MANSFIELD TOWN MANAGER & SELECT BOARD GOALS (FY21 & BEYOND)	GOAL #	Goal Details	Target Completion Date	2030 Master Plan Implications?	Is this a SMART Goal: Specific, Measurable, Achievable, Realistic, Timebound?	Goal Champion/Owner	Not Initiated	Initiated but not 25% completed	Initiated but not more than 50% completed	Initiated but not more than 75% completed	Fully completed	Notes/Comments
PANDEMIC RESPONSE												
	1	Continued oversight and management of the COVID-19 pandemic.	Unknown	No	✓	Town Manager & Select Board			✓			Continued oversight and management of the COVID-19 pandemic. • Regular meetings of COVID Task Force; • Optimize receipt and use of emergency Funds (Cares Act, FEMA, potential additional state/federal aid); • Maintain regular and timely public communications via website and social media outlets;
GOVERNANCE												
	2	Ensure that each appointed board and committee of the Town appears annually before the Select Board to provide an update on current issues and challenges.	July 1, 2021 and annually thereafter	No	✓	Select Board		✓				
	3	Review and update procedures for appointing members to town boards and committees to ensure process is fair for all, inclusive, and maximizes citizen engagement	March 31, 2021	No	✓	Select Board					✓	discussed on 12/4; pending updates from Mr. Schoonveld
	4	Create and adopt a Select Board Code of Conduct	December 31, 2020	No	✓	Select Board					✓	Adopted at 11/4/20 meeting; further revisions possible
	5	Review and update Select Board and committee meeting agendas and make necessary changes to maximize resident engagement	December 31, 2020	No	✓	Select Board					✓	Adopted at 12/2/20 meeting
DIVERSITY, EQUITY & INCLUSION												
	6	Review and analyze the current state of the Town's existing policies related to diversity, equity & inclusion to ensure the Town is compliant with federal and state legal mandates. Develop, communicate, and implement a strategy that will address diversity, equity & inclusion issues affecting the Town's workforce, boards, and committees.	July 1, 2021 and update annually as necessary	No	difficult to measure	Is this a project for HR Director & Town Manager?	✓					
	7	Develop and communicate diversity, equity & inclusion policy and procedures for addressing action items requiring attention (e.g. grievance procedures, workplace equity, hiring, career development, etc.)	July 1, 2021 and annual thereafter	No	✓	Is this a project for HR Director & Town Manager?	✓					
COMMUNITY & RESIDENT ENGAGEMENT												
	8	Research and implement steps to increase civic engagement	July 1, 2021	No	✓	Town Manager & Select Board		✓				FY21 Research and implement steps to increase civic engagement: • Enhance the Town's website to better promote board and committee openings, delivery of meeting agendas, registration for and live streaming of online meetings • Explore ways to increase attendance at Town Meetings
MANAGEMENT, BUDGET/FINANCE												
	9	Develop an annual budget planning timeline/blueprint to better guide the school and municipal "One Town/One Budget" approach for the operating budget and capital improvement budget planning process	July 1, 2021	No	✓	Select Board & Town Manager		✓				budget subcommittee has started initial discussions
	10	Create and implement a new post-65 employment benefits program	July 1, 2021	No	✓	Town Manager	✓					
	11	Recommend and implement updates to the Town's Trash & Recycling services in order to manage costs and promote environmentally sustainable practices	July 1, 2021		✓	Trash & Recycling Committee/Select Board			✓			
ECONOMIC DEVELOPMENT												
	12	Develop a revised plan for selling the fire station on North Main Street by 12/31/20. Complete a sale by 6/30/2I.	July 1, 2021	Yes	✓	Select Board/Town Manager			✓			Subject to market forces
	13	Develop and deliver a quarterly economic development update to the Select Board that includes ongoing efforts of engaging & promoting the Cabot Park Community, downtown businesses, and the bio-tech industry in Mansfield.	March 31, 2021	No	✓	Town Manager	✓					
	14	Review and implement 2021 economic development marketing plan for the town in conjuction with Penta Communications	March 31, 2021	Yes	✓	Select Board/Town Manager		✓				
TOWN-WIDE IMPROVEMENTS												
	15	Complete execution of new downtown parking plan by 12/31/2020	December 31, 2020	Yes	✓	Select Board/Town Manager				✓		
	16	Research and implement relocation of Town's radio tower & upgrade radio equipment located at 50 West Street.	December 31, 2021	Yes	✓	Select Board/Town Manager		✓				
	17	Achieve the Green Community Designation	July 1, 2021	Yes	✓	Select Board/Town Manager			✓			Subject to approval at Annual Town Meeting (or is it Fall Town Meeting?)
	18	Create and implement a new sign bylaw to standardize signs and eliminate illegal signs on public property.	May 31, 2021	Yes	✓	Select Board/Town Manager			✓			Subject to approval at Annual Town Meeting
	19	Negotiate and adopt new cable TV license agreements	July 1, 2021	No	✓	Town Manager	✓					
	20	Complete the Town-wide implementation of MUNIS financial software program	July 1, 2021	No	✓	Town Manager			✓			