



## News Release

### **Broward County Commission Adopts "Sterling" Management Model - Commissioners Approve 20-Year Vision for Broward County -**

DATE: February 20, 2008

CONTACT: Kimberly Maroe, Public Information Manager  
PHONE: 954-357-8053  
EMAIL: kmaroe@broward.org

Broward County Commissioners have approved the implementation of the Sterling Management System as the official organizational improvement model for Broward County government.

"The Sterling Management model will make County government more efficient, accountable and cost effective," said Broward County Mayor Lois Wexler. "Sterling was implemented when I served on the School Board of Broward County and I saw great improvement. I'm proud that my colleagues have agreed to use this process as we move forward."

The process was also endorsed by the Broward County Management and Efficiency Study Committee in 2006. In addition to the School Board of Broward County, a number of employers -- public and private -- have adopted the program, including the City of Coral Springs, Tropical Financial Credit Union, Quest Diagnostics, Miami-Dade County Health Department and Amelia Island Plantation.

The Sterling model seeks to:

- Improve overall performance and the bottom line
- Accelerate improvement efforts
- Exceed customer and stakeholder expectations
- Identify, focus, and engage all employees on a common set of goals
- Capitalize on today's ever-changing environment

Commissioners have also approved a 20-year Vision Statement for Broward County, including six vision statements and a number of goals. The vision and goal statements are intended to communicate to the public the Commission's long-term objectives for Broward County and will also guide Commissioners and County staff as they plan the Fiscal Year 2009 budget.

"With the implementation of Sterling and a commitment to the Commission's visions and goals, we will build the budget using Zero-based budgeting," said Mayor Wexler. "Developing objectives based on those goals and measuring the progress of the organization will lead to a more business-like county government."

The 20-year Vision Statement includes:

- **Economic Opportunities are Endless:** Broward County aspires to become a multi-faceted, international community with high-paying jobs and a well-educated, skilled and motivated workforce. To this end, sustaining the airport and seaport are critical to economic development. The County seeks to improve the environment for business development, especially small businesses, through technology and stakeholder input and reducing government "red tape."
- **A Sustainable, Common Sense Approach to Growth and Affordable Housing:** Broward County is committed to nurturing a planned community where people can live, work and play with appropriate amenities and infrastructure to accommodate the County's population. There is a commitment that everyone in the community can locate and afford a quality home. The County seeks a regional approach to growth and redevelopment with intergovernmental coordination and collaboration.
- **Go Anywhere in 20 Minutes:** Commitment to a fully integrated, interconnected public and private transportation system,

including "pay as you go" highways, rail, bus, waterways, freeways and air. Goals include cultivating community awareness and support for mass transit and creating and maintaining an attractive, clean, safe and synchronized transportation system, which links high-density corridors with commercial and work sites.

- **Cultural Amenities and Recreation: Something for Everyone:** Cultural and recreational opportunities, reflecting the County's diverse cultural interests, should be available to all residents, in close proximity to where they live and work, including a network of parks and libraries.
- **Social Safety Net: An Equitable Approach to Human Services:** Recognizing the County's most vulnerable residents, a priority of the social safety net is self-sufficiency for clients. Working with private and public partners, the County seeks to create a "best practices," outcome-based human services model that places emphasis on prevention and appropriate intervention, while striving for clients' independence and enhanced quality of life in a less restrictive environment.
- **Pristine, Healthy Environment:** Strong commitment to environmental stewardship, conservation of resources, clean air and drinking water and the concept of "green" building standards. Broward County, along with municipal partners, embraces "best management models" for sustainability and substantial open space throughout the County.

Commissioners developed the 20-year Vision statement during two workshops with a Sterling trained facilitator. The Sterling Management model and the 20-year Vision statement were formally approved at the regularly scheduled Commission meeting on February 12, 2008.

## ***Release Properties***

**Date:** 2/20/2008 5:15 PM  
**Keywords:** Government  
**News Type:** News Release

---

Released by the Office of Public Communications  
E-mail: [publicinfo@broward.org](mailto:publicinfo@broward.org)  
954-357-6990 \* Fax: 954-357-6936