

MISSION

Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. We work directly or in cooperation with other public and private partners, provide services, share resources, and create opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and conduct business.

VISION

Marathon County Government leads by providing high quality infrastructure and integrated services and by developing trusting, collaborative relationships among diverse partners. We are proactive in enhancing health and safety, protecting the environment, and providing cultural, recreational, and economic opportunities which make Marathon County a preferred place to live, work, visit, and conduct business.

To access the complete strategic plan, please go to
www.co.marathon.wi.us

Marathon County Courthouse
500 Forest St., Wausau WI 54403
715-261-1000

MARATHON COUNTY STRATEGIC PLAN 2012 - 2017



What does Marathon County **DO** to ensure success?

We **COLLABORATE** with other organizations to provide optimal service.

We **SUPPORT** economic development for greater prosperity.

We **PLAN** so we can make the best use of our land and natural resources.

We **DEVELOP** innovative approaches to the justice system for residents' safety.

We **TRACK** performance by measuring outcomes and being accountable.

We **COMMUNICATE** about what we do to make Marathon County a great place to live, work, visit, and conduct business.



MARATHON COUNTY STRATEGIC PLAN

2012 - 2017

STRATEGIC PLANNING PROCESS The process was led by a planning taskforce composed of County Board members. The taskforce completed the process using a combination of three activities--County Board Focus Group Discussion, Community Focus Groups, and Community Surveys--each activity was designed to identify priority initiatives for Marathon County.

GOAL 1: Provide leadership for greater cooperation and collaboration among state, regional, and local public and private entities.

Objectives

1. Provide leadership for the elimination of duplicative public services by municipalities and within county government. Examples of this would be emergency response systems, property assessments, highways, roads, and solid waste management.
2. Analyze the need for, and if determined feasible, develop and implement a countywide transportation system for selected populations.
3. Develop templates, including criteria, to be used in establishing multi-jurisdictional public and private initiatives.

GOAL 2: Foster, and when appropriate, provide services, which facilitate economic development and result in the creation of private sector jobs.

Objectives

1. Clarify Marathon County's role in economic development and communicate the same to appropriate audiences.
2. Assure the continued protection of agricultural land by fostering the development of Agriculture Enterprise Areas.
3. Provide leadership and take action to support the development of countywide access to high speed Internet.
4. Develop infrastructure policies that reflect the need of agriculture and industry within design and fiscal limitations.
5. Provide leadership for the use of technological innovations to assist enterprises in the management and reuse of waste materials.

GOAL 3: Provide leadership and services focusing on improving land use and resource planning. This will assure the orderly development of retail and manufacturing business, agriculture/agribusiness, and residential growth while retaining the rural character of Marathon County.

Objectives

1. Develop comprehensive planning and zoning ordinances that provide towns with value, so that 100% request participation in county planning and zoning.

GOAL 3 Continued:

2. Improve water quality and residential, commercial, and industrial waste management resulting in 100% of all households, businesses, and industry sites meeting water quality standards.
3. Inventory water resources, determine where we have adequate supplies, and encourage development in those areas.
 - Develop an educational program on the quantity and quality of water supplies for local and state policy makers
 - If changes in regulations are needed to protect the water supply, attempt to influence legislation.
 - Provide public education on the water supply in Marathon County and implications for our future.

GOAL 4: Develop and implement innovative approaches, which improve the adult and juvenile justice systems, as a mean to creating Marathon County as the safest county in Wisconsin.

Objectives

1. Evaluate the need, effectiveness, and feasibility of the current justice system. If needed, develop an alternative justice system such as a veteran's court, drug court, etc.
2. Develop mental health and drug dependency services that corresponds with the needs identified by the Offender Assessment program.
3. Reduce alcohol abuse through community education, intervention, and legislation.

GOAL 5: Increase county government accountability by establishing measurable performance expectations for county programs and services. Monitor performance with predetermined outcome expectations.

Objectives

1. Continue the development and refinement of the County's service/program outcome monitoring and ranking system.
2. Implement a county health impact assessment indicator on every County ordinance policy/resolution proposal.
3. Develop and implement a governance education program for County Board members.

GOAL 6: Expand communication with residents and provide educational opportunities, in order to improve the public's understanding of the services provided and the issues confronting Marathon County Government.

Objectives

1. Develop a system which allows the county government to communicate with every Marathon County household and business.
2. Develop and implement a communication system with all elected officials that results in timely notification of elected officials regarding county actions and activities.