

# Outcomes, Outputs, Strategies & More!

Connecting Strategic Plans to Commission Priorities



# Commission Priorities

- ✔ Improve Infrastructure
- ✔ Foster Economic Development
- ✔ Focus on Service & Communication
- ✔ Uphold Fiscal Sustainability

# What's an Outcome?

## Outcome NOUN

out·come | \ 'aüt-·kəm \

- Something that follows as a result or consequence
- Outcomes are **the difference** made by outputs
- Outcomes are what the organization achieves
- Sometimes called goals

# Example Outcomes

Leadership trusts staff recommendations



Residents understand wastewater services



Capital decisions are data-driven



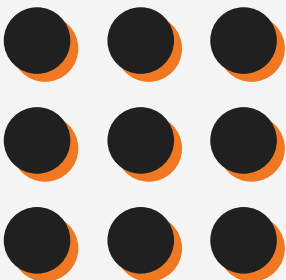
Residents trust Public Works services



Residents are satisfied with street conditions



Residents engage in public input



# What's an Output?

## Output NOUN

out·put | \ 'aüt-put \

- Something that is produced to achieve an outcome
- Outputs, such as revenue enable organizations to fund outcomes
- A measure of things we do
- Without outcomes, there is no need for outputs

# Example Outputs

PCI data gathered for all streets



New pothole patchers in operation



Pilot streetlight program running



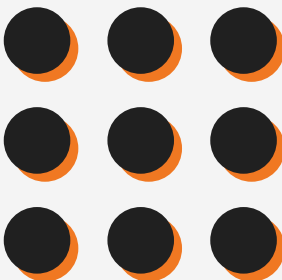
Condition data for all bridges obtained



Asset Management foundation established



Area clustering implemented



# What's an Objective?

## Objective ADJECTIVE

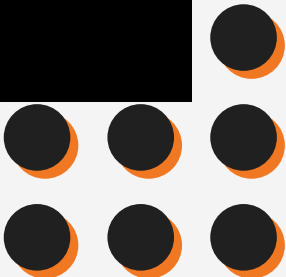
ob·jec·tive | \əb-'jek-tiv/

- Focus on the shorter term than goals or outcomes
- Define **WHAT** will be achieved, and by **WHEN**
- Are **SMART**
- Create standards for measuring the success of your efforts

# Example Objectives

Increase resident use of Household Hazardous Waste disposal services by 15% by the end of Q1.

Increase the average Pavement Condition Index from 51 to 65 by 2035.



# What's a Strategy?

## Strategy NOUN

strat·e·gy | \ 'stra-tə-jē \

- A careful plan or method for achieving a particular outcome
- A careful plan or method that creates support and advantages for outcomes
- A strategy describes **HOW** you will meet objectives

# Example Strategies

✓  
Educate residents using plain-language outreach

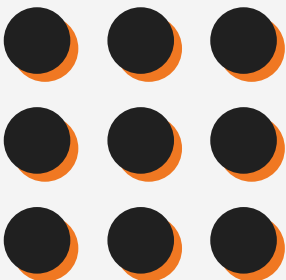
✓  
Build partnerships with influential stakeholders

✓  
Use direct mail to reach residents

✓  
Use social media to expand reach

✓  
Engage neighborhood champions

✓  
Use digital advertising to target key audiences



# Let's Add Some New Stuff



# What's a Tactic?

## Tactic NOUN

tac·tic | \ˈtak-tik/

- The stuff people usually confuse with goals, outcomes, outputs, strategies, and objectives
- Tactics are the activities or methods **used at the operational level**
- Tactics support and implement objectives and strategies

# Example Tactics

✓  
Create an educational video

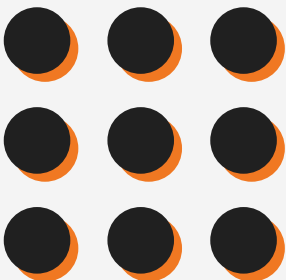
✓  
Create a flyer about recycling

✓  
Develop FAQ content

✓  
Post three graphics on Facebook

✓  
Send a press release to local news

✓  
Post an article on the website



# How Does it Fit Together?



# Simple Example

## Outcome

- Residents are satisfied with the condition of local streets.

## Objective

- Raise PCI from 51 to 65 by 2035

## Strategies

- Gather IMS data for local roads
- Increase street preservation funding

## Tactics

- Meet six times with budget about funding
- Perform mill and overlay in challenging areas