



# Our Mission

*“To fulfill County government’s responsibilities to its citizens and advance the quality of life in Jefferson County.”*

## Our Vision

*Over the course of 10 years, we have focused our intentions and have worked to build our County and provide a higher quality of life for our citizens. We better marketed our economic and recreational opportunities. We linked our county cities and municipalities with modern transportation systems and a unique system of parks and recreational trails.*

*Jefferson County is now a greater contributor to economic activity in our region. We are no longer a “drive-through” along the HWY 26 and I-94 corridors. In ten years the County has become a crucial part of these corridors.*

*The County focused on fostering high-quality, well-planned development that provides economic opportunity for our population and allowed for the continuation of our tradition of land and water conservation. The County took a balanced and proactive approach to growth that has sustained county government services and maintained the quality of life that is important to residents. This includes preservation of agriculture, natural resources, parks, open space and that “small town feel,” while also pursuing the desired amenities to retain and attract residents, visitors, and a viable workforce. Growth opportunities have complemented and enhanced these goals, while at the same time taking on the responsibility of guiding the expansion of linking two main metropolitan areas of the state together.*

*As a county government, we serve as a model for all and operate in an efficient, effective, and transparent manner. The County took the lead in working with stakeholders of the County and the region to develop a sustainable operation that is to the benefit of all, while maintaining the financial capacity to provide quality services.*

## Jefferson County - The Future

Jefferson County Interstate 94 (I-94) makes up 25 miles of the nearly 78 miles between Milwaukee and Madison. This is one of the most important economic corridors in Wisconsin, and is part of the larger I-Q Corridor from Chicago to the Twin Cities. Furthermore, Jefferson County HWY 26 is quickly becoming a major north/south corridor in the State. This is projected to be a strong development area and constitutes 30 of the 95 miles along the Janesville to Fox River Valley corridor.

Jefferson County is projected to have substantial population growth over the next 30 – 50 years, with specific pressures from the east and west as well as additional pressures from the south. In comparison to the rest of the state, Jefferson County will have a relatively large percentage of the population at working age.

The location of Jefferson County lends itself to a role in the integration of the economies of the Madison and Milwaukee Metropolitan Areas, which in turn could dramatically improve and change the County's economy. The debate has sometimes been framed in absolutes between those who support development versus those who support farmland preservation. It is believed through proper visioning and planning the County can balance both, while respecting the municipalities' autonomy and fiscal constraints.

Overall, we strive for prosperity with a high quality of life for our citizens. We recognize the need for diverse entertainment and cultural experiences for all ages. We have an outstanding network of parks and open space as well as recreational opportunities. Our location, and to some degree our demographics, make possible an emphasis on research, technology, advanced manufacturing as well as appropriate agricultural technologies as potential building blocks for prosperity.



Safety	Economy	Infrastructure	Health and Well-being	Smart Growth and Natural Resources
Prepares for and responds to emergencies	Attracts, retains, and develops businesses	Supports a transportation plan to connect resources and residents	Ensures basic needs of safety, shelter, and food are met for all residents	Develops strategic land-use plans, zoning plans and regulatory policies that are clear and fairly managed
Provides safe travel and mobility	Creates a desirable place to work	Develops a reliable and connected system of roads, trails, and sidewalks	Supports active lifestyles for all residents through access to parks, education, and cultural opportunities	Encourages collaboration with the county government to improve long-term planning coordination, economic development, and overall relations
Supports a safe environment with clean soil, water, and air	Provides infrastructure to support commerce	Supports access to parks and open spaces for recreation	Promotes public health and keeps the community safe from disease	Encourages energy conservation, sustainability, recycling and resource preservation
Enforces the law and protects property	Develops a strong workforce that supports above average educational opportunities	Maintains infrastructure and plans for future development, including broadband expansion	Fosters an educational atmosphere that benefits all residents	Promotes business and residential growth that balances with our agricultural heritage
Protects the most vulnerable (children, elderly, and disabled)	Maintains and advances key agricultural economic drivers	Maintains and improves county roads, highways, and buildings	Preserves the small town feel throughout the County	Preserves historically significant buildings and the agricultural heritage of the County

Resources	Decision Making	Workforce	Collaboration	Compliance
Protects, maintains, manages, and invests in its human, financial, physical and technology resources	Makes policy decisions in an open and transparent manner	Attracts, develops, equips, retains and values an high-quality workforce, dedicated to service excellence	Seeks opportunities for collaboration and shared services with public and private partners	Balances policy, regulation and compliance

1. In the Strategic Plan, does “Jefferson County – The Future” (p.2) and “Vision” (p.5) define the outcomes we desire?

<http://www.jeffersoncountywi.gov/Reports/Plans/Strategic%20Plan.pdf>

2. As you read the vision statement and review the 11 goals and action plan matrix, do these goals and actionable items work toward the future you want for Jefferson County? Do the goals we establish truly strive to accomplish the Vision?
3. Are the goals broad enough for you to see the strategic objectives in each?
4. Do the goals need to be more tactful? Do they need to be more strategic?
5. As you read through the goals and consider the next 3 years, in your view is there anything missing?
6. What do these goals mean? Do they help us achieve the right strategic outcomes?
7. Over the next 3 years, what should be our priorities? What is urgent that we address soon? What can be developed later?
8. Please ask the “so what” question for each goal outline. If the task outlined is complete, how does this accomplish our vision and what are the next steps?
9. What data defines success? Several of our steps have a defined end state of work. But should we think bigger? One of statement is to “provide a higher quality of life for our citizens.” What is the long term view to answer success or show adjustment in policy is needed.

