



## City Manager Performance Evaluation

City of Whitewater

Evaluation period: November 1, 2023 to December 1, 2024

Each participant should complete this evaluation form and return it to the Human Resources Department. Forms may be submitted via paper or electronically to the Human Resources office or [smarquardt@whitewater-wi.gov](mailto:smarquardt@whitewater-wi.gov). If submitting electronically, please indicate "CONFIDENTIAL" on the subject line. The deadline for submitting this performance evaluation is December 21, 2024. Evaluations will be summarized and included on the agenda for discussion at the Common Council Meeting on January 21, 2025.

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Signature (optional)

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Date Submitted

## INSTRUCTIONS

This evaluation form contains ten categories of evaluation criteria. Each category contains a statement to describe a behavior standard in that category. For each statement, use the following scale to indicate your rating of the city manager's performance.

**5 = Excellent** (almost always exceeds the performance standard)

**4 = Above average** (generally exceeds the performance standard)

**3 = Average** (generally meets the performance standard)

**2 = Below average** (usually does not meet the performance standard)

**1 = Poor** (rarely meets the performance standard)

Any item left blank will be interpreted as a score of "3 = Average." If a section does not apply, please indicate with N/A.

This evaluation form also contains a provision for entering narrative comments, including an opportunity to enter responses to specific questions and an opportunity to list any comments you believe appropriate and pertinent to the rating period. Please write legibly.

Leave all pages of this evaluation form attached. Sign (optional) the cover page. On the date space of the cover page, enter the date the evaluation form was submitted. All evaluations presented prior to the deadline identified on the cover page will be summarized into a performance evaluation summary to be presented by the governing body as part of the agenda for the meeting indicated on the cover page. The completion of this evaluation is optional and every effort will be made to maintain evaluator confidentiality.

## PERFORMANCE CATEGORY SCORING

### 1. INDIVIDUAL CHARACTERISTICS

- Diligent and thorough in the discharge of duties, "self-starter"
- Exercises good judgment
- Displays enthusiasm, cooperation and will to adapt
- Demonstrates the ability to work with others in accordance with the City's strategic goals and directions
- Exhibits composure, appearance and attitude appropriate for executive position

Add the values from above and enter the subtotal \_\_\_\_\_ ÷ 5 = \_\_\_\_\_ score for this category

Comment: \_\_\_\_\_

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### 2. PROFESSIONAL SKILLS AND STATUS

- Maintains knowledge of current developments affecting the practice of local government management
- Demonstrates a capacity for innovation and creativity
- Anticipates and analyzes problems to develop effective approaches for solving them
- Willing to try new ideas proposed by governing body members and/or staff
- Sets a professional example by handling affairs of the public office in a fair and impartial manner

Add the values from above and enter the subtotal \_\_\_\_\_ ÷ 5 = \_\_\_\_\_ score for this category

Comment: \_\_\_\_\_

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### 3. RELATIONS WITH ELECTED MEMBERS OF THE GOVERNING BODY

- Makes an effort to be accessible to Council members
- Sets meeting agendas that reflect the guidance of the governing body and avoids unnecessary involvement in administrative actions
- Disseminates complete and accurate information equally to all members
- Handles issues that are brought by the Council in a consistent and timely manner

\_\_\_\_\_ Responds well to requests, advice and constructive criticism

Add the values from above and enter the subtotal \_\_\_\_\_ ÷ 5 = \_\_\_\_\_ score for this category

Comment: \_\_\_\_\_

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#### **4. POLICY EXECUTION**

\_\_\_\_\_ Implements governing body actions in accordance with the intent of council

\_\_\_\_\_ Supports the actions of the governing body after a decision has been reached, both inside and outside the organization

\_\_\_\_\_ Understands, supports and enforces local government's laws, policies and ordinances

\_\_\_\_\_ Reviews ordinance and policy procedures periodically to suggest improvements to their effectiveness

\_\_\_\_\_ Offers workable alternatives to the governing body for changes in law or policy when an existing policy or ordinance is no longer practical

\_\_\_\_\_ Supports and updates the organization on the achievement of management and strategic goals

Add the values from above and enter the subtotal \_\_\_\_\_ ÷ 6 = \_\_\_\_\_ score for this category

Comment: \_\_\_\_\_

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#### **5. REPORTING**

\_\_\_\_\_ Provides regular information and reports to the governing body concerning matters of importance to the local government

