City Manager Performance Evaluation - Council

City of Whitewater

Evaluation period: 2026

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. If submitting electronically, please indicate "**CONFIDENTIAL**" on the subject line. The deadline for submitting this performance evaluation is December 21, 2026. Evaluations will be summarized and included on the agenda for discussion at the Common Council Meeting on January 19, 2027.

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Signature (optional)

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Date Submitted

INSTRUCTIONS

The City Manager evaluation process is designed to provide constructive feedback, align performance with Council priorities, and support professional development. Your input is essential to ensure a fair, comprehensive, and forward-looking evaluation.

Start by reviewing the City Manager's self-evaluation, which has been provided as a separate document. This document outlines key accomplishments, challenges, and goals from the past year and is intended to provide important context to assist you in completing your evaluation.

For Section 1, Councilmembers are asked to evaluate the City Manager's performance in several key areas. For each category, assign a rating using the following scale: **NE = Needs Improvement**, **ME = Meets Expectations**, and **EE = Exceeds Expectations**. These ratings should reflect your assessment of the City Manager's performance over the evaluation period, taking into account both day-to-day responsibilities and broader leadership contributions. Consider: **How well has the City Manager advanced the Council's strategic priorities in each area?**

Indicate which areas are most critical to signal priorities by circling or highlighting High/Medium/Low. Beneath each category, provide brief written comments to support your rating. Comments help clarify the basis of your assessment, highlight specific examples, and ensure that feedback is meaningful and actionable.

For Section 2, Councilmembers should provide narrative feedback that goes beyond ratings. This section is an opportunity to reflect on and communicate the City Manager's key strengths, areas for growth, and constructive suggestions for improvement. Council members are also encouraged to identify priorities or expectations that should guide the City Manager's focus in the upcoming evaluation period. Thoughtful, candid feedback in this section will help establish shared priorities and support the City Manager's ongoing professional development and alignment with Council goals.

SECTION 1: Councilmember Evaluation

Rating Scale: NE = Needs Improvement ME = Meets Expectations EE = Exceeds Expectations

#	Performance Category	Description	Rating (NE/ME/EE)
1	Individual Characteristics	Integrity, judgment, adaptability, professionalism, demeanor.	
Comments: Priority: High Medium Low			
2	Leadership & Decision Making	Knowledge of local government management, creativity, problem-solving, innovation.	
Comments: Priority: High Medium Low			
3	Council Relations	Accessibility, responsiveness, provision of accurate/timely information, support of Council decisions.	
Comments: Priority: High Medium Low			
4	Policy Execution & Strategic Direction	Implements Council policy effectively, advances strategic goals, offers alternatives when needed.	
Comments: Priority: High Medium Low			
5	Communication & Reporting	Provides clear, accurate and proactive information to Council and the public; demonstrates transparency.	
Comments: Priority: High Medium Low			

6	Community Relations & Engagement	Builds partnerships, represents the City positively, engages with the community and media.	
Comments: Priority: High Medium Low			
7	Organizational Management & Culture	Promotes teamwork, recognition, staff development, succession planning.	
Comments: Priority: High Medium Low			
8	Fiscal Stewardship	Prepares and manages the budget responsibly, uses resources effectively, plans for long-term financial stability.	
Comments: Priority: High Medium Low			
9	Development	Advances the City's economic development goals, including housing, business retention and attraction, and development initiatives	
Comments: Priority: High Medium Low			

SECTION 2: Narrative Feedback

1. Strengths – What key strengths or accomplishments stand out this year?

2. Areas for Growth – What areas are most critical for improvement?

3. Suggestions – What constructive feedback would enhance performance?

4. Council Priorities – What priorities or expectations should guide the next review period?