

Washington City Strategic Plan

Dear Citizens:

We are pleased to present the Washington City “Five Year Strategic Plan” for 2012. The strategic plan represents a “living plan” for the City, which will be reviewed annually, and adjusted as necessary. The plan provides direction as we move forward.

The vision for the future of Washington City cannot be accomplished without the continued involvement and interest of citizens. We invite you to review the strategic plan and provide comment regarding these goals. We appreciate suggestions for the betterment of our community.



Mission, Vision & Values

Mission

Washington City is dedicated to being the City of choice. We will build upon the foundation of our traditional pioneering spirit and strive to enhance the quality of life while providing the most reliable, innovative, efficient and courteous service.

Vision

To be a model city; recognized as an innovative, empowering, high-quality city.

Values

The Values that will guide us are:

INTEGRITY in all of our actions, decisions and the work we perform.

DEDICATION to our community and our ethical code.

EFFICIENCY in our operations to provide the best value.

QUALITY and excellence in all aspects of our work.

INNOVATION in meeting the present and future needs of the City.

PRIDE in our work and in our dedication to public service.

Major Areas of Emphasis

- 1. Embrace Economic Growth**
- 2. Ensure Financial Integrity**
- 3. Enhance Public Service**
- 4. Elevate Citizen Experience**
- 5. Enrich Cultural Awareness**

These five areas of emphasis constitute Washington City's primary goals for the years 2012-2016. Each goal contains specific strategies and objectives which will be necessary to accomplish these goals. The strategies and objectives are contained in the following pages.

1. Embrace Economic Growth

Effectively use City development plans and codes

- Publish revisions and amendments of General Plan.
- Publish revisions and amendments of Subdivision and Zoning Ordinances.
- Expand opportunities within the Density Bonus Program.
- Prepare City Facility Master Plan.

Market the community as a great place to do business

- Finalize and distribute Economic Development marketing plan.
- Update and post available commercial property list to the website.
- Identify and recruit target businesses.
- Expand strategic partnerships between property owners, developers, and government entities.

*In May 2011,
Washington City
had 736 active
business licenses.*

2. Ensure Financial Security

Continue to safeguard public funds

- Assemble master document of each department's financial policy.
- Streamline the in-house audit.
- Increase express bill pay use.
- Review and update utility collection policy.
- Annual utility account audit to ensure accuracy.
- Strengthen financial controls, independent reviews, and approvals.
- Prepare and print Comprehensive Annual Financial Report(CAFR).

By 2016, Washington City will pay \$3.5 million in bonds.

Continue to enhance financial tools available to the City

- Develop internal software program for annual utility rate and fee analysis.
- Comply with any state law regarding transparency.
- Establish committee to analyze and improve returns on investments.

3. Enhance Public Service

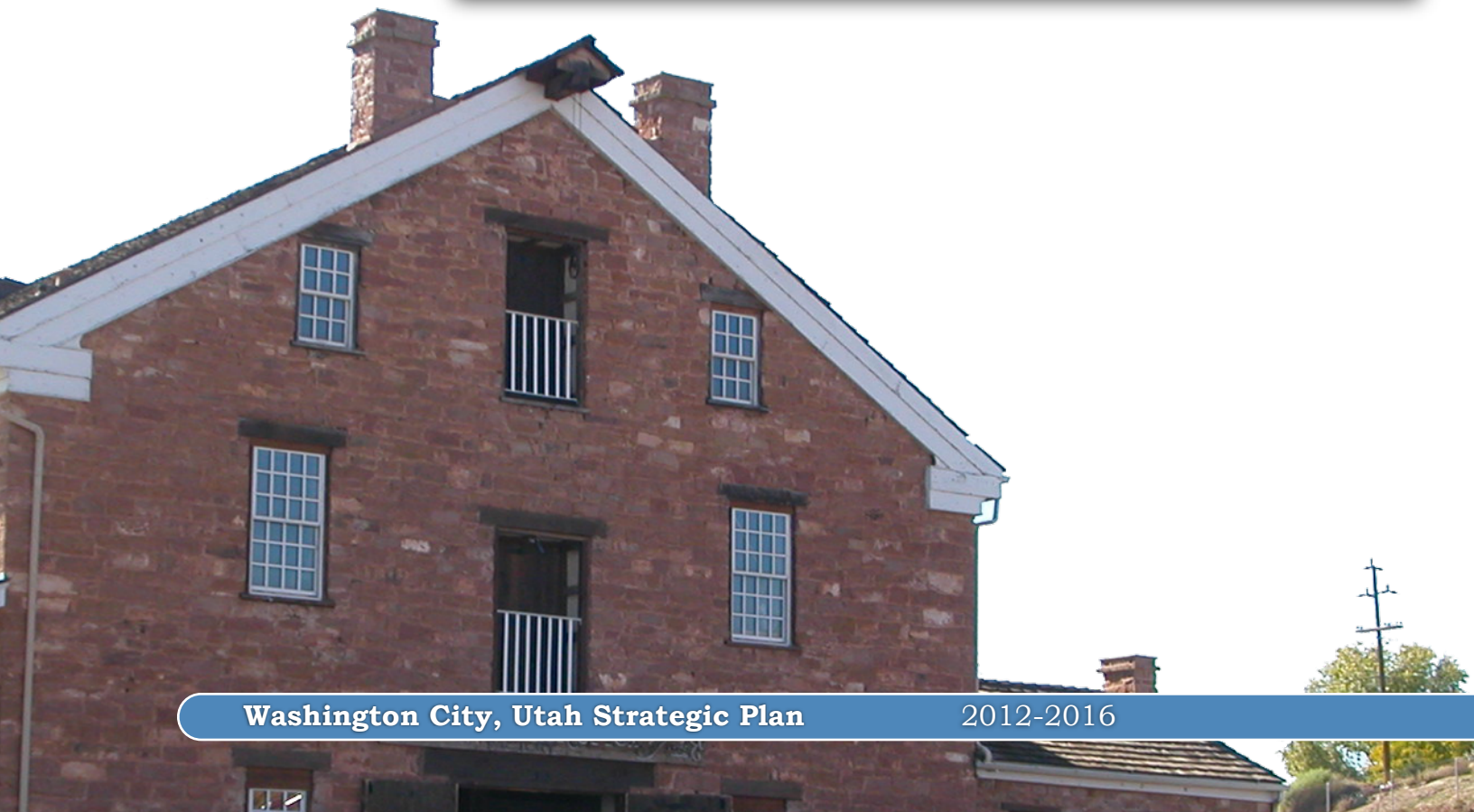
Increase the park and recreational opportunities