\_\_\_\_\_ Responds in a timely manner to requests from the governing body for special reports or information

\_\_\_\_\_ Takes the initiative to provide information, advice and recommendations to the governing body on matters that are non-routine and not administrative in nature

\_\_\_\_\_ Reports produced by the manager are accurate, comprehensive, concise and written to their intended audience

\_\_\_\_\_ Produces and handles reports in a way to convey the message that affairs of the organization are open to public scrutiny

Add the values from above and enter the subtotal \_\_\_\_\_ ÷ 5 = \_\_\_\_\_ score for this category

Comment: \_\_\_\_\_

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## 6. CITIZEN RELATIONS

\_\_\_\_\_ Responsive to requests from citizens

\_\_\_\_\_ Demonstrates a dedication to service to the community and its citizens

\_\_\_\_\_ Maintains a nonpartisan approach in dealing with the news media

\_\_\_\_\_ Meets with and listens to members of the community to discuss their concerns and strives to understand their interests

\_\_\_\_\_ Gives an appropriate effort to maintain citizen satisfaction with city services

Add the values from above and enter the subtotal \_\_\_\_\_ ÷ 5 = \_\_\_\_\_ score for this category

Comment: \_\_\_\_\_

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## 7. MANAGEMENT OF THE ORGANIZATION/INTERNAL CULTURE

\_\_\_\_\_ Effectively runs the operations of the organization

\_\_\_\_\_ Creates a collaborative team building environment for staff

\_\_\_\_\_ Recognizes the accomplishments of staff

\_\_\_\_\_ Supports a commitment to diversity/inclusion, professional growth, succession planning and opportunity within the organization

\_\_\_\_\_ Promotes training and development opportunities for employees at all levels of the organization

\_\_\_\_\_ Promotes strategic plan initiatives and goal development with staff

Add the values from above and enter the subtotal \_\_\_\_\_ ÷ 6 = \_\_\_\_\_ score for this category

Comment: \_\_\_\_\_

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**8. SUPERVISION**

\_\_\_\_\_ Encourages heads of departments to make decisions within their jurisdictions with minimal city manager involvement, yet maintains general control of operations by providing the right amount of communication to the staff

\_\_\_\_\_ Instills confidence and promotes initiative in subordinates through supportive rather than restrictive controls for their programs while still monitoring operations at the department level

\_\_\_\_\_ Develops and maintains a friendly and informal relationship with the staff and work force in general, yet maintains the professional dignity of the city manager's office

\_\_\_\_\_ Sustains or improves staff performance by evaluating the performance of staff members at least annually, setting goals and objectives for them, periodically assessing their progress, and providing appropriate feedback

\_\_\_\_\_ Encourages teamwork, innovation and effective problem-solving among the staff members

Add the values from above and enter the subtotal \_\_\_\_\_ ÷ 5 = \_\_\_\_\_ score for this category

Comment: \_\_\_\_\_  
\_\_\_\_\_

**9. FISCAL MANAGEMENT**

\_\_\_\_\_ Prepares a balanced budget to provide services at a level directed by council

\_\_\_\_\_ Makes the best possible use of available funds, conscious of the need to operate the local government efficiently and effectively

\_\_\_\_\_ Demonstrates ingenuity and creativity in approaching budgetary matters, including long-range financial needs, monitoring and adaption for the organization

\_\_\_\_\_ Incorporates evolving role of technology in service provision

\_\_\_\_\_ Ensures actions and decisions reflect an appropriate level of responsibility for financial planning and accountability

\_\_\_\_\_ Appropriately monitors and manages fiscal activities of the organization

Add the values from above and enter the subtotal \_\_\_\_\_ ÷ 6 = \_\_\_\_\_ score for this category

Comment: \_\_\_\_\_  
\_\_\_\_\_

**10. COMMUNITY RELATIONS AND ENGAGEMENT**

\_\_\_\_\_ Makes an effort to understand issues, concerns and values of the community

\_\_\_\_\_ Leverages public engagements and community interactions to educate and advocate on City initiatives and services

\_\_\_\_\_ Represents the City well and in a professional and positive manner

\_\_\_\_\_ Professionally leverages social media

\_\_\_\_\_ Works effectively with partner agencies, neighboring jurisdictions and community organizations

Add the values from above and enter the subtotal \_\_\_\_\_ ÷ 5 = \_\_\_\_\_ score for this category

Comment: \_\_\_\_\_

\_\_\_\_\_

DRAFT





