

# The City of Charlotte

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*Charlotte-Mecklenburg*



- 25<sup>th</sup> largest city in the U.S.
- 2<sup>nd</sup> largest financial center in the nation
- Population of 539,000

# The City of Charlotte

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*Charlotte-Mecklenburg*



- Measuring performance since the 1970s
- Set goals at an annual retreat of the city council
- In 1990 Council agreed to identify strategic themes (focus areas)
- Those themes are still in use today

# Strategic Themes (Focus Areas)

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## ***Community Safety***

Provide public safety services to ensure that citizens feel safe; support programs which work to solve the root cause of crime and drug problems, such as housing, jobs, etc.; and elicit the support of other organizations to reduce crime and the influence of drugs

## ***City Within a City***

Provide leadership and resources to make individuals and families self-reliant; and strengthen and revitalize deteriorated neighborhoods

## ***Transportation***

Address the City's road and intersection improvement needs, develop a local and regional mass transit system, and promote alternative methods of transportation such as walking and biking

## ***Restructuring Government***

Manage for results by providing the best service at the lowest cost and meeting customer Expectations

## ***Economic Development***

Support formation, retention, and expansion of business and initiatives that provide quality Jobs

# Charlotte's Balanced Scorecard

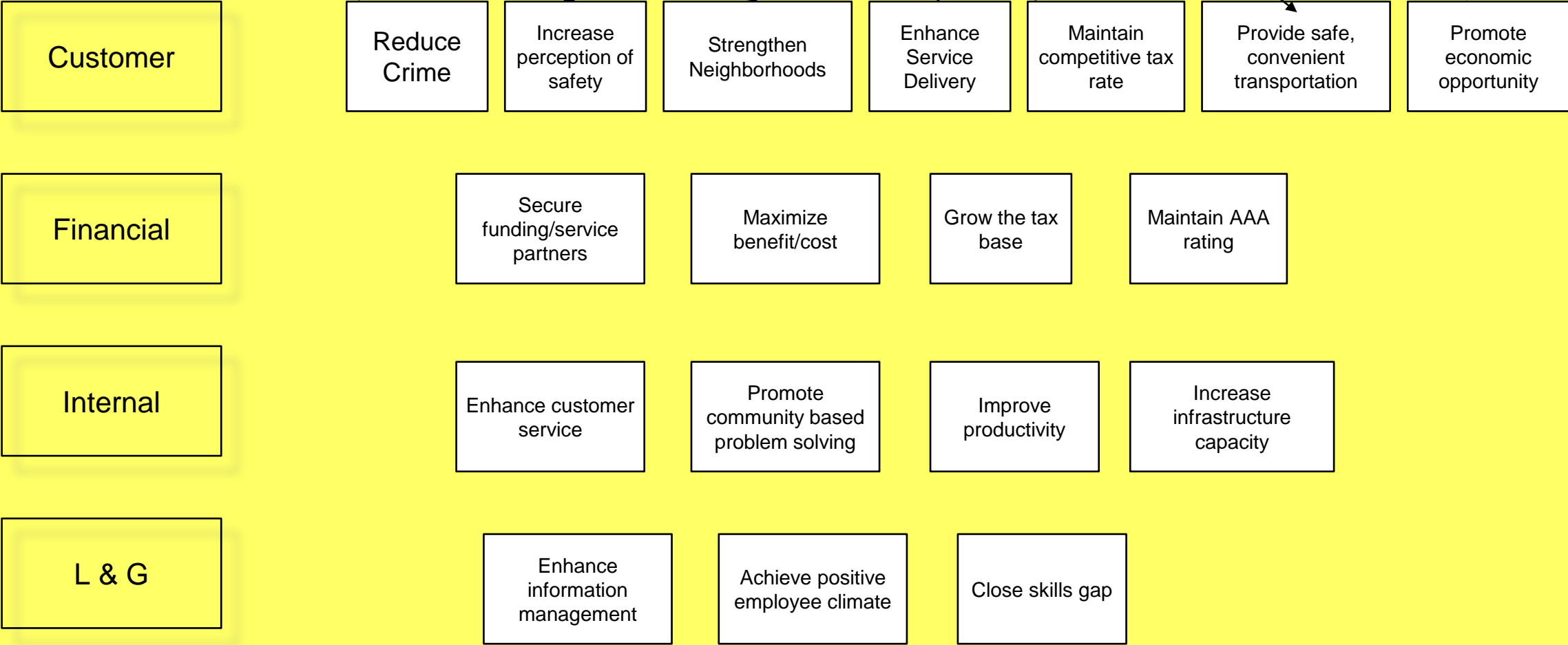
**Smart Growth**



**City Council Focus Areas**

- Community Safety
- City Within a City
- Restructuring Government
- Transportation
- Economic Development

**Corporate Scorecard**





# Benefits of Using the BSC in Charlotte

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- Focuses City Council's agenda on important or strategic issues
- Measurement gives clarity to vague concepts such as strategic goals
- Develops consensus and teamwork
- Enhances employees' understanding of organizational goals
- Communicates strategic results to citizens

Charlotte-Mecklenburg



*“The Balanced Scorecard has helped me to communicate a strategic vision for the city to my constituents, the citizens, and to prospective businesses who are considering locating here. It helps the City Manager focus on things that will have the biggest impact on the city.”*

*-Charlotte Mayor Pat McCrory*