- Expand upon the Virgin River and Millcreek Trail systems.
- Construction of the Virgin River Park Soccer Complex.
- Introduce additional Adult Sports and Recreation programs.
- Develop equestrian and Warm Springs Trailhead.

Enhance public safety services to the community

- Rehearse the City's Emergency Response Plan semi-annually.
- Educate the citizens on Community Oriented Public Safety.
- Enhance code compliance efforts by educating the community on taking a personal responsibility in their neighborhoods.
- Use Volunteers In Public Safety program to develop neighborhood watch and trail/park watch programs.
- Implement Advanced Life Support with EMS services.
- Conduct Citizens' Public Safety Academy.

In 1988, Washington City had 3,200 residential accounts. In May 2011, there are 9,600 residential accounts.



3. Enhance Public Service

Improve communication with our citizens

- Publish on-line status reports for builders to use in monitoring the progress of their projects.
- Create interactive employment application.
- Implement online chat for utility customers.
- Update radio communication system within City departments to utilize during emergency situations.

Add to the professional level of our staff

- Improve the learning opportunities for staff and City officials.
- Emphasize supervisors' employee management training.
- Enhance training of employees in co-worker relationships.
- Expand courtroom security policy and procedures.

Improve utility infrastructure

- Maintain streets to a 12 year resurface life.
- Update current water, sewer, roads, and storm water master plans.
- Increase capacity of storm water drainage system.
- Construction of retention/detention basins within parks.



4. Elevate Citizen Experience

Proactively use the media for public relations

- Support Mayor and Council with citizen interactions.
- Create an internal policy for communication with media.
- Establish committee for newsletter ideas, social media, and webpage content.

Enable citizens to search location of graves

- Create a web-based cemetery database.
- Provide images of headstones.
- Show location of available plots.

Washington City has 77 acres of open parks and 17 miles of trails.

Address senior needs within our community

- Establish a citizen committee to organize events for seniors.
- Create a senior section in the newsletter.
- Encourage the Historical Society/Museum Expansion.



4. Elevate Citizen Experience

Improve citizen interaction with City offices

- Investigate and evaluate Receptionist/Information Center.
- Provide web access of active business licenses.
- Publish a map showing locations of City facilities.
- Regularly survey community on issues of importance and to solicit input.

Provide video feed of City

- Create 360° view of parks and facilities.
- Publish web-based real time video of traffic conditions
- Promote video feed of City Council Meetings on website.
- Develop local weather monitoring station.



5. Enrich Cultural Awareness

Celebrate our heritage

- Establish citizen committees to oversee or offer assistance in City celebrations.
- Incorporate education of City heritage and history in new employee orientation.
- Continue to support and enhance the community garden as recognition of our heritage as “Garden City”.

Expand information provided for cultural arts and events

- Special editions of newsletters.
- Create Heritage and Cultural Arts Master Plan.
- Investigate funding sources to promote events.

Washington City residents have held foot races on July 24th for over 150 years.



Washington City
Where Dixie Begins