



Linn County, Iowa

Strategic Plan for Fiscal Years 2022 – 2027

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 | Respect Others | Be Accountable | Recognize Contributions | Be Supportive

STRATEGIC OUTCOMES

Customer Satisfaction

Linn County embraces a customer-centered culture that focuses on engagement, collaboration, and innovation. A satisfying Linn County results in:

- ✦ Customers' confidence that their concerns and aspirations are heard, understood, and addressed with the opportunity to influence policies and procedures regarding County products.
 - A culture of empowered employees who understand what customers want from County products and who are provided the tools and resources to advance customer satisfaction.
 - Engaging regularly with customers to understand their needs and expectations in order to innovate and improve the products they receive.

High Quality of Life

Linn County provides exceptional public services and programs that focus on equity, infrastructure, and health. A satisfying Linn County results in:

- ✦ **Equity** - An equitable place to live and thrive, enabling users and seekers of County products to achieve their personal life goals.
 - Safe and equitable access to life necessities (e.g. air, water, electricity, transit, waste management, and broadband) through well-designed and maintained infrastructure.
 - Reduced poverty, or the effects of poverty, for people residing in Linn County.
- ✦ **Infrastructure** - All roads (physical, electronic, and interactive pathways) enable customers and visitors to reach their intended destinations easily and safely.
 - Organizational and community resilience and emergency response preparedness.
- ✦ **Health** - Improved health and safety of residents, citizens, and visitors to Linn County.
 - Social, economic, and wellness products and support available to all people every time, any time.
 - Reduced poverty or the effects of poverty for people residing in Linn County.

Financial Health

Linn County is committed to maintaining excellence in budgetary and financial management that fosters economic growth. A satisfying Linn County results in:

- ✦ Customers' confidence that their concerns and aspirations are heard, understood and addressed with the opportunity to influence financial policies and procedures regarding County products.
 - Accountability to taxpayers through responsible budgetary decisions.
 - Optimum financial asset retention through risk mitigation.
 - Maintaining the highest possible bond rating from Moody's Investors Service.
 - Economic growth throughout the county.
 - Department products funded by users to the extent possible.

CUSTOMER SATISFACTION POLICY SUMMARY

Linn County's Customer Satisfaction Policy establishes guidelines promoting a customer-centered culture that is focused on positive customer experiences. It advances the understanding of County products and customer expectations by measuring the extent to which product expectations and outcomes are met. It empowers employees to reconcile differences between customer expectations and experiences.