



Linn County, Iowa

Strategic Plan for Fiscal Years 2017 – 2021

Mission Statement

Provide all customers the most satisfying products while maintaining sound fiscal management in order to enhance the quality of life in Linn County.

Core Values

- Communicate openly and effectively
- Demonstrate personal integrity and respect for others
- Be accountable for our actions and decisions
- Recognize valued contributions
- Create a supportive, positive work environment

Strategic Outcomes

Customer Satisfaction

Linn County embraces a customer-centered culture that provides excellent services for all using transformational leadership and strategies

Supportive Outcomes focus on collaboration, innovation and engagement and include:

- Meet expectations by supporting employees with tools and resources to advance the customer experience
- Regularly interact with customers to further understanding of their expectations
- Utilize information from customer interactions to improve and innovate Linn County products
- Create a culture of empowered and engaged employees who understand what customers want of their products and make satisfaction and innovation high priorities

High Quality of Life

Linn County provides exceptional public services and infrastructure systems

Supportive Outcomes focus on promoting personal health, accessibility, environmental protection, public safety and opportunities to enjoy life and include:

- Continue investment in conservation and recreational infrastructure such as parks, trails, and watershed management
- Improve accessibility for public programs, activities, and infrastructure
- Include high energy efficiency and accessibility standards in every new Linn County construction project
- Establish organizational and community resilience and emergency response preparedness

Financial Health

Linn County is committed to maintaining excellence in budgetary and financial management

Supportive Outcomes focus on financial strength, asset protection and a thriving economy and include:

- Maintain the highest possible bond rating from Moody's Investors Service
- Demonstrate accountability to taxpayers through responsible budgetary decisions
- Protect financial assets against loss through risk mitigation
- Promote and participate in economic growth opportunities

Customer Satisfaction Policy Summary

The purpose of this policy is to establish guidelines which promote a Customer-centered culture focused on positive Customer Experiences.

The policy intends to advance the understanding of Linn County Products and Customer Expectations by measuring the extent to which Product Expectations and Outcomes are met, and by empowering employees to reconcile differences between Customer Expectations and Customer Experiences.