	Communication & Website enhancements
LEARNING & GROWTH	Interdepartmental employee sharing and cross training		Use of technology to enhance efficiency		Research partnership with UW-System and MATC
FINANCIAL	Maintenance deferrals		Competitive private sector bidding and cost benefit analysis		Increasing intergovernmental projects and revenues