

**Performance Data:**

		2016	2017	2018	
Program	Criteria	Actual	Actual	Target	Actual
<i>Administration</i>	<i>Client Benefit</i>				
	Minimize tax levy impact				
	% change in levy	1.40%	4.59%	4.13%	N/A
	Average % change in City mill rate	59.00%	2.72%	3.41%	N/A
	<i>Outcome</i>				
	Maximize non-residential tax base				
	Commerical/industrial tax base, % of total	31.00%	28.40%	30.00%	N/A
	<i>Outputs</i>				
	% of staff and Council involved in scheduled public budget meetings	100.00%	100.00%	100.00%	N/A
	# of departmental orientations available for new Alderperson	14	14	14	N/A
<i>Citizen Outreach</i>	<i>Client Benefit</i>				
	Timely, accurate responses to requests for information				
	% of phone & email inquires answered within 48 hours	90.00%	97.59%	95.00%	72.73%
	% of letters replied to within seven working days	99.00%	93.10%	90.00%	100.00%
	<i>Outcome</i>				
	Citizens have access to current City Information				
	# of visits to City of Appleton internet website	1,118	954,737	1,250,000	477,034
	Reach 5,000 followers on Twitter	N/A	5,807	7,000	6,142
	Reach 1 million tweet impressions on Twitter	N/A	1,331,900	1,500,000	595,100
	Reach 4,000 page likes on Facebook	N/A	5,936	7,500	7,133
	Reach 1 million post impressions on Facebook	N/A	3,165,637	2,000,000	1,386,161
	<i>Outputs</i>				
	Publish City Newsletter	2	2	2	1
	# of formal open hours sessions	12	9	12	6
	# of meetings per month with community or educational groups (average)	13	38	12	22
	<i>Intergovernmental</i>	<i>Client Benefit</i>			
Appleton represented at State level					
# of State level meetings in which Appleton representatives participate directly		197	316	200	336
<i>Outcome</i>					
# of implemented new collaborative and cooperative					
Other governments		27	24	30	22
School districts		17	10	20	11
Non-profit organizations		56	37	55	38
Other		61	58	40	54
# of implemented collaborative and cooperative					
Other governments		241	252	240	258
School districts		73	89	70	92
Non-profit organizations		184	187	180	191
Other		150	168	140	175
<i>Output</i>					
# of meetings with other units of government (per mo.)	6	12	8	7	